



2020 Home Show Sponsorship Opportunities

The **Howell Area Chamber of Commerce** hosts the **Livingston County Home Show, March 27-29, 2020**, at the Howell High School, located at 1200 West Grand River. This event is the premier showcase opportunity for the home improvement industry in Livingston County. Our show connects with thousands of loyal guests year after year.

The Sponsorships offered below are opportunities to increase your visibility with a home show that has been going strong for 57 years.

Note: To become a sponsor of the Livingston County Home Show you must be a member of the Howell Area Chamber of Commerce. You can become a member by contacting the Howell Area Chamber of Commerce. Home Show Sponsors from 2019 have first right of refusal for 2020 Home Show Sponsorships.

Major Sponsor \$3,500 - SOLD -

_____ Initial

- A 10' x 10' first row premium booth on the main floor of the show
- Company name included in radio and/or television ads
- Company name included on billboard ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on all print marketing material (flyers, etc.) promoting the Home Show throughout Livingston County
- Company name/logo on the Livingston County Home Show website, with link to company's home page
- Company name/logo included in the official Home Show Guide published by the Livingston County Daily Press & Argus
- Company name/logo displayed prominently on a banner at the show
- Company name/logo printed on the admission tickets to the event
- Company name included in announcements made during the show
- Company name/logo included in all press releases sent to media in and beyond Livingston County
- Company name/logo included in "Chamber Advantage", (chamber's weekly newsletter) about the Home Show and Taste of Livingston
- Ten complimentary general admission tickets to the home show for your customers/employees
- Fifty complimentary Taste of Livingston county tickets to give to customers or employees to enjoy food samplings from area restaurants participating in the Taste venue
- Complete list of exhibitors and contact information
- 1st Right of refusal for 2021 show as a major sponsor

Media Sponsor \$3,500 (Trade for in-kind promotional services): _____ **Initial**

- A 10' x 10' first row premium booth on the main floor of the show
- Company name included in radio and/or television ads
- Company name included in billboard ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on all print marketing material (flyers, etc.) promoting the Home Show throughout Livingston County
- Company name/logo on the Livingston County Home Show website, with link to company's home page
- Company name/logo included in the official Home Show Guide published by the Livingston County Daily Press & Argus
- Company name/logo displayed prominently on a banner at the show
- Company name/logo printed on the admission tickets to the event
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- Complete list of exhibitors and contact information
- 1st Right of refusal for 2020 show as a major sponsor

Mobile Phone Ad Sponsor \$1,850 _____ **Initial**

- A 10' x 10' first row premium booth on the main floor of the show
- Your company name/logo included in home show ad on thousands of mobile phone apps with over 100,000 impressions
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Show Bag Sponsor \$1,500 _____ **Initial**

- Company name/logo and advertisement will be printed in color on 1-side of 1,000 show bags w/plastic handles (size 11" x 15"). Opposite side printed with the Livingston County Home Show logo.
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Punch a Prize Sponsorship – Sunday \$1200 _____ **Initial**

- A 10' x 10' first row premium booth on the main floor of the show
- Company Name/Logo exclusively displayed on header of Punch a Prize Game board along with all 100 prizes exclusively donated by company for Punch A Prize Game. Prizes can be in the form of gift cards, merchandise, etc.
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

Ticket Sponsor \$850 _____ **Initial**

- Company name and coupon printed on back of 4,000 admission ticket stubs (size 3" x 2")
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Kids' Zone Sponsor \$500 ea. (3 available - Friday, Saturday or Sunday) _____ **Initial**

(Free entertainment provided for children – location, entertainment TBD)

- Company name listed on banner/signage in the kids' entertainment area on sponsored day
- Company name/logo on the Livingston County Home Show website, with link to company's home page
- 10 complimentary Home Show tickets and 10 complimentary Taste of Livingston tickets

Greeter Sponsor – Saturday \$500

_____ **Initial**

- A total of two people from your company get to welcome attendees to the home show and hand out your company’s literature near entrance(s) of the show
- Company name/logo on the Livingston County Home Show website, with link to company’s home page

2 for \$22 Sponsorship - Saturday \$400

_____ **Initial**

- Company Name/Logo on ticket booths at home show AND Taste of Livingston as the “2 for \$22” Admission Sponsor on Saturday. *The “2 for \$22” special allows show attendees to receive 2 home show ticket and 2 strips of 10 Taste of Livingston tickets each as at special price. Taste of Livingston is held in the high school cafeteria on Saturday from 11:30am – 3:00pm.*
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

Raffle Table Sponsorship - \$375

_____ **Initial**

- Company Banner above Raffle Table – Friday, Saturday and Sunday (banner not provided by home show)
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

Coffee Sponsor \$350

_____ **Initial**

(proceeds of sponsorship will provide FREE coffee at the concession stand for all home show exhibitors)

- Company name/logo on signage at the concession stand
- Company name/logo on the Livingston County Home Show website, with link to company’s home page
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Half Price Sponsorship – Friday \$300

_____ **Initial**

- Company Name/Logo on ticket booths as “½ Off Admission” Sponsor on Friday
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

If you have any questions about Home Show sponsorship opportunities, please contact Jeanne Clum at 517.546.3920, or lchomeshow@howell.org.

To confirm your acceptance of these sponsorship terms, please initial next to the sponsorship of choice, sign below and fax to Jeanne at 517.546.4115.

(Print) Authorized Signature

(Sign) Authorized Signature

Date