


2025 SML Charity Home Tour Benefits Guide for BUSINESSES & CLUBS

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

Business & Club Sponsorship Benefits 	Platinum \$10,000 (Sponsors All Homes) <u>Includes:</u> Name Announced at Each Home	Diamond \$5,000 (Sponsors All Homes) <u>Includes:</u> Name Announced at Each Home	Gold \$3,000 (Sponsors All Homes) Gold Plus: \$4,000 (Sponsor of All Homes)	Silver \$1,000 (Sponsors One Home) Silver Plus: \$1,500 (\$500 for each add'l Sponsored Home)	Bronze \$300 (Sponsors One Home) Bronze Plus: \$500 (\$200 for each add'l Sponsored Home)
Advertising in Official <i>Tour Guidebook</i> 45,000+ Print Distribution 100,000+ Electronic Distribution	Full-Page ad in <i>Tour Guidebook</i> + Logo on Cover	1/2-page ad in <i>Tour Guidebook</i> + Logo on Cover	1/4-page ad in <i>Tour Guidebook</i> + Logo on Cover	1/6-page ad in <i>Tour Guidebook</i> for each Sponsored Home	1/12-page ad in <i>Tour Guidebook</i> for each Sponsored Home
Featured on All Home Tour Tickets	Logo	Logo			
Spotlighted in Tour's Social Media postings (Facebook, Instagram)	≥ 2 Times Individually PLUS Group at least 5X	≥ 1 Time Individually PLUS Group at least 5X	Group at least 5X		
Logo on Individual or Group Level Yard Sign on Approach to Every Home Large Sign = 28"H x 24"W Medium Sign = 18"H x 24"W	Single Logo on Large Individual sign	Single Logo on Medium Individual sign	G+ : Single Logo on Medium Individual sign G : Logo grouped with other logos on Medium sign		
Featured in AT LEAST TWENTY Full and Half-Page full-color ads (Laker Magazine, Roanoke Times, Franklin News Post, SML Insiders, etc)	Logo	Logo	Logo		
Featured on ≥ 200 Tour Posters and ≥ 200 Rack Cards displayed in the SML area	Logo	Logo	Logo		
Ticket to <i>Raise A Glass for Charity</i> Wine Tasting Event at Wilson Home on 10/9/25. *Purchased tickets are First-Come, First-Served and include the Home Tour; only 80 tickets to be sold; public sale begins May 23. <i>(See reverse for more details.)</i>	2 Free Tickets PLUS Opportunity to Buy Pre-Sale Tickets*	2 Free Tickets PLUS Opportunity to Buy Pre-Sale Tickets*	G+ : 2 Free Tickets G : Opportunity to Buy Pre-Sale Tickets*	Opportunity to Buy Pre-Sale Tickets*	
Logo or Name on 3'x4' Master Sponsor Board located at each Home's Entrance	Oversized Logo 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)	
Featured on Tour's Website with hotlink to Sponsor's website or Facebook page	Logo on Home Page	Logo on Home Page	Logo on Home Page	Name	Name
Listed in Home's Brochure and/or Sponsor Sheet at Home's Exit	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
Personalized Complimentary Home Tour Tickets Great for potential clients, employees, etc.	12 Tickets	10 Tickets	8 Tickets	4 Tickets	2 Tickets

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