



September 25 - 27th October 2 - 4th 12:00 - 6:00pm

Sponsorships

Featured Community- 4 Available- \$15,000

- Recognition as a "Featured Community" for the 2026 Fall Parade of Homes
- Two-page feature spread in event publication (\$4,000 value)
- Two (2) complimentary home registrations for community builders (\$3,500 value)
- Dedicated social media posts featuring community and builders
- Opportunity to host Fall Parade Preview Party prior to the start of the Parade
- All benefits in Presenting Sponsor Tier

Presenting Sponsor - 4 Available - \$5,000

- Recognition as a "Presenting Sponsor" for the 2026 Fall Parade of Homes
- Company logo on front cover of event; publication
- Full-page advertisement in event publication (\$2,000 value)
- Community name and/or logo recognition on all marketing, advertising, and on website

Supporting Sponsor - 4 Available - \$2,500

- Half page ad in event publication.
- Company name/logo promoted in all social media outlets with added recognition through COHBA member email

Luxury Sponsor - 4 Available - \$2,000

- Quarter page ad in event publication.
- Company name/logo promoted on website with added recognition through COHBA member email

Feature Sponsor - 6 Available - \$1,000

- Your logo featured on the geographic website area of your choice with direct link to your website.
- Featured on App when filtered to specific area.

***NEW* - Parade of Homes App**

My Route Filter Sponsor- 6 Available - \$1,000

- Your logo featured on "Plan my route" page of the Parade of Homes App

Price Point Filter Sponsor - 6 Available - \$750

- Your logo featured when consumers use the price point filter of the Parade of Homes App

Home Features Filter Sponsor- 6 Available - \$500

- Your logo featured when consumers use the features filter of the Parade of Homes App

Favorites Filter Sponsor- 6 Available - \$250

- Your logo featured when consumers use the Favorites filter of the Parade of Homes App

Registration and Marketing

Home Registration

- First Home \$1,750
- Second Home and more \$1,500

Awards

- \$350/per Home Registered
- \$300/Additional Homes

Awards Sponsorship - \$2,000

- Your company logo featured on all Parade of Homes award trophies
- Present awards at the awards Breakfast
- Recognition on Parade of Homes Website

Advertisements

- Premium Location (Contact for Availability) \$3,000 - \$5,000
- Opposite Area Map (Contact for Availability) \$2,500
- Full Page \$2,000
- Half Page \$1,250
- Quarter Page \$800

Social Media Add Ons

Influencer Tour - \$1,000 - 3 available

- Influencer handpicked by POH team This covers their fee
- Must be a completed, staged and landscaped home

Builder Spotlight - \$750 - 4 available

- The weeks of the parade Builder on screen filmed by POH team, 30sec - 1 minute
- Any level or stage of home allowed

Montage Video - \$500 - 7 available

- Montage video filmed by the POH team
- Re-shared to story
- Must be completed, landscaped and staged

Story Spotlight - \$250 - 10 available

- Three Dedicated Story posts, available leading up to Parade week.
- Static or Video to be given by the Builder

Visit COHBA.org under upcoming events to register today

Or email Lauren@cohba.org to get involved

**Reach out for specialty bundle pricing!*

Payment will be required prior to event

If you'd prefer to pay by check
please call us at 405.843.1508