

MID-SHORES HOME BUILDERS ASSOCIATION INC

18th Annual PARADE OF HOMES

Book Advertising & Sponsorship Packet



NEW DATES - October 14-16, 2022

Friday, Oct. 14 4-8PM

Saturday, Oct. 15 10AM-5PM

Sunday, Oct. 16 10AM-4PM

Providing a direct and immediate benefit to area builders, subcontractors and suppliers...Join us in highlighting our trade to the public by participating in this opportunity to showcase the incredible talent and workmanship our area can provide.



“Commitment to community, quality and professionalism is our motivation”

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
920.539-9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2022 Parade of Homes

Book Advertising & Sponsorship Opportunities

Fri., Oct. 14 4-8PM ■ Sat., Oct. 15 10AM-5PM ■ Sun., Oct. 16 10AM-4PM

Mid-Shores Home Builders Association, Inc. is pleased to announce that our **18th Annual Parade of Homes** will take place **October 14 - 16, 2022**, in-person. It is our hope that this parade will provide a direct and immediate benefit to area builders, sub-contractors and suppliers as it provides the opportunity to showcase the incredible talent and workmanship our area contractors can provide.

Mid-Shores Home Builders Association Inc. invites you to participate as an advertiser and/or sponsor of the 18th Annual Parade of Homes. Your support of this event at any of the following levels will be greatly appreciated!

Parade of Homes Book Advertising

In addition to showcasing the parade projects, Mid-Shores HBA will again be publishing a Parade of Homes book with a circulation of 18,000 within the area via newspaper (the Tempo and Sheboygan Sun). Additional copies will be available for pickup at parade homes and member locations. The high-quality, full-color glossy 8 ½" x 11" books will include advertising opportunities which are not limited to Mid-Shores HBA members. The Parade of Homes Committee has again selected Zander Press, Inc., of Brillion, to design and publish the book. **Please purchase your ad by August 15, 2022 by completing the enclosed advertising contract. All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo and/or artwork should be sent directly to Mid-Shores HBA.** Ads from previous MSHBA Parade of Homes publications are on hand and can be repeated without changes, if desired.

Note to Non-member Parade Home Subcontractors and Suppliers: Non-members must purchase an ad in the parade book to be listed on a builder parade project page or to display business cards in the garage only.

~~Event Sponsor: \$1000 MEMBERS, \$1500 NON MEMBERS – limited to 3~~ **SOLD OUT**

Event sponsors will receive a full-page prime location ad in the parade book, name and/or logo representation on the front cover of the parade book, and name and/or logo representation in posters, newspaper ads, our website and Facebook page.

~~Preview Night Sponsor: \$400 MEMBERS, \$500 NON MEMBERS – limited to 2~~ **SOLD OUT**

Preview Night sponsors will receive a 1/4-page size ad located on the Welcome page in the parade book and name and/or logo representation on our website and Facebook page. Includes attendance and promotional opportunity at Preview Night Celebration on August 6.

Thank you for your kind consideration of this opportunity. If you have any questions or would like additional information, please do not hesitate to contact our MSHBA office or a committee member.

Very Truly Yours,

Tena Hartwig
Executive Officer

2022 Parade of Homes Committee

Chairperson

Julie Schmitz
K & J Construction and Design LLC
920-849-8811

Committee Members

Jenny Pitzen
Christel & Heiberger Builders, Inc.
920-898-2820

Denise Bangart
Envoy Mortgage
920-522-4345

Bill Weber
Pella Windows & Doors of WI
920-435-3791

Gail Forster
Precision Floors & Décor
920-400-1123

Dave Amel
Premier Properties Realty LLC
920-980-4477



MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2022 Parade of Homes

Ad Order Contract

Fri., Oct. 14 4-8PM ■ Sat., Oct. 15 10AM-5PM ■ Sun., Oct. 16 10AM-4PM

Ad Order Contract | Deadline: **EXTENDED to August 15, 2022**

Full Color Glossy Camera Ready Ad Rates:

| | <u>MSHBA Members</u> | <u>Non-members</u> |
|---------------------------------------|----------------------|--------------------|
| Event Sponsor (7.5"X10") limited to 3 | \$1000 | \$1500 |
| Preview Night Sponsor limited to 2 | \$400 | \$500 |
| ¼ Page (3.75"X5") | | |
| Full Page (7.5"X10") | \$800 | \$900 |
| ½ Page (7.5"X5" or 3.75"X10") | \$450 | \$500 |
| ¼ Page (3.75"X5" or 7.5"X2.5") | \$250 | \$300 |



Design services are available for an additional cost of \$25 per ad

Note to Non-member Parade Home Subcontractors and Suppliers: Non-members must purchase an ad in the parade book to be listed on a builder parade project page or to display business cards in the garage only.

ADVERTISER INFORMATION

Date: _____

Company: _____

Advertiser/Contact Person(s): _____

Address, City, State, Zip: _____

Phone: _____ Email: _____

Sponsor/Ad Size: _____ Rate: _____

Design Services \$25

Please invoice Full payment is attached with this contract. Thank you.

Payment of all ads must be received by August 31, 2022 to be included in the 2022 Parade of Homes book.

Signature _____ Sold By _____

All contracts must be returned to MSHBA along with ad copy not later than August 15.

All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo (300 dpi or better) and/or artwork should be submitted electronically directly to Mid-Shores HBA. Camera ready ads should be sized to the above specifications.

Cancellation of Parade. In the event the Parade of Homes is cancelled due to circumstances beyond MSHBA's control, MSHBA may continue to publish and distribute a Parade of Homes Book. In the case of a cancellation, advertisers have the option to request a refund until August 15, 2022.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to:

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