


## 2023 SML Charity Home Tour Benefits Guide (updated 2-27-23)

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

<b>Sponsorship Benefits</b>	<b>Platinum \$10,000</b>	<b>Diamond \$5,000</b>	<b>Gold \$3,000</b>	<b>Silver \$1,000: 1<sup>st</sup> Home</b>	<b>Bronze \$250: 1<sup>st</sup> Home</b>
	<b>INCLUDES: Priority Access + Personalized Tour + Sponsor Name Announced at Each Home</b>	<b>INCLUDES: Priority Access + Personalized Tour + Sponsor Name Announced at Each Home</b>	<b>Gold Plus: \$4,000</b>	<b>Silver Plus: \$1,500+ (\$1000 + \$500 for each additional Sponsored Home)</b>	<b>Bronze Plus: \$500+ (\$250 + \$250 for each additional Sponsored Home)</b>
<b>Logo and/or Ad in Official Tour Guide</b> 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
<b>Logo on Tour Tickets</b>	Yes	Yes			
<b>Logo in TWENTY Quarter-Page full-color ads in Roanoke Times and Franklin News Post</b>	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
<b>Logo in THREE Half-Page full-color ads in Laker Magazine</b>	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
<b>Logo on ≥ 200 Tour Posters and ≥ 200 Rack Cards displayed in the SML area</b>	Yes, PLUS designation as Premier Sponsor	Yes	Yes		
<b>Logo on 24"x18"* Yard Sign on approach to All Homes</b>	Logo on Individual sign *24" x 28" Yard Sign	Logo on Individual sign	G+: Logo on Individual Sign G: Logo on Sponsor Level Sign		
<b>Spotlighted (Individually or Group) in Tour's social media postings (Facebook, Instagram)</b>	Individually 2X, PLUS Group at least 5X	Individually 1X, PLUS Group at least 5X	Group at least 5X		
<b>Logo or Name on 3'x4' Master Sponsor Board</b>	Logo, PLUS Premier Sponsor designation at All Homes	Logo at All Homes	Logo at All Homes	Name at Sponsored Home(s)	
<b>Sponsor's Representative, Brochures, and Business Cards permitted in Home</b>	All Homes	All Homes	All Homes	Sponsored Home(s)	
<b>Listing in Tour Guide on Home Spotlight page</b>	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
<b>Featured in Home's Brochure and/or Sponsor Sheet located at Ticket Table</b>	All Homes	All Homes	All Homes	Sponsored Home(s)	Sponsored Home(s)
<b>Logo or Listing on Tour's Website with hotlink to Sponsor's website or FaceBook page</b>	Logo on Home Page PLUS designation as Premier Sponsor	Logo on Home Page	Logo on Home Page	Listing	Listing
<b>"Proud Sponsor" Window Decal</b>	Yes	Yes	Yes	Yes	Yes
<b>Personalized Complimentary Tickets</b>	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.**