



2020 SML Charity Home Tour Benefit Guide

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

03/11/2020