

SOUTHERN OREGON HOME & GARDEN SHOW EVENT PACKAGES



MARCH 12, 13, 14
Southern Oregon



A MESSAGE FROM OUR CEO

Dear Members and Community Partners,

The Builders Association of Southern Oregon (BASO) is entering a transformative new chapter. Over the past year, we have taken a hard look at our organization, where we have been, where we're going, and what it will take to get there. The result is a clear path forward: a stronger, more connected association that champions growth, workforce opportunity, and housing affordability across Southern Oregon. Our reach now spans Jackson, Josephine, Coos, and Curry Counties, ensuring our region has a unified voice in statewide conversations. We are strengthening partnerships with local governments, while expanding our advocacy at the state and national levels to protect and promote the builders, businesses, and families we serve.

BASO is partnering with schools and job training programs to help bridge the gap between education and employment to grow a skilled, local workforce. This year, we have laid the groundwork for a charitable foundation that will remove barriers for new businesses to join our association. We believe the most successful communities are built together. BASO is intentionally creating more opportunities for connection between our members, community partners, educators, and public agencies so that our members and the regional economy can thrive. We have worked diligently to promote transparency, re-establish trust, and rebuild a culture grounded in partnership.

Looking forward, our vision is bold, and we know we cannot achieve it alone. Strategic partners like you make it possible for us to bring real workforce solutions into our schools and neighborhoods, advocate for key infrastructure and housing initiatives, support small local contractors as they grow, host events that bring together leaders from across the region, and strengthen economic resilience throughout Southern Oregon.

We are proud of the progress we have made, but the opportunity ahead is far greater. With your support as a sponsor, we can accelerate this momentum and ensure Southern Oregon becomes the model for community-driven success. I would welcome the chance to share our vision in person. Thank you for your leadership, partnership, and commitment to Southern Oregon.

Sincerely,

Dr. Joey Minear
Chief Executive Officer
Builders Association of Southern Oregon
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HOME & GARDEN SHOW PACKAGES

BRONZE Sponsor | \$1,000

Ideal for:

Small businesses and emerging brands wanting to build awareness, gain community recognition, and engage directly with thousands of local homeowners.

- **\$100 discount on 10 x 10 booth**
- **5 Complimentary tickets to event**
- Company logo at the Bronze Level Sponsor on; event flyers, posters, & banners at event
- Sponsor acknowledgement at show
- Social Media posts, reels, videos before and during event highlighting your business on Facebook and Instagram
- Company name listed as a sponsor on event page of BASO website.
- Your Company name listed as a sponsor on Event registration page on website
- Your Company name listed as sponsor on Email Invitations sent out to BASO Membership
- Your Company name presented as sponsor on digital presentation screen at event
- Bronze sponsor acknowledgement on Facebook & Instagram

SILVER Sponsor | \$3,500

Ideal for:

Businesses ready to expand their brand footprint through substantial media exposure, on-site visibility, and direct engagement with thousands of homeowners and industry professionals.

- **Complimentary 10 x 10 booth**
- **10 Complimentary tickets to event**
- Logo with other SILVER Sponsors on Broadcast TV stations
- Thank you on radio spots running up to event
- Company logo on all printed event flyers, posters, & banners at event
- Company logo on all digital & social marketing efforts
- Business Name on press release to local media sources
- Sponsor acknowledgement announced at show
- Social media posts, reels, videos before/during event highlighting your business
- Company name listed as a SILVER sponsor on main event page of BASO website
- Reciprocal link to your business from BASO website event page
- Company name listed as a sponsor on Event registration page on website
- Company name listed as sponsor on Email Invitations going out to BASO Membership
- Company name presented as sponsor on digital presentation screen at event
- Sponsor acknowledgement during event's opening remarks and through the event
- SILVER Sponsor acknowledgement on Facebook & Instagram



HOME & GARDEN SHOW PACKAGES

GOLD Sponsor | \$5,000

Ideal for:

Established businesses ready to showcase their expertise, strengthen their market presence, and align their brand with one of Southern Oregon's most trusted and well-attended community events.

- **Complimentary 10 x 10 booth**
- **25 Complimentary tickets to event**
- Logo featured with other **GOLD Sponsors** on local broadcast TV stations
- Thank-you mentions on radio spots
- **GOLD Level** logo placement on all printed event flyers, posters & banners
- **GOLD Level** logo placement on all digital flyers, posters & event banners
- Business name included in press release to all local media outlets
- **Gold Level Sponsor** acknowledgment announced at the show
- Multiple social media posts, reels, and videos before and during event
- Sponsor listing on BASO website main event page
- Reciprocal link to your business from BASO website
- Logo on BASO homepage scroll bar with link
- Sponsor listing on event registration page
- Sponsor listing on email invitations sent to BASO Members
- Company name displayed on event digital presentation screen
- Sponsor acknowledgement during opening remarks & throughout the event
- Dedicated **GOLD Sponsor** acknowledgement on Facebook & Instagram



Ideal for:

An industry-leading home improvement and garden center ready to make a bold, community-forward statement by placing its brand at the forefront of Southern Oregon's largest Home & Garden event. Title Sponsorship delivers premier visibility throughout the entire Show, combining high-impact on-site presence, digital and social media exposure, traditional broadcast representation, and meaningful connection with thousands of homeowners, builders, remodelers, and industry professionals.

- **Complimentary 10 x 20 booth, premium location on the upper level**
- **50 complimentary tickets**
- Logo featured as the Event's **Title Sponsor** on broadcast TV commercials
- Thank-you mentions on radio spots leading up to the event
- **Title Sponsor** logo placement on **printed** flyers, posters, and event banners
- **Title Sponsor** logo placement on **digitally** printed flyers, posters, and event banners
- Business name included in press release to all local media sources
- Mentions during any live media interviews - Dr. Joey Minear on KOBI 5, March 10th
- Multiple **Title Sponsor** acknowledgments announced at the show
- Multiple social media posts, reels, and videos before and during event
- Exclusive video at event of your booth space and staff, posted on social media channels
- **Title Sponsor** listing on BASO website main event page
- Reciprocal link from BASO website to your company's website
- Logo on BASO homepage with link
- **Title Sponsor** listing on vendor registration page
- **Title Sponsor** listing on multiple email invitations to BASO Membership
- Logo displayed at the event digital presentation screen
- **Title Sponsor** acknowledgement during opening remarks & throughout the event
- Dedicated **Title Sponsor** acknowledgements on Facebook & Instagram
- Your business logo on BASO website as a partner advertiser for one-year.

