



Advertise YOUR Company at the 2021 WABA Parade of Homes • June 8-13th **WABA MEMBERS ONLY**

Would your business like to be a part of the 2021 Wausau Area Builders Association's Parade of Homes? All sponsorship and advertising packages can be customized to fit your needs. We look forward to working with you - simply choose, sign, and return this form to Wausau Area Builders Association. Deadline for ad & payment is April 27, 2021.

If you advertised in the 2020 Parade of Homes, please indicate if your ad will remain the same or if you will be providing a new ad. New ads can be emailed in a pdf or jpeg file to Cara@WausauAreaBuilders.com.

Be a Part of It All!

PRESENTING SPONSOR
 SOLD
 ___\$2,500.00 Two available/ ___\$3,500 SOLO

- Company Name/Logo present on all media advertising (print, radio, tv)
- Full Page Color ad in Parade Event book.
- Ten (10) Complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

Advertise at the Home Sites

Advertise to all of the event attendees with these great options to be seen at each of the homes that are in the event.

WATER BOTTLE SPONSOR
 SOLD
 ___\$1,500.00 includes Event Book Back Cover
 ___\$1,000 Full Page Ad

- Company Name/Logo on complimentary bottled water (sponsor responsible for water delivery)
- Eight (8) complimentary tickets to the WABA Parade of Homes.
- Invitation for two(2) to the annual Parade Builders Appreciation Banquet.

HAND SANITIZER SPONSOR
 \$1000.00 • One Available

- Company Name/Logo printed on hand sanitizer at homes
- Full Page Ad in the Parades Event Book
- Eight (8) Complimentary tickets to the WABA Parade of Homes.

SIGN SPONSOR \$1000.00 • One Available
 SOLD

- Company Name/Logo on all pre-parade and parade directional signage.
- Full Page Ad in Parade Event book.
- Eight (8) Complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

SAFETY SIGN SPONSOR \$1000.00 • One Available

- Company Name/Logo on COVID Safety Signs displayed at homes.
- Full Page Ad in Parade Event book.
- Eight (8) Complimentary tickets to the WABA Parade of Homes.

BAG SPONSOR \$500.00 • One Available
 SOLD

- Sponsor will provide all (pre-approved) bags with the printing at the cost of the sponsor. The WABA logo must be on all bags.
- Two(2) Complimentary tickets to the WABA Parade of Homes.

TICKET SPONSOR \$350.00 • Two Available

- Company Name/Logo printed on the back of half of tickets
- Two (2) Complimentary tickets to the WABA Parade of Homes.

Advertise in the Event Book

Advertise to all of the event attendees during the event and afterwards* when your ad is in the event book!

*Parade of Homes Event Book is dispersed at the event as well as being available for viewing online during and after the event at WausauAreaBuilders.com

MAP SPONSOR \$750.00 • Two Available

- Company Name / Logo on detailed parade map listing homes in event book.
- Full Page Color ad in Parade Event book.
- Four (4) Complimentary tickets to the WABA Parade of Homes.

EVENT BOOK ADS *LANDSCAPE BOOK*

<input type="checkbox"/> 1/4 Page	5" wide x 3.75" tall	\$240
<input type="checkbox"/> 1/2 Page	5" wide x 8" tall	\$340
<input type="checkbox"/> Full Page	11" wide x 8.5" tall with .125" Bleed	\$500

___SAME AD AS LAST YEAR ___I WILL BE SENDING A NEW AD

___Add a Full Page Article Page for \$100!
 (with purchase of 1/2 or Full Page Ad)

You supply the content and photos, we put it together for you. Content to be informative rather than advertising.

Advertise at the Bus Tour

Would you like to be a part of the bus tour that the Parade of Homes Builders, Sponsors, and guests attend? It's always a fun day to be a part of!

BUS TOUR LUNCH SPONSOR

~~\$500.00~~ or In-Kind • One Available

*Company Name/Logo displayed at lunch for bus tour.

*Chairman acknowledgment and opportunity to address the participants.

*1/4 Page Ad in Parade event book.

•Two (2) complimentary tickets for the pre-Parade Bus Tour.

•Two (2) complimentary tickets to the WABA Parade of Homes

BUS TOUR SPONSOR \$500.00 • One Available

•Company Name/Logo displayed on bus.

•Chairman acknowledgment and opportunity to address the participants.

•1/4 Page Color Ad in Parade event book.

•Two (2) complimentary tickets for the pre-Parade Bus Tour.

•Two (2) complimentary tickets to the WABA Parade of Homes

BUS TOUR BEVERAGE SPONSOR

\$500.00 or In-Kind • One Available

•Company Name/Logo displayed on coolers for bus tour.

•Chairman acknowledgment and opportunity to address the participants.

•1/4 Page Ad in Parade event book.

•Two (2) complimentary tickets for the pre-Parade Bus Tour.

•Two (2) complimentary tickets to the WABA Parade of Homes

Advertise at the Builders Appreciation Dinner

Support the Parade of Homes Builders with a sponsorship of their dinner to celebrate their Parade Homes! Enjoy a relaxing dinner with the Parade of Homes Builders and the committee members.

APPRECIATION DINNER SPONSOR

__ \$250.00 • Four Available

•Company Name/Logo displayed at annual Parade Builders Appreciation Banquet

•Chairman acknowledgment and opportunity to address the participants.

•Invitation for two(2) to the annual Parade Builders Appreciation Banquet.

Advertise with the Virtual Tours

In 2020, the Parade of Homes added Virtual Tours! These tours are launched two weeks after the event and available until prior to the next Parade of Homes. This is a great opportunity to be seen by this audience.

VIRTUAL TOUR SPONSOR One Available

~~\$400.00~~ Name or Logo Displayed

__ \$750.00 Video Message Recorded & Displayed

*Company Name/Logo displayed at beginning of each video.

*1/2 Page Ad in Parade event book.

•Two (2) complimentary tickets to the WABA Parade of Homes

Do you have another idea for advertising at the WABA Parade of Homes? Contact Cara or the Parade of Homes Committee members to discuss!

CONTACT INFORMATION

Submit information via mail, e-mail, or call the WABA Office (Info. below)

Name _____

Company _____ Email _____

___ Please send me an email invoice to _____

___ Payment Enclosed, made out to Wausau Area Builders Association (WABA)

Contact for Ad Artwork _____ Email _____

Signature _____ Date _____

Wausau Area Builders Association

801 S. 24th Ave. Wausau, WI 54401 • 715-842-9510 • Cara@WausauAreaBuilders.com

THANK YOU FOR YOUR SUPPORT OF THE 2021 WABA PARADE OF HOMES!