


2024 SML Charity Home Tour Benefits Guide (updated 2-27-24)

Tour publicity reaches over 150,000 people in print and electronic media!

Sponsorship Benefits	Platinum \$10,000	Diamond \$5,000	Gold \$3,000	Silver \$1,000: 1st Home	Bronze \$250: 1st Home
 <p style="font-size: small;">SOUTH MOUNTAIN LAKE CHARITY HOME TOUR Beautiful Setting • Beautiful Homes • Beautiful Cause •</p>	INCLUDES: Priority Home Access + Personalized Tour + Sponsor Name Announced at Each Home	INCLUDES: Priority Home Access + Personalized Tour + Sponsor Name Announced at Each Home	Gold Plus: \$4,000	Silver Plus: \$1,500+ (\$1000 + \$500 for each additional Sponsored Home)	Bronze Plus: \$500+ (\$250 + \$250 for each additional Sponsored Home)
Logo and/or Ad in Official Tour Guide 45,000+ Print Distribution 100,000+ Electronic Distribution	Logo on Cover, Full-page ad on inside front cover or facing page, or back cover	Logo on Cover, 1/2-page ad in the front of the Tour Guide	Logo on Cover, 1/4-page ad in Tour Guide	1/6-page ad in Tour Guide for each Sponsored Home	1/12-page ad in Tour Guide for each Sponsored Home
Personalized Complimentary Tickets (Great for favored clients, employees, etc.)	12 Tickets	10 Tickets	8 Tickets	4 Tickets	2 Tickets
Logo on Tour Tickets	Yes	Yes			
Logo in TWENTY Quarter-Page full-color ads in Roanoke Times and Franklin News Post	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
Logo in ≥ TWO Half-Page full-color ads in Laker Magazine	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
Logo on ≥ 200 Tour Posters and ≥ 200 Rack Cards displayed in the SML area	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
Logo on 24"x18"* Yard Sign on approach to All Homes	Logo on Individual sign *24" x 28" Yard Sign	Logo on Individual sign	G+: Logo on Individual Sign G: Logo on Sponsor Level Sign		
Spotlighted (Individually or Group) in Tour's social media postings (Facebook, Instagram)	Individually ≥ 2X, PLUS Group at least 5X	Individually ≥ 1X, PLUS Group at least 5X	Group at least 5X		
Logo or Name on 3'x4' Master Sponsor Board at Home's Entrance	Logo, PLUS Premier Sponsor designation at All Homes	Logo at All Homes	Logo at All Homes	Name at Sponsored Home(s)	
Sponsor's Representative, Brochures, and Business Cards permitted in Home	All Homes	All Homes	All Homes	Sponsored Home(s)	
Provided with Print and Digital "Proud Sponsor" decals for display and use in Sponsor's Communications	Yes	Yes	Yes	Yes	Yes
Name in Tour Guide on Home Spotlight page	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
Featured in Home's Brochure and/or Sponsor Sheet at Home's Exit	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
Logo or Name on Tour's Website w/ hotlink to Sponsor's website or Facebook page	Logo, PLUS Premier Sponsor designation on Home Page	Logo on Home Page	Logo on Home Page	Name	Name

Notes: Exact media exposure is subject to final sponsorship agreement with media partners. Benefits assume all contractual dates are met.