



2024 Parade of Homes Sponsorship Options



2024 Parade of Homes

The Parade of Homes, the event Central New York has come to love, will “tee off” on September 19 and continue through September 29, 2024.

Five Central New York builders will showcase the latest in custom home design at Timber Banks, in the Town of Lysander. These newly constructed luxury homes are nestled alongside Central New York’s best-kept secret, Timber Banks Golf Club & Marina.

Self-guided tours of each new home will be the centerpiece of the event. Guests can also tour a townhouse and patio home while they enjoy the backdrop of the sprawling golf course beautifully designed by Jack Nicklaus Design.

Theme nights, giveaways, and other interactive events will add to the excitement that already exists for this year’s Parade of Homes.

Review our sponsorship opportunities and be a part of this unique experience.



Title Sponsorship

- Name and logo included on all marketing promotion
- Name and logo prominently placed on landing page
- (2) Dedicated social posts, speaking to your sponsorship
- Mention in all event press releases
- Opportunity to appear with HBR for on-air event promotion
- Branded campaign featuring your product, service promotion to be used at your discretion throughout sponsorship timeframe – with tie in to Parade of Homes promotion
 - 250,000 targeted display impressions on syracuse.com
 - (4) ¼ page print ad in The Post-Standard
- (2+) Banner locations on site at the event
- Opportunity for table under the sponsor’s tent for the 11-day event
- (100) Good any Day event tickets with the opportunity to purchase up to 160 additional advanced sale tickets at \$7.50 each prior to start of event
- Trivia Question related to “your business name” included on Event’s Daily Trivia Card

Sold to



\$15,000



Supporting Sponsorships

Gold Level Sponsor

- Industry Exclusivity
- Name and logo included on select marketing promotion
- Name and logo on landing page
- (2) Dedicated social posts, speaking to your sponsorship
- Mention in all event press releases
- On-site signage
- Opportunity for on-site presence under the sponsor tent
- Dedicated ad on the event page of the HBR of CNY website
- Branded campaign featuring your product, service promotion to be used at your discretion throughout sponsorship timeframe – with tie into Parade of Homes promotion
 - 250,000 targeted display impressions on syracuse.com
 - (2) ¼ page print ad in The Post-Standard
- (30) Good and Day event tickets

\$10,000

Silver Level Sponsor

- Industry Exclusivity
- Name and logo included on select marketing promotion
- Name and logo on landing page
- (1) Dedicated social posts, speaking to your sponsorship
- Mention in all event press releases
- On-site signage
- Opportunity for on-site presence under the sponsor tent
- Branded campaign featuring your product, service promotion to be used at your discretion throughout sponsorship timeframe – with tie into Parade of Homes promotion
 - 150,000 targeted display impressions on syracuse.com
 - (1) ¼ page print ad in The Post-Standard
- (20) Good any Day event tickets

\$5,000



Supporting Sponsorships

Bronze Level Sponsor

- Industry Exclusivity
- Name and logo included on select marketing promotion
- Name and logo on landing page
- (2) Dedicated social posts, speaking to your sponsorship
- Mention in all event press releases
- On-site signage
- (10) Good any Day event tickets

\$2,000

