



BUILD YOUR BRAND WITH PRO

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
- Platinum Level Sponsorships at Signature Events in all 3 Markets
- PRO Awards Team Member Entries - 10
- 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

GOLD PARTNER

- Annual membership dues in 2 Mid Atlantic Affiliates
- Gold Sponsorship Level at all Signature Events in the 2 Markets
- PRO Awards Team Member Entries - 5
- 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
- Silver Level Sponsorships at Signature Events in 1 Market
- PRO Awards Team Member Entries - 3
- 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



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 | 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

SHRIMP BOIL & CORN HOLE TOURNAMENT

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

PRO AFTER HOURS

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

REBUILDING TOGETHER RICHMOND

- 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

BEER & BBQ

May 11, 2023 | Morris Tile Distributors

FOOD SPONSOR

- Exhibitor table to display your products
- Logo on pre & post event marketing materials to include website, newsletter, social media
- 2 tickets to the event
- Attendee list for one-time follow-up
- Logo on event signage
- Sponsor can provide a banner and/or canopy at food station

\$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

BEVERAGE SPONSOR

- Exhibitor table to display your products
- Logo on pre & post event marketing materials to include website, newsletter, and social media
- 4 tickets to the event
- Attendee list for one-time follow-up
- Sponsor to provide 1 door prize
- Logo on event signage
- Sponsor can provide a banner and/or canopy at beverage station

\$1000

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
- Sponsor can provide a banner and/or canopy at dessert station

\$500



PRO Day

Educational Conference & Product Expo

October 18, 2023

PLATINUM

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

\$1000 - Members / \$1200 - Non Members*

2 Available

GOLD

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

\$750 - Members / \$950 - Non Members*

5 Available

SILVER

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

\$500 - Members / \$700 Members*

BRONZE

- Recognition in pre & post event marketing
- Logo on event signage

\$200 Members / \$400 Non Members*

CONTINENTAL BREAKFAST

- Recognition in pre & post event marketing
- Logo on event signage

\$600 Members / \$800 Non Members*

LUNCH

- Tabletop & networking
- Recognition in pre & post event marketing
- Logo on event signage

\$1000 Members / \$1200 Non Members*

DRINKS & DOOR PRIZES HOUR

- Recognition in pre & post event marketing
- Logo on event signage

\$400 Members / \$600 Non Members*

***Join PRO by November 30, 2023 and you will be credited \$200 towards your membership dues.**



AWARDS GALA

November 2023

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
- Name 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

\$1000

AWARDS GUIDE AD

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



CO-OP ADVERTISING

Advertisements must include PRO logo

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 II

\$1500 Full Page Ad

Regular rate \$3000

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 half page

Regular rate \$1995

\$2495 full page

Regular rate \$3095

Buy 6 and get one FREE - 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.

\$500

