



PROFESSIONAL
REMODELING
ORGANIZATION

2023



Sponsorship Planning Guide

DO THE AREA'S TOP REMODELERS KNOW YOU?

The Professional Remodeling Organization (PRO) is an organization of high-quality remodeling professionals. Our organization represents the most successful businesses in the Mid Atlantic, with 300+ members throughout the region.

These are the kind of companies you want to work with. Are you getting their attention? This guide can help you find the best tools to get the attention of PRO remodelers. Raise your profile, and raise your revenue.

With a large variety of professionals in the remodeling industry, it's imperative to set yourself apart. Each PRO event gives you the opportunity to meet face to face with business owners. You'll have the opportunity to get to know their business, and their teams.

PRO Members are engaged and have high expectations of the organization's events. No matter if it's 100% fun like the Golf Tournament, or geared towards topics like technology and business strategies at Tech Madness, PRO events are well-attended and well-organized. Each event offers a variety of branding opportunities for every marketing budget.

As you browse this guide, you'll see it makes sense to get to know the PROs. Join the top companies throughout the Mid Atlantic who have supported PRO and secure your sponsorship today!



- All events and locations are subject to change -

Annual Packages

PLATINUM PARTNER

- Annual membership dues in all 3 Mid Atlantic Affiliates
- PRO Remodeler of The Year Awards Gala – Platinum Level
- PRO Awards Team Member – 10 complimentary entries
- Meet the Remodeler – 2 registrations at each venue
- PRO Day – Platinum Level
- Tech Madness – Slam Dunk Level
- Golf Tournament – Eagle Level
- Backyard Bash – sponsor
- Educational Dinner – 1 tabletop
- PRO After Hours – host 1
- Highlighted at PRO-Active Perks Seminars
- Logo on event badges
- Mention at all events
- Logos are large in size
- Logos on event signage
- Enhanced Online Directory Listing
- Logo on outgoing staff emails, including new member welcome emails
- Logo placement on Website Footer on every page and Trust Bar
- Website promotion – customized
- Newsletter promotion – customized
- YouTube promotion – customized
- Social Media promotion throughout the year

COST

\$15,000 for 12 months

Maximum of 5



Annual Packages

GOLD PARTNER

- Annual membership dues in 2 Mid Atlantic Affiliates
- PRO Remodeler of the Year Awards - Gold Sponsor Level
- PRO Awards Team Member - 5 complimentary entries
- Meet the Remodeler - 1 registration at each venue
- PRO Day - Gold Level
- Tech Madness - The Three-Pointer
- Golf Tournament - Birdie Level
- Backyard Bash - sponsor
- Educational Dinner - 1 tabletop
- PRO After Hours - host 1
- Highlighted at PRO-Active Perks Seminars
- Mention at all events
- Logos are medium in size
- Logos on event signage
- Enhanced Online Directory Listing
- Logo on outgoing staff emails, including new member welcome emails
- Logo Placement on Website Homepage Trust Bar
- Website promotion - customized
- Newsletter promotion - customized
- YouTube promotion - customized
- Social Media promotion throughout the year

COST

\$10,000 for 12 months



Annual Packages

SILVER PARTNER

- Annual membership dues in 1 Mid Atlantic Affiliate
- PRO Awards Remodeler of the Year Gala - Silver Level
- PRO Awards Team Member - 3 complimentary entries
- Meet the Remodeler - 1 registration
- PRO Day - Silver Level
- Tech Madness - Lay Up Level
- Golf Tournament - Hole Level
- Backyard Bash - sponsor
- Educational Dinner - 1 tabletop
- Highlighted at PRO-Active Perks Seminars
- Mention at all events
- Logos are small in size
- Logos on event signage
- Enhanced Online Directory listing
- Logo on outgoing staff emails, including new member welcome emails
- Logo placement on Website Homepage Trust Bar
- Website promotion - customized
- Newsletter promotion - customized
- YouTube promotion - customized
- Social Media promotion throughout the year

COST

\$5,000 for 12 months



Metro DC À La Carte

IT PAYS TO DO BUSINESS WITH A PRO RAFFLE

- Members enter a drawing naming members with whom they've recently done business
- Sponsor is recognized and draws winning card and presents prize
- Member who entered and company they named each win \$50

\$100 for 1 event

Events *

EDUCATIONAL BREAKFAST OR LUNCH HOST OR LUNCH & LEARN HOST

- Host from your showroom
- Provide continental breakfast or lunch
- Provide seating for seminar attendees
- Educational topic must be approved by Education Committee

\$250

EDUCATIONAL NETWORKING HOST

- Host from your showroom
- Provide heavy hors d'oeuvres & beverages
- Provide seating for seminar attendees
- Educational topic must be approved by Education Committee

\$500 - Attendees pay registration fees of \$25

\$1000 - No additional registration fees per attendee

PRO AFTER HOURS

- Meet & Greet with fellow members & prospects or networking events
- Host from your showroom
- Provide heavy hors d'oeuvres & beverages

\$375 - availability based on annual partner selections

BACKYARD BASH

- Event Host \$2000
- Food \$2000
- Bar \$1000
- Entertainment \$1000
- Tournament \$1000
- Dessert \$500

\$7500 - availability based on annual partner selections



**All dates subject to change*

PRO CVA À La Carte

IT PAYS TO DO BUSINESS WITH A PRO RAFFLE

- Members enter a drawing naming members with whom they've recently done business
- Sponsor is recognized and draws winning card and presents prize
- Member who entered and company they named each win \$50

\$100 for 1 event

TABLE TOP SPONSOR

- Members can showcase their products, pass out samples at our PRO events
- Sponsor is recognized, draws winning business card and presents a door prize
- Table provided

\$250 for 1 event

Events *

EDUCATIONAL BREAKFAST, SMART SERIES, OR LUNCH & LEARN HOST

- Host from your showroom
- Provide continental breakfast or lunch
- Provide seating for seminar attendees
- Educational topic must be approved by Education Committee

PRO AFTER HOURS

- Meet & Greet with fellow members & prospects or networking events
- Host from your showroom
- Provide heavy hors d'oeuvres & beverages

Shrimp Boil & Corn Hole Tournament

- Bar Sponsor \$1000
- Tournament Sponsor \$500
- Dessert Sponsor \$250
- Table top Sponsor \$250

ReBuilding Together Richmond/PRO Sponsorship

- Logo on signage at the event
- All money goes to support RTR National Build Day
- Promotional mentions prior to the event in eblast post, and social media
- Opportunity for your staff to participate with a Build team
- \$300



**All dates subject to change*

PRO Awards Gala

February 11, 2023 | DoubleTree, McLean, VA

PLATINUM

- PRO Awards Gala reserved premium location table for 10
- Logo in Home & Design Magazine
- Opportunity to provide 60 second branded video
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$3000

GOLD

- 4 Tickets for the PRO Awards Gala
- Logo in Home & Design Magazine
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$1500

SILVER

- 2 Tickets for the PRO Awards Gala
- Name in Home & Design Magazine
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$1000

BRONZE

- Perfect for those who are not able to attend but want exposure
- Name in Home & Design Magazine
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$500

*To include website, newsletter, social media, awards trailer videos, event recording

STEP-N-REPEAT

- Logo with PRO Mid Atlantic logo on the Step-N-Repeat backdrop for Gala photos
- Name in Home & Design Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$1500

SIGNATURE DRINK

- Themed drink
- Name In Home & Design Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$500

ENTERTAINMENT

- Be the life of the party when sponsoring the entertainment
- Name in Home & Design Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$750

CENTERPIECES

- Logo incorporated in centerpieces
- Name In Home & Design Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$2000

AWARDS PORTAL

- Prominent logo placement on awards entry login page
- Limited to 3

\$1000

AWARDS GUIDE AD

- Back cover \$1000
- Inside cover \$750



Golf Tournament

June 21, 2023 | Old Hickory Golf Course, Woodbridge, VA

TITLE

- Two foursomes
- Two holes with Title Sponsor signage
- Opportunity to set up table display at registration or on a hole
- Logo printed on golf balls (1 sleeve of 3 per player)
- Recognition at the Awards Reception
- Opportunity to speak 2 minutes at Awards Reception
- Large logo on event signage
- Large logo on pre & post tournament marketing promotions
- Attendee list for one-time follow up
- Opportunity to Include item in each goodie bag

\$3000 - 1 Available

EAGLE

- Two Foursomes
- One hole with Eagle Sponsor signage
- Opportunity to set up table display at registration or on a hole
- Recognition at the awards reception
- Opportunity to speak 1 minute at Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Attendee list for one-time follow up
- Opportunity to include item in each goodie bag

\$2000

BIRDIE

- One foursome
- One hole with Birdie Sponsor signage
- Opportunity to set up table display at registration or on a hole
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotion
- Opportunity to include item in each goodie bag

\$1000

CONTINENTAL BREAKFAST

- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$600 - 1 Available



Golf Tournament

continued

AWARDS RECEPTION DINNER

- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$1200 - 1 Available

AWARDS RECEPTION BAR

- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$750 - 1 Available

HOLE-IN-ONE

Sponsorship of one of the most exciting holes on the course. Each golfer has the opportunity to win a once-in-a-lifetime trip for two to a destination of the sponsor's choice from a list of the Masters, the US Open, the Super Bowl and more. All they have to do is hit a hole-in-one or sink a 50ft putt on your sponsored hole!

- Opportunity to set up table display at your sponsored hole (Sponsor will be the person monitoring the hole and possible winners)
- Logo on signage at the Hole-In-One Hole
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$1000 (insurance for the Lifetime Experience is included in the sponsorship) - 4 Available

PUTTING CONTEST

Sponsor gives players a chance to sink a 50ft putt and win a \$5000 cash prize!

- Opportunity to set up table display on Putting Contest Hole (Sponsor will be the person monitoring the hole and possible winners)
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$1000 (tickets are sold for each chance/ insurance for a 50ft putt is included in the sponsorship) - 1 Available

CLOSEST TO PIN

- Logo on signage at the Closest To Pin Hole
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$300 (sponsor provides a pre-approved nice door prize) - 1 Available

BEVERAGE CART

- Logo on cart sign
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$500 - 2 Available

Golf Tournament

continued

HOLE

- Logo on one hole with Hole Sponsor signage
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$200

GOLF BALL SPONSOR

- Logo printed on golf balls (1 sleeve of 3 per player)
- Sponsor receives 10 dozen additional golf balls with sponsor logo
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Will be included in each goodie bag

\$900

GOODIE BAG

- Sponsor logo will be on the goodie bag that each player receives upon check-in
- Sponsor receives 10 additional goodie bags with sponsor logo
- Recognition at the Awards Reception

continued

GOODIE BAG cont.

- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$1000

GOLF TOWEL

- Sponsor logo will be on the golf towel that each player receives upon check-in
- Sponsor receives 10 additional golf towels with sponsor logo
- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag

\$1800

LONG DRIVE

- Recognition at the Awards Reception
- Logo on event signage
- Logo on pre & post tournament marketing promotions
- Opportunity to include item in each goodie bag
- Sponsor provides a pre-approved quality door prize

\$300 - 1 available



PRO Day

October 18, 2023

PLATINUM

- Tabletop & networking
- Attendee list for one-time follow up
- Door prize giveaway
- Complimentary registration for 3
- Recognition in pre & post event marketing
- Logo on event signage

\$1000 - 2 Available

SILVER

- Tabletop & networking
- Attendee list for one-time follow up
- Door prize giveaway
- Complimentary registration for 1
- Recognition in pre & post event marketing
- Logo on event signage

\$500

GOLD

- Tabletop & networking
- Attendee list for one-time follow up
- Door prize giveaway
- Complimentary registration for 2
- Recognition in pre & post event marketing
- Logo on event signage

\$750 - 5 Available

BRONZE

- Tabletop & networking
- Attendee list for one-time follow up
- Door prize giveaway
- Recognition in pre & post event marketing
- Logo on event signage

\$200



PRO Central Virginia Beer & BBQ

May 11, 2023 | Morris Tile Distributors

BEVERAGE SPONSOR

- Exhibitor table to showcase your products
- Logo on pre & post event marketing materials to include website, newsletter, and social media
- 4 tickets to the event (\$30 each)
- Attendee list for one-time follow-up
- Sponsor to provide 1 door prize
- Logo on event signage. Banner or tent placement to serve as Bar/beverage section

\$1000

Music Sponsor

- Exhibitor table to display your products
- Opportunity to introduce the band
- Logo on pre & post event marketing materials to include website, newsletter, and social media
- Attendee list for one-time follow-up
- Sponsor to provide 1 door prize
- Logo on event signage

\$750

FOOD SPONSOR

Food prepared by PRO Members. BBQ and the sides purchased by PRO

- Exhibitor table to showcase your products
- Logo on pre & post event marketing materials to include website, newsletter, social media
- 2 tickets to the event (\$30 each)
- Attendee list for one-time follow-up
- Logo on event signage.

\$500

Dessert Station

- Exhibitor table to display your products
- Logo on pre & post event marketing materials to include website, newsletter, and social media
- Sponsor to provide 1 door prize
- Logo on event signage

\$500



PRO Central Virginia Co-op Advertising

The PRO CVA logo must be included

RICHMOND MAGAZINE & RHOME

When you advertise with Richmond Magazine you get 40 years of locally owned, locally focused content. In the January edition of RHome you will find the gallery of PRO Award winners.

- March- Both Magazines -
- April Top DOCS,
- May- Both Magazines-
- June Ultimate Real Estate Guide,
- July- Both Magazines-
- August Best and Worst Issue,
- September- Both Magazines-
- October Fall Home Show insert,
- November- Both Magazines-
- December Best and Worst Part 2.

Regular rate \$3000 per page

\$1500 Full page ad

THE HOME MAG

This publication is mailed out every four weeks to the top 100K single-family, owner-occupied homes in the Richmond area.

- \$1495 for a half page (discounted from \$1995)
- \$2495 on a full page (discounted from \$3095).
- PLUS if you buy 6 you'll get one FREE. This will be for new clients only.

Midlothian Lifestyle & Short Pump City Lifestyle Magazines

These locally owned publications are community-focused. They strive to connect the residents to the people, places and things that make our city special.

Contact aaron.swart@citylifestyle.com for special PRO Central Virginia Rates



PRO Central Virginia Awards Gala

November, 2023 | Richmond, VA

PLATINUM

- PRO Awards Gala reserved premium location table for 8
- Logo in Richmond Magazine
- Opportunity to provide 60 second branded video
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage & Step-n-repeat

\$2000

GOLD

- 4 Tickets for the PRO Awards Gala
- Listed in Richmond Magazine
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$1000

SILVER

- 2 Tickets for the PRO Awards Gala
- Name in Richmond Magazine
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$500

BRONZE

- Perfect for those who are not able to attend but want exposure
- Name in Richmond Magazine
- Recognition in the event program and slideshow
- Recognition in pre & post event communications*
- Logo on event signage

\$300

*To include website, newsletter, social media, awards trailer videos, event recording

PHOTO SPONSOR

- Logo with PRO CVA logo on the Gala photos
- Name in Richmond Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$1000

SIGNATURE DRINK & BAR SPONSOR

- Themed drink
- 2 tickets for the PRO Awards Gala
- Name In Richmond Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$2000

ENTERTAINMENT

- Be the life of the party when sponsoring the DJ
- Name in Richmond Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$800

CENTERPIECES

- Logo incorporated in centerpieces
- Name In Richmond Magazine
- Recognition in pre & post event communications*
- Logo on event signage

\$500

AWARDS PORTAL

- Prominent logo placement on awards entry login page
- Limited to 3

\$500

AWARDS GUIDE AD

- Back cover \$1000
- Inside cover \$750



Sponsorship Planning Guide

Secure your sponsorship TODAY!

Company: _____

Name: _____ Phone: _____

SIGN ME UP AS AN ANNUAL PARTNER

I want visibility at every PRO event!

Platinum

Gold

Silver

A LA CARTE

EVENTS

- ___ PRO After Hours
- ___ Educational Networking Host
- ___ Educational Breakfast Host
- ___ Lunch & Learn Host

PRO AWARDS GALA

- ___ Platinum
- ___ Gold
- ___ Silver
- ___ Bronze
- ___ Step-N-Repeat
- ___ Signature Drink
- ___ Entertainment
- ___ Centerpieces
- ___ Awards Portal
- ___ Awards Guide Ad

PRO EDUCATION CONFERENCE & EXPO

- ___ Platinum
- ___ Gold
- ___ Silver
- ___ Bronze

RAFFLE

- ___ It Pays to Do Business w/ a PRO Raffle

GOLF TOURNAMENT

- ___ Title
- ___ Eagle
- ___ Birdie
- ___ Continental Breakfast
- ___ Awards Reception Dinner
- ___ Awards Reception Bar
- ___ Hole-In-One
- ___ Putting Contest
- ___ Closest To Pin
- ___ Beverage Cart
- ___ Hole
- ___ Golf Ball
- ___ Goodie Bag
- ___ Golf Towel
- ___ Long Drive

BACKYARD BASH

- ___ Event Host
- ___ Food
- ___ Bar
- ___ Entertainment
- ___ Tournament
- ___ Dessert \$500

For additional information about sponsorship,
please email Debbie Cain at connections@promidatlantic.org