



# 2024 SML Charity Home Tour

## October 11-13, 2024

### Business and Club Sponsor Contract

This form is for Inc., LLC, and Sole Proprietorship Businesses.  
 Mail to SML CHT, P.O. Box 416, Moneta, VA 24121  
 Or email [smlcharityhometour.sponsorship@gmail.com](mailto:smlcharityhometour.sponsorship@gmail.com)

<b>Official Use Only:</b>	
Rec'd: _____	_____
Email _____	Mail _____
Level: _____	
Logo: _____	
Ad: _____	
Check #: _____	
PayPal: _____	

**Write your info as you want it to appear in all PR materials.**

Official Sponsor Name: \_\_\_\_\_

Solicitor Name: \_\_\_\_\_ Charity: \_\_\_\_\_

Financial Contact: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

Email: \_\_\_\_\_ (Invoices and IRS letters will be sent via email)

Marketing/PR Contact: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

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

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

Web Site or Facebook address: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Sponsorship Total: \$ \_\_\_\_\_ Use the same ad as 2023:  Yes or  No

Level	Price	Shape and Placement of Ad	Dimensions
<b>Platinum</b>	\$10,000	Full-page VERTICAL ad on inside front cover, facing page, or back cover of Tour Guide	8.5" w x 9.8" h
<b>Diamond</b>	\$ 5,000	½ page HORIZONTAL ad in the front of the Tour Guide	8.5" w x 4.79" h
<b>Gold Plus</b>	\$ 4000	¼ page SQUARE-ish ad toward the front of the Tour Guide	4.2" w x 4.8" h
<b>Gold</b>	\$ 3,000	¼ page SQUARE-ish ad toward the front of the Tour Guide	
<b>Silver &amp; Silver Plus</b> \$1,000 for first home; additional \$500 for each additional sponsored home	\$ 1,000+	1/6 page HORIZONTAL ad in the Tour Guide, with the ad appearing with each sponsored home	4.2" w x 2.9" h
<b>Bronze &amp; Bronze Plus</b> \$250 for first home; additional \$250 for each additional sponsored home	\$ 250+	1/12 page VERTICAL ad in the Tour Guide, with the ad appearing with each sponsored home	2.025" w x 2.9" h

**Payment Information: (check one)**

Check Enclosed (Preferred)  Please Send Invoice  Credit Card ([www.smlcharityhometour.com](http://www.smlcharityhometour.com) & click on "Donate Now.")

**Silver & Silver Plus, Bronze & Bronze Plus Sponsors:** Please designate the home(s) where you want your ad(s) to appear in the Tour Guide. Only designate a 2<sup>nd</sup> or 3<sup>rd</sup> home if you are a Plus sponsor. See the list of home choices below.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## 2024 Home and Charity Pairings:

Charity	Home	Charity	Home
Agape	Karen & Gary Cole	Helping Hands	Julie & Thomas Heller
Bedford Ride	Judy & Dave Graham	SML Good Neighbors	Becky & Mike Fogarty
Habitat for Humanity	Malina & Walt Gaynor	Tackfully Teamed Riding Acad.	Cari & Mark Jones
Healing Strides of VA	Lockport Home	YMCA Group (YMCA/SML Marine Volunteer Fire Rescue/Wonderfully Made)	Suzanne & Jay Coulson

**Personalized Complimentary Tickets:** Choose one:  Accept all tickets  Decline all tickets  
 Platinum = 12 Tickets    Diamond = 10 Tickets    Gold = 8 tickets    Silver = 4 Tickets    Bronze = 2 Tickets

**Would your business like to be a Rest Stop?**  Yes or  No

**Rest Stop Requirements:** All rest stops must provide bathrooms for Tour guests. Tour will provide Rest Stop signs at your location, and your ad will appear near the front of the Tour Guide with the other Rest Stop ads. Minimum sponsorship level of Bronze required, and ad must be provided by the deadline below.

**Check One:**  Full-Service Restaurant  To Go Food  Beverages Only

### Terms of this contract:

1. This is a binding contract. It cannot be canceled once it is processed.
2. Sponsorships are valid for one calendar year. (January 1, 2024 through December 31, 2024)
3. Sponsor must make full payment before any ad/logo will be included in the Tour's printed materials.
4. Sponsor is responsible for providing a **logo (JPEG or PNG format) and/or ad (PDF format)** by the applicable deadline below.
5. SML Charity Home Tour will provide the Sponsor a Digital Decal containing the SML Charity Home Tour logo for use in Sponsor's communications. Any other use of the SML Charity Home Tour logo is prohibited.
6. Benefits to sponsors partnering together will be provided at the lower sponsorship level.

***I have read and agree to the terms listed above. By typing my signature, I am electronically signing this contract.***

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Logo & Ad Deadlines and Information**

- ❖ **May 15, 2024 Logo Deadline for PLATINUM, DIAMOND, and GOLD(+) Sponsors ONLY**  
**Submit your business LOGO (in JPEG or PNG format) as soon as possible, but no later than May 15, 2024, via email to Cindy Lennon, Tour Guide Chair, at [SMLCharityHomeTour.TourGuide@gmail.com](mailto:SMLCharityHomeTour.TourGuide@gmail.com).** Logos, with links to your website or Facebook page, will be published immediately on the Tour's website ([smlcharityhometour.com](http://smlcharityhometour.com)) and used in social media. Logos will also be featured in print advertising starting Memorial Day Weekend and will include rack cards, posters, and ads in local publications such as *The Roanoke Times* and *Laker Magazine*. If logos are submitted after May 15, 2024, your logo will be included in subsequent Tour advertising materials as print deadlines allow.
- ❖ **July 8, 2024 Ad Deadline for ALL Sponsors**  
**For your ad to appear in the Tour Guide, submit your BUSINESS AD (in PDF format) no later than July 8, 2024, via email to Cindy Lennon, Tour Guide Chair, at [SMLCharityHomeTour.TourGuide@gmail.com](mailto:SMLCharityHomeTour.TourGuide@gmail.com).** The size of your ad is based on your Sponsorship Level; see chart on the front page. Ads submitted after July 8, 2024, will be included in the Tour Guide if print deadlines allow.