

# MSP HOME TOUR

REAL HOMES. REAL PEOPLE. REAL IDEAS.

## 2024 Sponsorship Opportunities



# Benefits of Partnership

Sponsoring at the MSP Home Tour is an excellent opportunity to showcase your support of our community. Research shows that individuals that support their community thrive.

The MSP Home Tour will be within the I494-694 Loop. Homes and buildings within this area will all be considered. Outreach to support non-traditional, innovative, and creative shelter options and commercial/governmental building remain the focus.

We emphasize professional remodeling and building, highlighting neighborhood architectural styles. Our visitors are particularly supportive of historic restoration and blending in. There's also high interest in solar, environmental concerns, live/work/art spaces and accessory dwelling units.

## Attendee & Tour Insights

The most common attendee is a community member looking to remain in their communities and upgrade their homes. We produce 25,000 copies of the Guide that is a guidebook for the homes, provides valuable information, and links to sponsors. Social media is used to its fullest to provide impact for our sponsors and get in front of the community.

For information please email [info@msphometour.com](mailto:info@msphometour.com)



# 2024 Partnerships Opportunities

## Presenting Sponsor (Exclusive) \$10,000

### Homeowner Audience

- The Guide
  - Full page ad
  - Listing in the Index
  - Editorial article
- MSP Home Tour Social Media
  - 4 posts on social channels
- MSP Home Tour Website
  - Static logo on the Tour website sponsor page
  - Logo on the Tour website home page
- Membership Directory
  - Full page ad

### Industry Audience

- Newsletter
  - Full page ad in March issue
  - Editorial in June issue
- Weekly E-news
  - Logo in e-news March - May
- NARI of MN Social Media
  - 4 posts on social channels
- NARI of MN Website
  - Logo on MSP Home Tour page
- Event Mentions
  - Logo & special mention 6x

## Premier Sponsor \$7,500

### Homeowner Audience

- The Guide
  - 1/2 page ad
  - Listing in the Index
- MSP Home Tour Social Media
  - 3 posts on social channels
- MSP Home Tour Website
  - Static logo on website pg.
- Membership Directory
  - Full page ad

### Industry Audience

- Newsletter
  - 1/2 page in March issue
- NARI of MN Social Media
  - 3 posts on social channels
- Event Mentions
  - Logo & special mention 1x

## Partner Sponsor \$6,500 Non-member / \$5,500 Member

### Homeowner Audience

- The Guide
  - 1/4th page ad
  - Listing in the Index
- MSP Home Tour Social Media
  - 3 posts on social channels
- MSP Home Tour Website
  - Static logo on website
- Membership Directory
  - 1/4th page ad

### Industry Audience

- Newsletter
  - 1/4th page ad in March issue
- NARI of MN Social Media
  - 2 posts on social channels
- Event Mentions
  - Logo & mention 1x

## Patron Sponsor \$4,500 Non-member / \$2,500 Member

### Homeowner Audience

- The Guide
  - 1/8th page ad
  - Listing in the Index
- MSP Home Tour Social Media
  - 1 post on social channels
- MSP Home Tour Website
  - Sliding logo on website

### Industry Audience

- Newsletter
  - 1/8th page ad in March issue
- NARI of MN Social Media
  - 1 post on social channels

## Promoter Sponsor \$500

### Homeowner Audience

- The Guide
  - Listing in the Index
- MSP Home Tour Website
  - Sliding logo on website

