


2025 SML Charity Home Tour Benefits Guide for BUSINESSES & CLUBS (PATRONS See Reverse Side)

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

<p align="center">Business & Club Sponsorship Benefits</p> 	<p align="center">Platinum \$10,000 (Sponsors All Homes)</p> <p><u>Includes:</u> Name Announced at Each Home</p>	<p align="center">Diamond \$5,000 (Sponsors All Homes)</p> <p><u>Includes:</u> Name Announced at Each Home</p>	<p align="center">Gold \$3,000 (Sponsors All Homes)</p> <p>Gold Plus: \$4,000 (Sponsor of All Homes)</p>	<p align="center">Silver \$1,000 (Sponsors One Home)</p> <p>Silver Plus: \$1,500 (\$500 for each add'l Sponsored Home)</p>	<p align="center">Bronze \$300 (Sponsors One Home)</p> <p>Bronze Plus: \$500 (\$200 for each add'l Sponsored Home)</p>
<p>Advertising in Official <i>Tour Guidebook</i> 40,000+ Print Distribution 100,000+ Electronic Distribution</p>	<p>Full-Page ad in <i>Tour Guidebook</i> + Logo on Cover</p>	<p>1/2-page ad in <i>Tour Guidebook</i> + Logo on Cover</p>	<p>1/4-page ad in <i>Tour Guidebook</i> + Logo on Cover</p>	<p>1/6-page ad in <i>Tour Guidebook</i> for each Sponsored Home</p>	<p>1/12-page ad in <i>Tour Guidebook</i> for each Sponsored Home</p>
<p>Featured on All Home Tour Tickets</p>	<p>Logo</p>	<p>Logo</p>			
<p>Spotlighted in Tour's Social Media postings (Facebook, Instagram)</p>	<p>≥ 2 Times Individually PLUS Group at least 5X</p>	<p>≥ 1 Time Individually PLUS Group at least 5X</p>	<p>Group at least 5X</p>		
<p>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</p>	<p>Single Logo on Large Individual sign</p>	<p>Single Logo on Medium Individual sign</p>	<p>G+: Single Logo on Medium Individual sign G: Logo grouped with other logos on Medium sign</p>		
<p>Featured in AT LEAST TWENTY Half and Quarter-Page full-color ads (Laker Magazine, Roanoke Times, Franklin News Post, SML Insiders, etc)</p>	<p>Logo</p>	<p>Logo</p>	<p>Logo</p>		
<p>Featured on ≥ 200 Tour Posters and ≥ 200 Rack Cards displayed in the SML area</p>	<p>Logo</p>	<p>Logo</p>	<p>Logo</p>		
<p>Ticket to <i>Raise A Glass for Charity Wine Tasting Event at Wilson Home on 10/9/25</i>. *Purchased tickets are First-Come, First-Served and include the Home Tour; only 80 tickets to be sold; public sale begins May 23. (See reverse for more details.)</p>	<p>2 Free Tickets PLUS Opportunity to Buy Pre-Sale Tickets*</p>	<p>2 Free Tickets PLUS Opportunity to Buy Pre-Sale Tickets*</p>	<p>G+: 2 Free Tickets G: Opportunity to Buy Pre-Sale Tickets*</p>	<p>Opportunity to Buy Pre-Sale Tickets*</p>	
<p>Logo or Name on 3'x4' Master Sponsor Board located at each Home's Entrance</p>	<p>Oversized Logo at All Homes</p>	<p>Logo at All Homes</p>	<p>Logo at All Homes</p>	<p>Name at Sponsored Home(s)</p>	
<p>Sponsor's Representative, Brochures, and Business Cards permitted in Home</p>	<p>All Homes</p>	<p>All Homes</p>	<p>All Homes</p>	<p>Sponsored Home(s)</p>	
<p>Featured on Tour's Website with hotlink to Sponsor's website or Facebook page</p>	<p>Logo on Home Page</p>	<p>Logo on Home Page</p>	<p>Logo on Home Page</p>	<p>Name</p>	<p>Name</p>
<p>Listed in Home's Brochure and/or Sponsor Sheet at Home's Exit</p>	<p>All Homes</p>	<p>All Homes</p>	<p>All Homes</p>	<p>Sponsored Home(s)</p>	<p>Sponsored Home(s)</p>
<p>Personalized Complimentary Home Tour Tickets Great for potential clients, employees, etc.</p>	<p>12 Tickets</p>	<p>10 Tickets</p>	<p>8 Tickets</p>	<p>4 Tickets</p>	<p>2 Tickets</p>

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