



## 2020 SML Charity Home Tour Benefit Guide

<b>Sponsorship Benefits*</b>	<b>Bronze \$250 one home. Bronze + \$250 each home sponsored</b>	<b>Silver \$1,000 one home. Silver + \$500 each home sponsored</b>	<b>Gold \$3,000+</b>	<b>Diamond \$5,000+</b>	<b>Premier \$10,000+</b>
<b>Rack Cards and Promotional Posters</b>			Logo	Logo	"PREMIER" sponsor and logo
<b>CHT website with hot-link to Sponsor website or Facebook page</b>	Listing on sponsor page	Listing on sponsor page	On home page and link on sponsor page	On home page and link on sponsor page	"PREMIER" sponsor on home page and link on sponsor page
<b>Logo used in publicity of the tour reaching more than 100,000 in publications and electronic media</b>			Yes	Yes	Yes
<b>Home Tour Guide 69,000+ distribution</b>	1/12 page ad each home	1/6 page ad each home	1/4 page ad	1/2 page ad	Full-page ad, inside front cover or facing page
<b>Home Tour Guide listing that includes information about Sponsor</b>	Name listed at sponsored home(s)	Name listing at sponsored home(s)	Logo and listing at all homes.	Logo and listing at all homes	"PREMIER" Sponsor logo and listing at all homes
<b>Home Tour Tickets</b>				Logo on tickets	"PREMIER" Sponsor and logo.
<b>Press Releases - 3/4 ad used in publications</b>			Yes, with Diamond & Premier	Yes, with Gold & Premier	Yes, with Gold & Diamond
<b>Logo or name on billboard outside the home</b>		Name on sponsored homes	Logo at all homes	Logo at all homes	"PREMIER" SPONSOR logo on all homes
<b>Home hostess mention</b>		In sponsored home(s)	At entrance to all homes	At entrance to all home	<b>First</b> mentioned at entrance to all homes
<b>Sponsor representative in home, brochures &amp; business cards</b>		In sponsored home(s)	All homes	All homes	All homes
<b>Complementary Tickets</b>	1 Ticket for every \$500	1 Ticket for every \$500	1 Ticket for every \$500	1 Ticket for every \$500	1 Ticket for every \$500
<b>Complimentary window/door decal announcing "Proud Sponsor"</b>	Yes	Yes	Yes	Yes	Yes

**Notes: Exact media exposure is subject to final sponsorship agreement with media partners.**

**Benefits assume all contractual dates are met concerning receipt of contract, ads and logos.**

12/09/19