


2026 SML Charity Home Tour Benefits Guide for **BUSINESSES & CLUBS** *(PATRONS See Reverse Side)* (REV. 3-17-26)


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

Business & Club Sponsorship Benefits	Platinum \$10,000 (Sponsors All Homes)	Diamond \$5,000 (Sponsors All Homes)	Gold Plus \$4,000 (Sponsors All Homes)	Silver \$1,000 (Sponsors One Home)	Bronze \$300 (Sponsors One Home)
 <p style="font-size: small;">Beautiful Setting • Beautiful Homes • Beautiful Cause</p>	Includes: Name Announced at Each Home	Includes: Name Announced at Each Home	Gold: \$3,000 (Sponsors All Homes)	Silver Plus: \$1,500 (\$500 for each add'l Sponsored Home)	Bronze Plus: \$500 (\$200 for each add'l Sponsored Home)
Advertising in Official Tour Guidebook 40,000+ 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	Gold Plus: Single Logo on Individual Medium sign Gold: Logo grouped with other logos on Medium sign		
Featured in AT LEAST TWENTY Half and Quarter-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		
Free Tickets to o2nd Annual Special Fundraising Event (details TBA). Additional tickets can be purchased for \$125 each after May 23 rd at smlcharityhometour.com . Only 80 tickets will be sold. (See reverse for more details.)	2 Free Tickets	2 Free Tickets	Gold Plus: 2 Free 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 Paint Colors & 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.

2026 SML Charity Home Tour Benefits Guide for PATRONS.

(REV. 3-17-26)

Patron Sponsorship Benefits	Platinum \$10,000 (Sponsors All Homes)	Diamond \$5,000 (Sponsors All Homes)	Gold \$3,000 (Sponsors All Homes)	Silver \$1,000 (Sponsors One Home)	Bronze \$300 (Sponsors One Home)
	Includes: Name Announced at Each Home (optional)	Includes: Name Announced at Each Home (optional)	Gold Plus: \$4,000 (Sponsor of All Homes)	Silver Plus: \$1,500+ (Additional \$500 for each additional Sponsored Home)	Bronze Plus: \$500+ (Additional \$200 for each additional Sponsored Home)
Complimentary Tickets to our 2nd Annual Special Event to raise funds for the eight charities. (date & time TBA). Last year's event was so fantastic, we're excited to do it again! We're still working out the details, but it's going to be a phenomenal time with delightful food and drink, and an opportunity to bid on & bring home a variety of top-shelf auction items. Only 80 tickets will be sold to this exclusive event; additional tickets will be available for purchase at www.smlcharityhometour.com after May 23 rd for \$125 each.	2 Free Tickets	2 Free Tickets	Gold Plus: 2 Free Tickets		
Personalized Complimentary Home Tour Tickets. (Great for birthday & anniversary gifts, outings with friends & family, Girls' Weekend, etc.)	12 Tickets	10 Tickets	8 Tickets	4 Tickets	2 Tickets
Gratefully Acknowledged (Individually or at Group level) in Tour's Social Media postings (Facebook, Instagram) <i>(optional)</i>	≥ 2 Times Individually PLUS Group at least 2X	≥ 1 Time Individually PLUS Group at least 2X	Group at least 2X		
Name Listed on 3'x4' Master Sponsor Board at Home's Entrance <i>(optional)</i>	At All Homes	At All Homes	At All Homes	At Sponsored Home(s)	
Name Listed in Official Tour Guidebook <i>(optional)</i> -- 40,000+ Print Distribution 100,000+ Electronic Distribution	Yes	Yes	Yes	Yes	Yes
Name Listed Featured on Tour's Website as a Sponsor <i>(optional)</i>	Yes	Yes	Yes	Yes	Yes

PLEASE NOTE: All publicity is at YOUR OPTION! Patrons are free to decline any or all publicity, and designation as Anonymous also is an option. We truly appreciate your support, and we hope to see all Silver & higher sponsors at the 2nd Annual Special Event!