



JCAHBA

Annual Home & Outdoor Show

Sponsorship Opportunities

The Johnson City Area Home Builders Association Home & Outdoor Show is an event designed for homeowners in all stages of building, remodeling, landscaping or decorating and focuses on – kitchen and bath; home improvement; aging-in-place; sustainable living or remodeling; plus, the services that go into executing these types of projects. This Show includes exhibits with merchandise, sample interior and exterior vignettes, and product demonstrations. With a combination of new products and expert advice from the pros, the JCAHBA Home & Outdoor Show inspires homeowners with countless ideas on enhancing their home's comfort and functionality, as well as its aesthetic appeal and overall value.

Below you will find a detailed list of sponsorship opportunities as well as the sponsor benefits that come with each level.

Presenting Sponsor: \$5,000

- ❖ Sponsor name and logo on *ALL* show materials
- ❖ Twenty passes to Show
- ❖ Sponsor logo placed *prominently* on the JCAHBA website with a link to sponsor website
- ❖ Sponsor promotional material included in vendor welcome packets
- ❖ Sponsor name and logo in *ALL* Show advertisement, remotes, PSA's, commercials, and publications
- ❖ Sponsor banner hung in exhibit hall for all attendees to see
- ❖ Three 8x10 or 10x10 exhibit booths; this may include up to 3 tables, 6 chairs and 2-110v outlets

Elite Sponsor: \$3,000

- ❖ Sponsor name and logo on *select* show materials
- ❖ Fifteen passes to Show
- ❖ Sponsor logo placed on the JCAHBA website with a link to sponsor website
- ❖ Sponsor promotional material included in vendor welcome packets
- ❖ Sponsor name and logo on *select* advertisement, remotes, PSA's, commercials, and/or publications
- ❖ Two 8x10 or 10x10 exhibit booths; this may include up to 2 tables, 4 chairs and 1-110v outlets

Gold Sponsor: \$1,500

- ❖ Sponsor name and logo on *select* show materials
- ❖ Twelve passes to Show
- ❖ Sponsor logo placed on the JCAHBA website with a link to sponsor website
- ❖ Sponsor name and logo on *select* advertisement, remotes, PSA's, commercials, and/or publications
- ❖ One 8x10 or 10x10 exhibit booth; this may include 1 table, 2 chairs and 1-110v outlets

Silver Sponsor: \$1,000

- ❖ Sponsor name and logo on select show materials
- ❖ Ten passes to Show
- ❖ Sponsor logo placed on the JCAHBA website with a link to sponsor website
- ❖ Sponsor name and logo on select advertisement, remotes, PSA's, commercials, and/or publications
- ❖ One 8x10 or 10x10 exhibit booth

Additional Sponsorship Levels

Vendor/Hospitality Room Sponsor: \$2,000 for Exclusive OR Price dependent on selection

- ❖ Sponsor name and logo on *select* show materials
- ❖ Sponsor signs hung in Hospitality area for all Vendors to see
- ❖ Sponsor logo placed on the JCAHBA website with a link to sponsor website
- ❖ Sponsor promotional material included in vendor welcome packets
- ❖ Sponsor name and logo on *select* advertisement and/or publications
- To reduce the price of this sponsorship, Vendor/Hospitality Sponsors will be split into specific dates and/or times. Sponsors are requested to supply all or a combination of the listed items for the exhibitors;
 - Friday Night (4-8 pm) – Dinner and beverages for exhibitors (i.e., sandwiches, heavy hors d'oeuvres, pizza, etc.)
 - Saturday AM (8-11:30am) Breakfast items and beverages (i.e., doughnuts, biscuits, juice, etc.)
 - Saturday PM (11:30am-5pm) Lunch and snack items with beverages for remainder of day.
 - Sunday (11am – 4pm) Lunch and snack items with beverages for full day.

Contact the office for sponsorship price exchange.

Marketing Sponsor: \$500 +

- ❖ Sponsor name and logo printed on *ALL* show materials
- ❖ Sponsor name and logo on *select* advertisement, publications, and/or billboards
- ❖ Twenty passes to show

If you or your company is interested in any of the above sponsorship opportunities, please contact JCAHBA at 423-282-2561 – office. If email is more convenient: info@jcahba.org

Home Show website is www.jcahba.org

Agreement for Sponsorship in JCAHBA Annual Home & Outdoor Show

Company _____

Phone _____ E-mail/Fax _____

Contact Person _____

- | | | | | |
|---|----------|--|---------------|-------------------------|
| <input type="checkbox"/> Presenting Sponsor | \$5,000 | Vendor Hospitality Sponsor | | |
| <input type="checkbox"/> Elite Sponsor | \$3,000 | <input type="checkbox"/> Friday Night | 4pm – 8pm | Dinner & Beverages |
| <input type="checkbox"/> Gold Sponsor | \$1,500 | <input type="checkbox"/> Saturday AM | 8 – 11:30am | Breakfast & Beverages |
| <input type="checkbox"/> Silver Sponsor | \$1,000 | <input type="checkbox"/> Saturday PM | 11:30am – 5pm | Lunch, Beverages, Snack |
| <input type="checkbox"/> Marketing Sponsor | \$ 500 + | <input type="checkbox"/> Sunday Full Day | 11am – 4pm | Lunch, Beverages, Snack |

Place a check mark beside the Sponsorship opportunity that you prefer, sign below and return by mail, email or fax.

Johnson City Area Home Builders Association
207 N Boone Street, Suite 12
Johnson City, TN 37604
(F) 423-283-8805
events@jcahba.org

I hereby agree to be a sponsor of the Annual Home & Outdoor Show

Contact Name

Date