



CENTRAL WASHINGTON TOUR of Homes™

Event Series Sponsorships

2023 Sponsor First Right of Refusal ends March 1, 2024, when we will then open up to new potential sponsors. Payment must be submitted by June 14, 2024 for full promotion.

Presenting Sponsor
\$15,000

Partnering Sponsor
\$7,500

Supporting Sponsor
\$5,000

Connecting Sponsor
\$3,000

Shoe Cover Sponsor
\$1,500

Energy Sponsor
\$1,000

Auto Sponsor
\$100 *per vehicle*

Builder Bus Blast

Presenting Sponsor \$2,000

Lunch Sponsor \$1,000

Beverage Sponsor \$600

Coffee/Donuts Sponsor \$500

Appreciation & Awards Event

Presenting Sponsor \$2,500

Drinkware Sponsor \$1,250

Beverage Sponsor \$1,250

Dessert Sponsor \$500

Welcome Sponsor \$500

Centerpiece Sponsor \$500

Chefs on Tour

Drinkware Sponsor \$1,500

Bag Sponsor \$1,000

Branded Item Giveaway \$200

Sponsor Registration

Event Timeline

March 1

May 31

June 13

June 14

July

August 1

August 15

September 10

September 12

September 14-15

September 18

September 21-22

Sponsor First Right of Refusal Ends

Early Bird Rate Ends

New Builder Orientation

Payment Due

Photography & Filming

Final Magazine & Website Proof

Builder Buddies Secured by Builder

Builder Bus Blast (*All Day*)

Appreciation & Awards Event

Tour of Homes Weekend 1 (*10 AM - 4 PM*)

Chefs on Tour (*4 PM - 9 PM*)

Tour of Homes Weekend 2 (*10 AM - 4 PM*)

Committee Meetings

All meetings are scheduled for 11 AM at the CWHBA office and via zoom. Dates and topics are subject to change.

January 25: *Event Kick-Off Meeting*

February 22

March 28

April 25

June 13: *New Builder Orientation*

July 25

August 22: *Volunteer/Builder Buddy Info*

September 5: *Builder Event Prep*

September 26: *Event Recap/Feedback*



CENTRAL WASHINGTON
TOUR of
Homes™

Event Contact: Alyssa Howe ahowe@cwhba.org 509.388.5272

Presenting Sponsor

Sponsor Benefits

\$15,000

Digital Exposure

- Complete builder profile with company description, builder certifications & a home highlight narrative
- A featured exterior home photo with 15-20 interior/exterior/aerial high-resolution photos
- 360-degree Matterport virtual tour of the home interior.
- Approx. 1-minute professionally produced video (Hosted on vimeo.com, embed code available following the event)
- List of subcontractors, suppliers, staging, and support companies directly included in the project
- Builder-direct contact form

Print Advertising & Media

- Full page feature in the Home Resource & Buyers Guide
- 15-20 professional high-resolution digital image files
- Unique, tagged social media posts featuring each builder and project

Indirect Advertising

- Extensive event promotion including radio commercials, targeted digital advertising, press releases
- Highlights of unique features of projects/trends included in marketing media
- Mass media campaign and targeted online advertising driving traffic to your project

Other Items Included

- 10 Tickets to the Tour of Homes™
- 2 Tickets to the Appreciation & Awards Event
- Directional sign package to guide attendees
- Shoe covers will be provided to be worn by attendees



Partnering Sponsor

SPONSOR BENEFITS

\$7,500

Paid Advertising

- Logo added secondary event graphics for promotion materials, printed media, advertisements, and press releases.
- Mentioned in radio and video promotional materials & and advertising.
- Direct page mention & and tagged in event social media advertising.

CWHBA Communications

- Logo and direct site hyperlinks in all Punchlist weekly newsletter event promotions.
- 1/4-pg ad in September quarterly Home Builder digital web post.
- Acknowledgment on the CWHBA electronic reader board along Nob Hill Blvd.

HOME Resource & Buyers Guide

- Logo on event introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- Logo listed prominently on CWHBA.org homepage event banner, social media event pages, and profiles.
- Fixed and hyperlinked logo on the main 2024 Tour page.
- Complimentary listing to feature promotional offers to the public.

In-Person Home & Ticket Station

- Second selection of "Builder Buddy" ticketing and welcome station at available tour homes.
- Decorate the greeter station with company décor, swag, and promotional items.
- Welcome guests, collect/sell tickets, represent CWHBA and serve as an industry expert.
- Sponsor recognition in each home.

Other Items Included

- 4 Tickets to Chefs on Tour™
- 6 Tickets to the Appreciation & Awards Event

Supporting Sponsor

SPONSOR BENEFITS

\$5,000

Paid Advertising

- Named in promotion materials, printed media, and press releases.
- Rotating page mention & tag in event social media posts & events.

CWHBA Communications

- Named & direct hyperlink in all Punchlist weekly newsletter event promotions.
- Business card (2"x3") ad in September quarterly Home Builder digital web post.

HOME Resource & Buyers Guide

- Logo on event introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- Named prominently on CWHBA.org homepage event banner, social media event pages & profiles.
- Fixed & hyperlinked logo on main Tour page.

In-Person Home & Ticket Station

- Third selection of "Builder Buddy" ticketing & welcome station at available tour homes.
- Decorate greeter station with company décor, swag & promotional items.
- Welcome guests, collect/sell tickets, represent CWHBA & serve as an industry expert.
- Sponsor recognition in each home.

Other Items Included

- 4 Tickets to Chefs on Tour™
- 4 Tickets to the Appreciation & Awards Event

CENTRAL WASHINGTON
TOUR of
Homes™

Connecting Sponsor

SPONSOR BENEFITS

\$3,000

Paid Advertising

- Named in promotion materials, printed media, press releases.
- Rotating page mention & tag in event social media posts & events.

CWHBA Communications

- Named & direct hyperlink in all Punchlist weekly newsletter event promotions.
- Business card (2"x3") ad in September quarterly Home Builder digital web post.

HOME Resource & Buyers Guide

- Logo on event introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- Named prominently on CWHBA.org homepage event banner, social media event pages & profiles.
- Fixed & hyperlinked logo on main Tour of Homes™ page.

Other Items Included

- 2 Tickets to Chefs on Tour™
- 2 Tickets to the Appreciation & Awards Event

Shoe Cover Sponsor

SPONSOR BENEFITS

\$1,500

In-Person Home & Ticket Station

- Exclusive Logo printed on shoe covers
- Logo Signage posted at each Tour home

CWHBA Communications

- Unique social media post acknowledging contribution to the event
- Direct page mention & tagged in event social media posts.

HOME Resource & Buyers Guide

- Logo on event Introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition

CWHBA Tour Website

- Complimentary listing to feature promotion offered to the public

Other Items Included

- 2 Tickets to Chefs on Tour™
- 2 Tickets to Appreciation and Awards Event



Energy Sponsor

SPONSOR BENEFITS

\$1,000

In-Person Home & Ticket Station

- Logo displayed at service homes featured on the Tour of Homes™

CWHBA Communications

- Direct page mention & tagged in event social media posts & unique posts.
- Logo on event introduction page and on service homes in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

Fixed, hyperlinked logo on main 2023 Tour page.

Complimentary listing to feature promotion offered to the public.

Other Items Included

- 2 Tickets to Chefs on Tour™
- 2 Tickets to the Appreciation & Awards Event

Auto Sponsor

SPONSOR BENEFITS

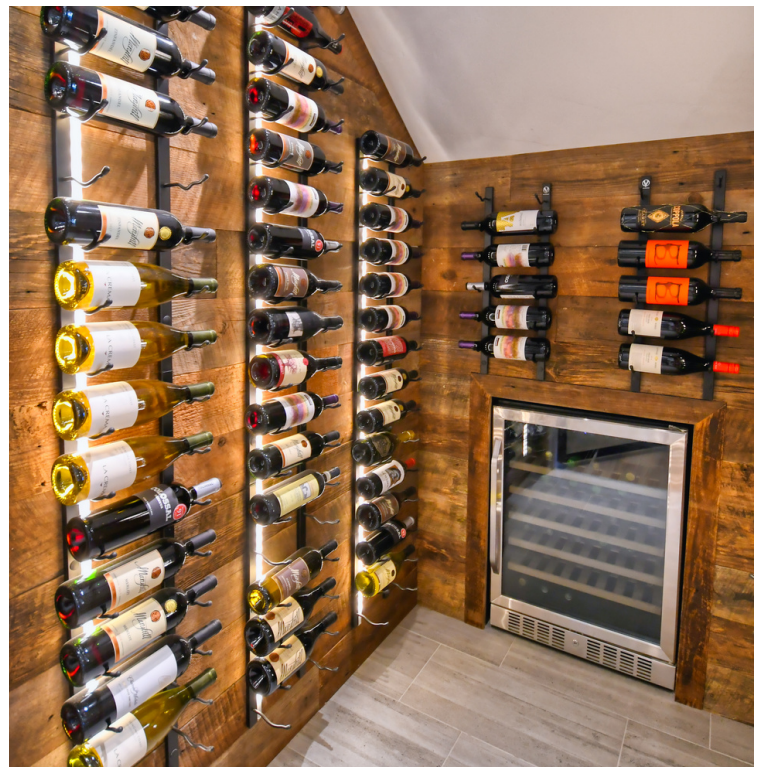
\$100
Per Vehicle

In-Person Events

- EXCLUSIVE vehicle parked at in-person Tour of Homes™ event, with dealership signage.

CWHBA Tour Website

- Fixed, hyperlinked logo on main 2023 Tour of Homes™ page.
- Complimentary listing to feature promotion offered to the public.



Chefs on Tour Event

Drinkware Sponsor

SPONSOR BENEFITS

\$1,500

In-Person Home & Ticket Station

- Exclusive Logo-etched or printed on take-home drinkware for Chefs on Tour™.

CWHBA Communications

- Unique social media post acknowledging contribution to the event.
- Direct page mention & tagged in event Chefs on Tour™ social media posts.

HOME Resource & Buyers Guide

- Logo on Chefs on Tour page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour Website

- Complimentary listing to feature promotion offered to the public.

Other Items Included

- 2 Tickets to Chefs on Tour™
- 2 Tickets to Appreciation and Awards Event

Giveaway Item

SPONSOR BENEFITS

\$200

In-Person Events

- Branded giveaway item (sponsor-provided) to be added to take-home items in a “swag bag” given to the in-person Chefs on Tour™ attendees.

CWHBA Tour of Homes™ Website

- Complimentary listing to feature promotion offered to the public.

Suggested Items:

- Bottle Openers
- Cork Screws
- Insulated Drink Koozies
- Cutting Boards
- Wine Charms



Appreciation & Awards Event

Presenting Sponsor

SPONSOR BENEFITS

\$2,500

Appreciation & Awards Event

- Exclusive logo sign posted on event stage, with opportunity to decorate stage with company branding.
- Opportunity to provide branded (sponsor-provided) giveaway items or swag.
- Introduction at event with opportunity to address attendees.
- Logo prominently placed on placemats
- 4 Tickets to the Appreciation & Awards Event

CWHBA Communications

- Named & direct hyperlink in all Punchlist weekly newsletter event promotions.
- Direct page mention & tagged in event social media posts.

CWHBA Tour of Homes™ Website

- Logo listed and hyperlinked on main 2023 Tour page
- Complimentary listing to feature promotional offer, give-away or discount offered to the public

Other Items Included

- 2 Tickets to Chefs on Tour™

Drinkware Sponsor

SPONSOR BENEFITS

\$1,250

Appreciation & Awards Event

- Exclusive logo etched or printed on take-home drinkware (provided by sponsor) and mention to attendees
- Opportunity to provide one additional branded (sponsor-provided) giveaway item.
- 2 Tickets to attend the Appreciation & Awards Event

CWHBA Communications

- Tagged in all posts regarding Appreciation & Awards Event

Beverage Sponsor

SPONSOR BENEFITS

\$1,250

Appreciation & Awards Event

- Exclusive logo sign posted at event check-in and mention to attendees.
- Opportunity to provide one branded (sponsor-provided) giveaway item.
- 2 Tickets to attend the Appreciation & Awards Event

CWHBA Communications

- Tagged in all posts regarding Appreciation & Awards Event



Appreciation & Awards Event

Welcome Sponsor

SPONSOR BENEFITS

\$500

Appreciation & Awards Event

- Exclusive logo sign posted at event check-in and mention to attendees
- Opportunity to provide one additional branded (sponsor-provided) giveaway item.
- 2 Tickets to attend the Appreciation & Awards Event

Dessert Sponsor

SPONSOR BENEFITS

\$500

Appreciation & Awards Event

- Exclusive logo sign posted at event check-in and mention to attendees
- Opportunity to provide one additional branded (sponsor-provided) giveaway item.
- 2 Tickets to attend the Appreciation & Awards Event

Centerpiece Sponsor

SPONSOR BENEFITS

\$500

Appreciation & Awards Event

- Exclusive logo sign posted at event check-in and mention to attendees
- Opportunity to provide one additional branded (sponsor-provided) giveaway item.
- 2 Tickets to attend the Appreciation & Awards Event

Builder Bus Blast

Presenting Sponsor

SPONSOR BENEFITS

\$2,000

Builder Bus Event

- Exclusive logo sign posted in builder bus during the event
- Opportunity to decorate inside of the Bus with company branding
- Opportunity to provide branded (sponsor-provided) giveaway items or swag bag
- 4 tickets to attend the Builder Bus
- Mention at lunch event and opportunity to address attendees

CWHBA Communication

- Unique social media post
- Acknowledging contribution to the event and tagged in all posts regarding Builder Bus event
- Unique stand-alone email send to ALL CWHBA members highlighting business
- Acknowledgement along CWHBA Readerboard located on Nob Hill
- Logo hyperlinked on Tour of Homes webpage

Other

- 2 tickets to Awards & Appreciation Event

Lunch Sponsor

SPONSOR BENEFITS

\$1,000

Builder Bus Event

- Exclusive logo sign posted at lunch and mention to attendees
- Opportunity to provide branded (sponsor-provided) giveaway items or swag bag
- 3 tickets to attend the Builder Bus
- Mention at lunch event and opportunity to address attendees

CWHBA Communication

- Tagged in all posts regarding Builder Bus event

Beverage Sponsor

SPONSOR BENEFITS

\$600

Builder Bus Event

- Exclusive logo sign posted on beverage coolers and mention to attendees
- Opportunity to provide branded (sponsor-provided) giveaway items or swag bag
- 3 tickets to attend the Builder Bus
- Mention at lunch event and opportunity to address attendees

CWHBA Communication

- Tagged in all posts regarding Builder Bus event

Coffee/Donuts Sponsor

SPONSOR BENEFITS

\$500

Builder Bus Event

- Exclusive logo sign posted on beverage coolers and mention to attendees
- Opportunity to provide branded (sponsor-provided) giveaway items or swag bag
- 3 tickets to attend the Builder Bus
- Mention at lunch event and opportunity to address attendees

CWHBA Communication

- Tagged in all posts regarding Builder Bus event

Sponsor Registration

Company Name _____ Contact Name _____
Phone _____ Email _____
Website _____ Instagram _____ Facebook _____

Sponsor Level

Tour of Homes

___ Presenting \$15,000 ___ Partnering \$7,500 ___ Supporting \$5,000 ___ Connecting \$3,000
___ Energy Sponsor \$1,000 ___ Auto Sponsor \$100 Per Vehicle x ___ Vehicles = \$_____

Chefs on Tour

___ Drinkware Sponsor \$1,500 ___ Giveaway Item \$200 (Describe Item _____)

Builder Bus Blast

___ Presenting \$2,000 ___ Lunch Sponsor \$750 ___ Beverage Sponsor \$600 ___ Coffee/Donuts \$500

Appreciation & Awards Event

___ Presenting \$2,500 ___ Drinkware Sponsor \$1,500 ___ Beverage Sponsor \$1,250
___ Welcome Sponsor \$500 ___ Dessert Sponsor \$500 ___ Centerpiece Sponsor \$500

Acknowledgement & Signature

I agree to sponsor the above-listed event and pay all monies due before June 14, 2024.

Signature _____ Date _____

Payment Info

___ Credit Card ___ Check Enclosed

Name on Card _____ Credit Card # _____

Expiration Date _____ Security Code _____

Billing Address _____ Billing Zip Code _____

Cardholder Signature _____ Date _____

Note: A 3% processing fee will be added to all credit card payments

Send Completed Registration to Alyssa Howe at ahowe@cwhba.org

