

# MID-SHORES HOME BUILDERS ASSOCIATION INC

## 18<sup>th</sup> Annual PARADE OF HOMES

### Book Advertising & Sponsorship Packet



**October 1-3, 2021**

**Friday, Oct. 1 4-8PM**

**Saturday, Oct. 2 10AM-5PM**

**Sunday, Oct. 3 10AM-4PM**

*Providing a direct and immediate benefit to area builders, subcontractors and suppliers...Join us in highlighting our trade to the public by participating in this opportunity to showcase the incredible talent and workmanship our area can provide.*



**“Commitment to community, quality and professionalism is our motivation”**

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061  
920.898.5030 - hartwigs1@charter.net – [www.midshoreshomebuilders.com](http://www.midshoreshomebuilders.com)



MID-SHORES HOME BUILDERS ASSOCIATION, INC.  
**2021 Parade of Homes**  
**Book Advertising & Sponsorship Opportunities**

Fri., Oct. 1 4-8PM ■ Sat., Oct. 2 10AM-5PM ■ Sun., Oct. 3 10AM-4PM

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Mid-Shores Home Builders Association, Inc. is pleased to announce that our **18<sup>th</sup> Annual Parade of Homes** will take place **October 1 - 3, 2021**, in-person. It is our hope that this parade will provide a direct and immediate benefit to area builders, sub-contractors and suppliers as it provides the opportunity to showcase the incredible talent and workmanship our area contractors can provide.

**Mid-Shores Home Builders Association Inc.** invites you to participate as an advertiser and/or sponsor of the 18<sup>th</sup> Annual Parade of Homes. Your support of this event at any of the following levels will be greatly appreciated!

**Parade of Homes Book Advertising**

In addition to showcasing the parade projects, Mid-Shores HBA will again be publishing a Parade of Homes book with a circulation of 20,000 within the area via newspaper (the Tempo). Additional copies will be available for pickup at parade homes and member locations. The high-quality, full-color glossy 8 ½" x 11" books will include advertising opportunities which are not limited to Mid-Shores HBA members. The Parade of Homes Committee has again selected Zander Press, Inc., of Brillion, to design and publish the book. **Please purchase your ad by July 31, 2021 by completing the enclosed advertising contract. All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo and/or artwork should be sent directly to Mid-Shores HBA.** Ads from previous MSHBA Parade of Homes publications are on hand and can be repeated without changes, if desired.

**Note to Non-member Parade Home Subcontractors and Suppliers:** Non-members must purchase an ad in the parade book to be listed on a builder parade project page or to display business cards in the garage only.

**Event Sponsor: \$1000 MEMBERS, \$1500 NON-MEMBERS – limited to 3**

Event sponsors will receive a full-page prime location ad in the parade book, name and/or logo representation on the front cover of the parade book, and name and/or logo representation in posters, newspaper ads, our website and Facebook page.

**Preview Night Sponsor: \$400 MEMBERS, \$500 NON-MEMBERS – limited to 2**

Preview Night sponsors will receive a 1/4-page size ad located on the Welcome page in the parade book and name and/or logo representation on our website and Facebook page. Includes attendance and promotional opportunity at Preview Night Celebration on September 30.

**NEW THIS YEAR – Hospitality Sponsor: \$200 – limited to 1**

Hospitality Sponsor benefits include name and/or logo representation near the protective measures station and on the safety signage at each parade home. Sponsor's name will also be listed in the Parade of Homes Book.

Thank you for your kind consideration of this opportunity. If you have any questions or would like additional information, please do not hesitate to contact our MSHBA office or a committee member.

Very Truly Yours,

Tena Hartwig  
Executive Officer

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**2021 Parade of Homes Committee**

**Chairperson**

**Jenny Pitzen**  
*Christel & Heiberger Builders, Inc.*  
920-898-2820

**Committee Members**

**Julie Schmitz**  
*K & J Construction and Design LLC*  
920-849-8811

**Bill Weber**  
*Pella Windows & Doors of WI*  
920-435-3791

**Dave Amel**  
*Premier Properties Realty LLC*  
920-980-4477

**Denise Bangart**  
*Envoy Mortgage*  
920-522-4345

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MID-SHORES HOME BUILDERS ASSOCIATION, INC.

## 2021 Parade of Homes Ad Order Contract

Fri., Oct. 1 4-8PM ■ Sat., Oct. 2 10AM-5PM ■ Sun., Oct. 3 10AM-4PM

### Ad Order Contract | Deadline: July 31, 2021

#### Full Color Glossy Camera Ready Ad Rates:

	<u>MSHBA Members</u>	<u>Non-members</u>
Event Sponsor (7.5"X10") - limited to 3	\$1000	\$1500
Preview Night Sponsor - limited to 2	\$400	\$500
¼ Page (3.75"X5")		
Full Page (7.5"X10")	\$700	\$800
½ Page (7.5"X5" or 3.75"X10")	\$400	\$450
¾ Page (3.75"X5" or 7.5"X2.5")	\$230	\$280

**20,000**  
Circulation

Design services are available for an additional cost of \$25 per ad

**Note to Non-member Parade Home Subcontractors and Suppliers:** Non-members must purchase an ad in the parade book to be listed on a builder parade project page or to display business cards in the garage only.

#### ADVERTISER INFORMATION

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Advertiser/Contact Person(s): \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor/Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_

☐ Hospitality Sponsor \$200 ☐ Design Services \$25

☐ Please invoice ☐ Full payment is attached with this contract. Thank you.

**Payment of all ads must be received by August 15, 2021 to be included in the 2021 Parade of Homes book.**

Signature \_\_\_\_\_ Sold By \_\_\_\_\_

**All contracts must be returned to MSHBA along with ad copy not later than July 31st.**

All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo (300 dpi or better) and/or artwork should be submitted electronically directly to Mid-Shores HBA. Camera ready ads should be sized to the above specifications.

**Cancellation of Parade.** In the event the Parade of Homes is cancelled due to circumstances beyond MSHBA's control, MSHBA may continue to publish and distribute a Parade of Homes Book. In the case of a cancellation, advertisers have the option to request a refund until August 15, 2021.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to:

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