***Smith Mountain Lake Charity Home Tour***

***2019 Sponsorship Levels and Benefits***

Bronze

$250 to sponsor one home

Bronze Plus

$250 to sponsor each additional home

* Listing on the sponsor’s page of the Charity Home Tour website, with link to your website or Facebook page
* In the Home Tour Guide (\*69,000 + distributed), 1/12 page ad for each home sponsored
* Inclusion in the Home Tour Guide listing of sponsors for your affiliated home
* Complimentary window/door decal identifying you as a Proud Sponsor of the Charity Home Tour

Silver

$1,000 to sponsor one home

Silver Plus

$500 to sponsor each additional home

*All of the benefits of a Bronze sponsor, above, plus:*

* 1/6 page ad in the Home Tour Guide, instead of 1/12 page ad
* Your business name included on the billboard located outside your sponsored home(s)
* Mention by home hostess at your sponsored home(s)
* Your business representative may be in your sponsored home(s), with brochures and business cards, being available to guests to explain the features that your company contributed to the home
* Two complimentary tickets to the tour

Gold

$3,000 - $4,999

*All of the benefits of a Silver sponsor, above, plus:*

* On rack cards and professional posters advertising the event, and in the publicity of the tour, your logo will be noted as a GOLD sponsor
* Your logo billboard located outside all home
* Your logo on all publicity about the tour, available to 100,000 through publications and electronic media
* Logo on the home page of the Charity Home Tour website
* 1/4 page ad, instead of 1/6 page ad, in the Home Tour Guide
* Inclusion, where applicable, in press releases written about the tour
* Your business representative may be in your sponsored home(s), with brochures and business cards, being available to guest to explain the features that your company contributed to the home
* Your logo included on the billboard located outside all homes
* Four complimentary tickets to the tour, instead of two

Diamond

$5,000 - $9,999

*All of the benefits of a Gold sponsor, above, plus:*

* On rack cards and professional posters advertising the event, and in the publicity of the tour, your logo will be noted as a DIAMOND sponsor
* 1/2 page ad, instead of 1/4 page ad, in the Homes Tour Guide
* Your logo appears on the Home Tour tickets
* Inclusion in press releases, where applicable, written about the tour
* Six complimentary tickets to the tour, instead of four

Premier

$10,000 +

*All of the benefits of a Diamond sponsor, above, plus:*

* On rack cards and professional posters advertising the event, and in the publicity of the tour, your logo will be noted as a PREMIER sponsor
* Your logo on the home page of the Charity Home Tour website, with a link to your website or Facebook page, identifying you as a PREMIER sponsor
* Full page ad in the Home Tour Guide, inside the front cover or on a facing page
* Identification as a PREMIER sponsor in the Home Tour Guide listing of sponsors for all homes
* Your logo appears as a PREMIER sponsor on home tour tickets
* Your logo included as a PREMIER sponsor on the billboard located outside all homes
* Mentioned first by home hostess inside all homes
* Individual listing in press release written about the tour
* Ten complimentary tickets to the tour, instead of six

***Notes: Exact media exposure is subject to final sponsorship agreements with media partners.***

***Benefits assume all contractual dates are met by the sponsors concerning receipt of contract, ads and logos.***

1/9/19sm