



presents

THE 12th Annual HOME SHOW

UTICA UNIVERSITY NEXUS CENTER

FEBRUARY 3RD & 4TH

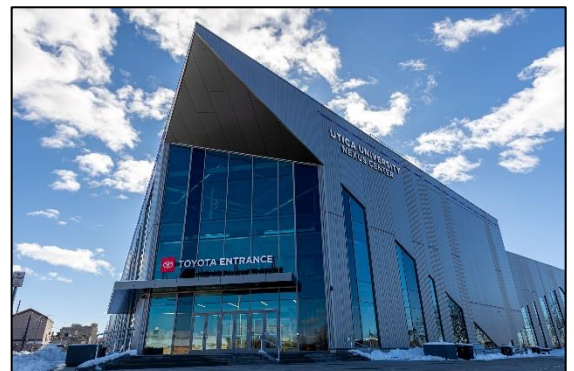
SPONSOR OPPORTUNITIES

CNY's largest regional showcase of home improvement products and services!

- Generate LEADS – talk to current and future CUSTOMERS – increase BRAND awareness – NETWORK with other like-minded companies – get INVOLVED in your community.
- Be featured in extensive marketing efforts with millions of impressions and the latest streaming platforms.

The experienced promotional team behind the Home Show is excited to announce a brand-new location in the state-of-the-art Utica University Nexus Center!

Packed with amenities and conveniently located minutes from the New York State Thruway in developing Downtown Utica.





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PRESENTING SPONSOR - \$12,500

“(Company Name) presents The Home Show”

ONE EXCLUSIVE OPPORTUNITY

- Marketing: Full company and logo recognition in [ALL marketing and advertising efforts](#)
- TV Appearance: Company representative in TV commercial
- TV Remote: Opportunities for interviews at event as available
- Show Floor Display: Prime location at entrance to event
- Displays: Multiple drop box locations for lead generation
- Virtual Event Guide: Banner ad / logo placement
- Media Mentions: Mentions on media interviews
- Logo Promotion: Logo on all materials, emails, social media and web
- Database Access: Attendee email contact list with [targeted leads requesting information on your services](#)
- 200 Complimentary Tickets (\$2,000 value)
- Flyer / Bag Distribution at entrance to event with staff to put flyer & bag into hands of ALL attendees
- Banners in Event Center
- Special PA announcements throughout show weekend

BONUS SPONSOR PERKS!

- **Social Media Promotion & Ticket Giveaway:** Campaign to push attendees to sponsor location & website/social pages - [STOP IN TO \(BUSINESS LOCATION\) TO GET YOUR FREE TICKETS!](#)
- **Coupon Exclusivity:** Only sponsor to be featured on Online Coupon
- **Postcard Exclusivity:** Only sponsor to be featured on Direct Mail Postcard
- **Featured Blogs:** Tips or blog content on website/social media during event pre-promotion



MARKETING PLAN

TV (traditional and streaming)

- Commercials in the greater Central New York area and in OTT streaming platforms

Radio (traditional and streaming)

- Commercials, interviews and/or live reads on major stations in greater Central New York area during prime listening hours – week prior
- On-air interview in Utica as available

Internet

- Pay per click and paid digital banner ads
- Targeted YouTube preroll ads
- Email blasts: promotion to 15,000+, 300,000 impressions via two accounts (Home Show and Kessler Promotions)
- Paid and organic social media network promotion featuring posts, videos and ads including Facebook, Instagram, Twitter, LinkedIn on two networks (Home Show and Kessler Promotions)
- Promotion via Oneida County Tourism

Local news resources: Placement in Community Calendars, NewsTalk, Mug Club and press releases

Billboards: in Utica and Syracuse areas– week prior

Grassroots promotion: Printed posters and flyers distributed locally and through vendors

Text Message Marketing to opted-in potential attendees in the local area

Utica University Nexus Center Promotion

- Featured listing on nexusutica.com
- Featured on Nexus Center social media

Total Impressions: 10mil+ | Marketing Plan Value: In Excess of \$100,000



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MAJOR SPONSOR - \$6,000

THREE AVAILABLE SPONSORSHIPS

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan on page 2 for full details)
 - TV: Logo in commercials
 - Internet: Premium web listing, logo inclusion on email and social media campaign
 - Press Releases: Mention
 - Logo on all printed posters and flyers
- Show Floor Display: Three booths
- Host commercial or blog content on website
- Database Access: Attendee email contact list with [targeted leads requesting information on your services](#)
- 100 Complimentary Tickets (\$1,000 value)
- Banners in Event Center

SHOW SPONSOR - \$2,500

SIX AVAILABLE SPONSORSHIPS

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan for full details)
 - TV: Logo in commercials
 - Internet: Web listing, logo inclusion on email and social media
 - Logo on all printed posters and flyers
- Show Floor Display: One booth
- Database Access: Attendee email contact list with [targeted leads requesting information on your services](#)
- 50 Complimentary Tickets (\$500 value)
- Banners in Event Center

**Reserve your sponsorship AS SOON AS POSSIBLE to receive full value of packages!
If you have any additional questions or concerns, please contact us. Thank you!**

Deborah Kessler

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