


2022 SML Charity Home Tour Benefit Guide (updated 3-3-22)

Tour publicity reaches over 100,000 people in print and electronic media!

Sponsorship Benefits	Platinum \$10,000+	Diamond \$5,000+	Gold \$3,000+	Silver \$1,000: 1st Home	Bronze \$250: 1st Home
	INCLUDES: Logo on Tour Tickets, Priority Access, and Personal Tour of Each Home	INCLUDES: Logo on Tour Tickets, Priority Access, and Personal Tour of Each Home	Gold Plus: \$4,000+	Silver Plus: \$1,500+ (\$500 for each additional Sponsored Home)	Bronze Plus: \$500+ (\$250 for each additional Sponsored Home)
Logo and/or Ad in Tour Guide *45,000+ Print Distribution *100,000+ Electronic Distribution	Logo on Cover, Full-page ad on inside front cover or facing page, or back cover	Logo on Cover, 1/2-page ad in the front of the Tour Guide	Logo on Cover, 1/4-page ad in Tour Guide	1/6-page ad in Tour Guide for each Sponsored Home	1/12-page ad in Tour Guide for each Sponsored Home
Logo in at least SIX 3/4-page print ads in local publications promoting the Tour	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
Logo on Tour Posters and Rack Cards	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
Logo on Tour Website's Home Page with hotlink to Sponsor's website or FB page	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
Logo or Name on 24"x18"* Yard Sign on approach to All Homes	Logo on Individual sign *24" x 28" Yard Sign	Logo on Individual sign	G: Name on Sponsor Level Sign G+: Logo on Individual Sign		
Logo or Name on 3'x4' Master Sponsor Board at Home entrance	Logo PLUS designation as Premier Sponsor at All Homes	Logo at All Homes	Logo at All Homes	Name at Sponsored Home(s)	
Home Greeter announces Sponsor to visitors at Home entrance	Announced FIRST at All Homes	All Homes	All Homes	Sponsored Home(s)	
Sponsor's Representative, Brochures, and Business Cards permitted in Home	All Homes	All Homes	All Homes	Sponsored Home(s)	
Listing in Tour Guide on Home Spotlight page	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
Listing on Sponsor Information Sheet available at Home exit	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
Listing on Tour's website with hotlink to Sponsor's website or Facebook page	Yes	Yes	Yes	Yes	Yes
Complimentary Tickets	12 Tickets	8 Tickets	8 Tickets	4 Tickets	2 Tickets
"Proud Sponsor" Window Decal	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.