



anchorage home builders association

PARADE *of* HOMES

SEPTEMBER 8-10, 2023

PROMOTE YOUR COMPANY TO BUILDERS AND THE PUBLIC

We are inviting our members to open up your model homes to the public. Showcasing the craftsmanship and innovation available in Anchorage's homebuilding industry. Let us celebrate you, our members during this amazing event.

ENTRY FEES AND DEADLINES

Entry Fees & Add Ons

First Entry (Home or Subdivision) – \$1,300

Additional Entry (Home or Subdivision) – \$1,000

Full-Page Entry Upgrade* – \$300

Late Fee** – \$250

* Upgrade entries will allow for additional images and builder description in the magazine listing.

** Late Fee will be applied to any entries that are submitted late, this includes photos and other revisions that are submitted after the specified deadlines. A detailed timeline for submissions will be provided upon entry submission.


Half Page

SAMPLE \$1,299,000 **Hultquist Homes**

Coastal Place
528 Coastal Place #5
 2,200 sq. ft.
 3 bedroom
 3 bath
 1 car garage

Anchorage's most exclusive and high-end residential development. This 2,200 square-foot, top-floor unit has unmatched views and a private 2,000 square foot deck. Features two secure parking spaces and secure elevator access. A short walk to all of downtown amenities, high-end finishes throughout that you get to choose.

Directions: From L St, R on 5th Ave, L on Coastal Pl

 www.hultquisthomes.com

Full Page

SAMPLE **Hultquist Homes**
 \$1,299,000

Coastal Place | 528 Coastal Place #5
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Directions: From L St, R on 5th Ave, L on Coastal Pl

 www.hultquisthomes.com  **Broker** **Tate Rogers**
 (907) 302-6262 | tate@firebird_realty

DEADLINES

Entry Close: July 29, 2023

Sponsored Article Sales Close: July 24, 2023

Sponsored Article Materials Due: July 27, 2023

Ad Reservations Close: August 8, 2023

Sponsorships Close: August 8, 2023 (for magazine inclusion)

Ad Artwork Due: August 10, 2023



PARADE SPONSORSHIPS

PRESENTING SPONSOR (LIMIT ONE)

\$6,500 (VALUE: \$15,000)

- Designation as "Presenting Sponsor" of the Parade of Homes
- Company mentioned in radio ad and prominent in on-air DJ chatter
- Company logo recognition in all forms of advertising
- 1-hour live radio remote at the Parade location of your choice
- Minimum 20 mentions/tags on the AHBA social media platforms
- Company logo placement on the following: front cover of Parade, AHBA.net and AHBANews
- Two pages dedicated to your company in the *Building Alaska* magazine (article and/or ad)
- Article will be shared on AHBANews and shared on social media platforms
- Company mentioned in Letter from leadership
- Opportunity to display advertisement in all entries
- One free entry into the Parade of Homes
- Five tickets to the Gold Hammer Awards Gala with remarks opportunity

PLATINUM SPONSOR (LIMIT ONE)

\$5,000 (VALUE: \$8,500)

- Company mentioned on-air DJ chatter
- Company logo recognition in all forms of advertising
- 1-hour live radio remote the Parade location of your choice
- Minimum 15 mentions/tags on the AHBA social media platforms
- Company logo placement on the following: front cover of the *Building Alaska* magazine, AHBA.net and AHBANews
- One and a half pages dedicated to your company in the *Building Alaska* magazine (article and/or ad)
- Company mentioned in Letter from leadership
- Three tickets to the Gold Hammer Awards Gala

FALL ISSUE OF BUILDING ALASKA COVER SPONSOR (LIMIT ONE)

\$5,000 (VALUE: \$7,000)

- Image of your choice (must be approved by committee) will be displayed on front cover of sponsored issue of *Building Alaska* magazine (\$3,000 value)
- Two pages dedicated to your company in sponsored issue of *Building Alaska* magazine (article and/or ad) (\$2,500 value)
- Article or other provided material shared on AHBANews and social media platforms (\$500 value)
- Cover image will be on all advertising materials for sponsored issue
- Minimum 10 mentions/tags on the AHBA social media platforms (\$350 value)

PEOPLE'S PICKS SPONSOR (LIMIT ONE)

\$4,000 + \$1,000 CASH OR PROVIDE PRIZE VALUED AT \$1,000 (VALUE: \$8,500)

- Designation as "People's Picks Sponsor" of the Parade of Homes
- Company logo recognition in all forms of advertising
- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.net and AHBANews
- Minimum 15 mentions/tags on the AHBA social media platforms
- Full-page ad in *Building Alaska* magazine
- Full-page dedicated to the contest info in the *Building Alaska* magazine
- Three tickets to the Gold Hammer Awards Gala and an opportunity to present the award

YARD SIGN SPONSOR (LIMIT ONE)

\$3,500 (VALUE: \$4,500)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBANews
- Company logo decal on all directional signs
- Company logo decal on event yard signs
- Full-page ad in the *Building Alaska* magazine
- Minimum 8 mentions/tags on the AHBA social media platforms

GOLD SPONSOR

\$2,500 (VALUE: \$3,200)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBANews
- Company mentioned in on-air DJ chatter
- Half-page ad in the *Building Alaska* magazine
- Minimum 8 mentions/tags on the AHBA social media platforms

SILVER SPONSOR

\$2,000 (VALUE: \$2,800)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBANews
- Half-page ad in the *Building Alaska* magazine
- Minimum 5 mentions/tags on the AHBA social media platforms

BRONZE SPONSOR

\$1,500 (VALUE: \$2,600)

- Company logo placement on the following: in the *Building Alaska* magazine, AHBA.com and AHBANews
- Quarter-page ad in the *Building Alaska* magazine
- Minimum 2 mentions/tags on the AHBA social media platforms

ARTICLE SPONSOR

\$1,250 (VALUE: \$2,400)

- Full-page article in the *Building Alaska* magazine (\$1,500 value)
- Half-page ad in the *Building Alaska* magazine (\$900 value)
- Article or other provided material shared on AHBANews and social media platforms (\$500 value)
- Update event logo (footer)
- Update Home images to one of this year's cover selects

KICKOFF PARTY SPONSORSHIPS

SEPT. 6, 5 - 7 P.M., LOCATION TBD

PROMOTE YOUR COMPANY TO FELLOW MEMBERS

The Parade of Homes Kickoff Party is a fun opportunity for members to check out the hot, new neighborhood in Anchorage, while networking in the sunshine with HBA members. It's a must-do event during the Parade of Homes!

EVENT SPONSOR (LIMIT ONE)

INVESTMENT \$2,500

- Logo placement on the following: AHBA.net and AHBANews
- Signage at event
- Display vendor table at event
- Speaking opportunity at event
- Quarter-page ad in the *Building Alaska* magazine
- Minimum of five mentions/tags on the AHBA social media platforms
- Three tickets to the Gold Hammer Awards Gala
- Receive an electronic contact list of all attendees within a week of event (includes name, company name and phone number)
- Recognition at Gold Hammer Awards Gala

SUPPORTING SPONSOR

INVESTMENT \$1,500

- Logo placement on the following: AHBA.net and AHBANews
- Signage at event
- Display vendor table at event
- Minimum of two mentions/tags on the AHBA social media platforms
- Recognition at Gold Hammer Awards Gala

BEVERAGE SPONSOR

INVESTMENT \$1,000

- Logo placement on the following: AHBA.net and AHBANews
- Logo displayed on beverage tickets
- Signage at event
- Display vendor table at event
- Recognition at Gold Hammer Awards Gala

PHOTO BOOTH SPONSOR

INVESTMENT \$600

- Logo printed on printed photos
- Logo placement on the following: AHBA.net

VENDOR TABLE

INVESTMENT \$200

- Set up display table at event
- Meet and greet with Kickoff attendees and distribute company materials

GOLD HAMMER AWARDS GALA

SEPT. 29, 6 - 10 P.M., LOCATION TBD

PROMOTE YOUR COMPANY TO FELLOW MEMBERS

This event is designed to recognize the wonderful craftsmanship and designs displayed by AHBA builders during the Parade of Homes.

AWARDS GALA PRESENTING SPONSOR (LIMIT ONE)

\$5,000 (VALUE: \$7,000)

- Logo displayed on all Gold Hammer Awards Gala promotional materials
- Minimum 5 mentions/tags on the AHBA social media platforms
- Signage at Gold Hammer Awards Gala
- Eight tickets (entire table) to the Gold Hammer Awards Gala with remarks opportunity
- Quarter-page ad in the *Building Alaska* magazine
- Receive list of attendees with contact information

AWARDS GALA DINNER SPONSOR

\$3,000 (VALUE: \$4,000)

- Logo displayed on all Gold Hammer Awards Gala promotional materials
- Signage at the Gold Hammer Awards Gala
- Minimum 3 mentions/tags on the AHBA social media platforms
- Four tickets to the Gold Hammer Awards Gala

AWARDS GALA DRINK SPONSOR

\$2,000 (VALUE: \$2,500)

- Logo displayed on all Gold Hammer Awards Gala promotional materials
- Signage at Gold Hammer Awards Gala
- Minimum 2 mentions/tags on the AHBA social media platforms
- Two tickets to the Gold Hammer Awards Gala

AWARDS GALA ENTERTAINMENT SPONSOR

\$1,000 (VALUE: \$2,000)

- Signage at Gold Hammer Awards Gala
- Minimum 1 mention/tag on the AHBA social media platforms
- Two tickets to the Gold Hammer Awards Gala