

# Tour of Remodeled Homes

## October 1-2, 2011

*Sponsorship Opportunities*



## **NARI Atlanta**

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# The Atlanta Chapter of NARI Presents its Annual Tour of Remodeled Homes

October 1-2, 2011

**Charity Beneficiary**  
**ALS Division of the Muscular Dystrophy Association (MDA)**

The annual NARI Remodeled Homes Tour showcases the exceptional work done by some of the most reputable local remodelers in our industry. It's held each year on a weekend immediately following the Fall Atlanta Home Show.

The marketing benefits offered by the Tour to NARI members and related companies are numerous, since the Tour attracts consumers who are serious about home remodeling and shopping for qualified professionals who can do the work.

**We invite you to consider sponsoring the NARI Tour of Remodeled Homes as:**

Presenting Sponsor, \$10,000 Level

Official Sponsor, \$5,000 Level

Patron Sponsor, \$2,500

Supporting Sponsor, \$1,000 Level

As a sponsor of the Remodeled Home Tour, your company will receive the specific benefits outlined on the attached pages. Additionally, your company will be associated with a prestigious community event that brings you face-to-face with potential consumers who have demonstrated their interest in home remodeling by attending the Tour.

***NARI will market the Tour and sponsors as follows:***

- Pre-and Post-Tour media relations activities to secure coverage in local publications, blogs and websites
- Prepared press materials sent to all sponsors and participating companies for their use on their websites and for distribution to their key audiences
- Color Tour advertisement in Atlanta Home Improvement Magazine listing sponsors
- Four-Color Tour Brochure
- Paid postings on Atlanta Daybook, which is sent daily to 3,000+ business leaders and local media
- Paid postings on the award-winning blog, Atlanta Real Estate Forum, which boasts over 30,000 unique readers
- Printed and online Tour tickets sold via various outlets including at the 2011 Fall Atlanta Home Show
- Exposure through the NARI Atlanta website, email communications and announcements at NARI meetings
- Signage and hand-outs at the Fall Atlanta Home Show, as well as exposure on the Show's website
- Onsite signage viewed by the expected attendees as well as drive-by traffic
- Complimentary invitations to participate in NARI Atlanta's annual golf outing. This is a great opportunity to entertain clients in a casual setting

# PRESENTING SPONSOR BENEFITS

## \$10,000

As part of the **SPONSOR** and NARI Atlanta Chapter agreement, **SPONSOR** will be designated, by NARI Atlanta Chapter as the Presenting Sponsor of the 2011 Tour of Remodeled Homes with the following benefits:

- Corporate Recognition:
  - Prominent Logo placement on Event Tickets
  - Prominent logo placement on Event Flyers
  - Recognition as Presenting Sponsor in all press releases
  - Prominent logo placement on Cover of Tour Guide
  - Full page advertisement in Tour Guide (80,000 to be printed & camera ready artwork provided by sponsor)
  - Prominent logo placement on Banners displayed at each home on tour
  - Company will be recognized from the podium during the NARI Atlanta Golf outing in October
- Right to use NARI Atlanta and Tour of Homes logo and marks in advertising, promotion and packaging for promotion and refer to **SPONSOR** as the “Presenting Sponsor” of the NARI Tour of Remodeled Homes
- Right to include Presenting Sponsorship of Tour in Company’s own paid advertising
- Opportunity to provide company branded giveaway item/sample to attendees with paid ticket
- Advertising
  - Prominent Logo Placement in all print advertisements and collateral materials
  - Company Highlight in Paid Radio advertisements
  - Inclusion in paid online postings several on Atlanta Daybook and Atlanta Real Estate Forum
- Online Recognition
  - Web Page - logo displayed prominently on Remodeled Home Tour Event Page
  - E-news – Inclusion in HTML email promoting Tour sent to approximately 800 email addresses
- 100 Free Tickets to the Tour for distribution
- Opportunity to engage in additional promotions as they arise
- Sponsor may have access to email list of people who purchase tickets to the tour online and/or who sign up for email in the NARI Booth at the Fall Atlanta Home Show
- Two complimentary foursomes in the NARI Atlanta Golf Outing

# OFFICIAL SPONSOR BENEFITS

## \$5,000

As part of the **SPONSOR** and NARI Atlanta Chapter agreement, **SPONSOR** will be designated, by NARI Atlanta Chapter as an Official Sponsor of the 2011 Tour of Remodeled Homes with the following benefits:

- Corporate Recognition:
  - Logo placement on Event Tickets
  - Logo Placement on Event Flyers
  - Recognition as an Official Sponsor in all press releases
  - Half page advertisement in Tour Guide (80,000 to be printed & camera ready artwork provided by sponsor)
  - Logo Placement on Banners displayed at each home on tour
  - Company will be recognized from the podium during the NARI Atlanta Golf outing in October
- Right to use NARI Atlanta and Tour of Homes logo and marks in advertising, promotion and packaging for promotion and refer to **SPONSOR** as an “Official Sponsor” of the NARI Tour of Remodeled Homes
- Right to include Official Sponsorship of Tour in Company’s own paid advertising
- Opportunity to provide company branded giveaway item/sample to attendees with paid ticket
- Advertising
  - Logo placement in all print advertisements and collateral materials
  - Company mentioned in paid radio advertisements
  - Inclusion in paid online postings in Atlanta Daybook and Atlanta Real Estate Forum
- Online Recognition
  - Web Page - logo displayed on Remodeled Home Tour Event Page
  - E-news – Inclusion in HTML email promoting Tour sent to approximately 800 email addresses
- 50 Free Tickets to the Tour for distribution
- Opportunity to engage in additional promotions as they arise
- One complimentary foursome in the NARI Atlanta Golf Outing

# PATRON SPONSOR BENEFITS

## \$2,500

As part of the **SPONSOR** and NARI Atlanta Chapter agreement, **SPONSOR** will be designated, by NARI Atlanta Chapter as a Patron Sponsor of the 2011 Tour of Remodeled Homes with the following benefits:

- Corporate Recognition:
  - Quarter page advertisement in Tour Guide (80,000 to be printed & camera ready artwork provided by sponsor)
  - Company name listed on Banners displayed at each home on tour
  - Company will be recognized from the podium during the NARI Atlanta Golf outing in October
- Right to use NARI Atlanta and Tour of Homes logo and marks in advertising, promotion and packaging for promotion and refer to **SPONSOR** as a “Patron Sponsor” of the NARI Tour of Remodeled Homes
- Right to include Patron Sponsorship of Tour in Company’s own paid advertising
- Opportunity to provide company branded giveaway item/sample to attendees with paid ticket
- Online Recognition
  - Web Page - inclusion on Remodeled Home Tour Event Page
- 25 Free Tickets to the Tour for distribution
- Opportunity to engage in additional promotions as they arise
- Two complimentary golfer spots in the NARI Atlanta Golf Outing

# SUPPORTING SPONSOR BENEFITS

## \$1,000

As part of the **SPONSOR** and NARI Atlanta Chapter agreement, **SPONSOR** will be designated, by NARI Atlanta Chapter as a Supporting Sponsor of the 2011 Tour of Remodeled Homes with the following benefits:

- Corporate Recognition:
  - Company name listed in directory in Tour Guide (80,000 to be printed)
  - Company name listed on Banners displayed at each home on tour
- Right to refer to **SPONSOR** as a “Supporting Sponsor” of the NARI Tour of Remodeled Homes
- Right to include Supporting Sponsorship of Tour in Company’s own paid advertising
- 10 Free Tickets to the Tour for distribution
- One complimentary golf spot in the NARI Atlanta Golf Outing

# NARI Atlanta Tour of Remodeled Homes

## 2011 Letter of Agreement

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

As a sponsor of the Tour of Remodeled Homes we would like to make a pledge of (select one):

\$10,000 Presenting       \$5,000 Official       \$2,500 Patron       \$1,000 Supporting

As part of the agreement, below is a list of terms for NARI ATLANTA CHAPTER and SPONSOR.

### **NARI ATLANTA CHAPTER agrees to:**

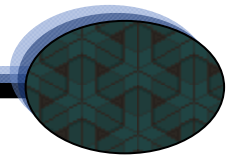
- Recognize SPONSOR as the Presenting Sponsor of the 2011 Tour of Remodeled Homes and fulfill benefits outlined on the attached pages.
- Inform SPONSOR of any additional opportunities for involvement

### **\$10,000 PRESENTING SPONSOR agrees to:**

- Donate \$10,000 to the tour and have all monies paid by August 1, 2011 (Invoice provided upon request)
- Provide company logo in the JPG and EPS formats by August 1, 2011
- Provide Camera Ready Art for ad in Tour Guide by August 1, 2011
- Promote the Tour
- Provide volunteers for the tour

### **\$5,000 OFFICIAL SPONSOR agrees to:**

- Donate \$5,000 to the tour and have all monies paid by August 1, 2011 (Invoice provided upon request)
- Provide company logo in the JPG and EPS formats by August 1, 2011
- Provide Camera Ready Art for ad in Tour Guide by August 1, 2011
- Promote the Tour
- Provide volunteers for the tour



**\$2,500 PATRON SPONSOR agrees to:**

- Donate \$2,500 to the tour and have all monies paid by August 1, 2011 (Invoice provided upon request)
- Provide company logo in the JPG and EPS formats by August 1, 2011
- Provide Camera Ready Art for ad in Tour Guide by August 1, 2011
- Promote the Tour
- Provide volunteers for the tour

**\$1,000 SUPPORTING SPONSOR agrees to:**

- Donate \$1,000 to the tour and have all monies paid by August 1, 2011 (Invoice provided upon request)
- Promote the Tour
- Provide volunteers for the tour

Signed \_\_\_\_\_  
Sponsor Representative

Signed \_\_\_\_\_  
NARI Representative

Date \_\_\_\_\_

Date \_\_\_\_\_

**PAYMENT INFORMATION**

Payment by Check

Check #: \_\_\_\_\_

Credit Card Payment:

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digits on Back \_\_\_\_\_

Cardholder Signature : \_\_\_\_\_ Phone: \_\_\_\_\_

Total Amount to Be Charged: \$ \_\_\_\_\_

Please fax Letter of Agreement back to Gina Grantham at 770.516.0236. Questions? Please call 770-516-2091. All gifts to the Tour are tax-deductible to the extent allowed by law.

Thank you for your generous support of NARI Atlanta!