

NEW YORK **SASH** presents

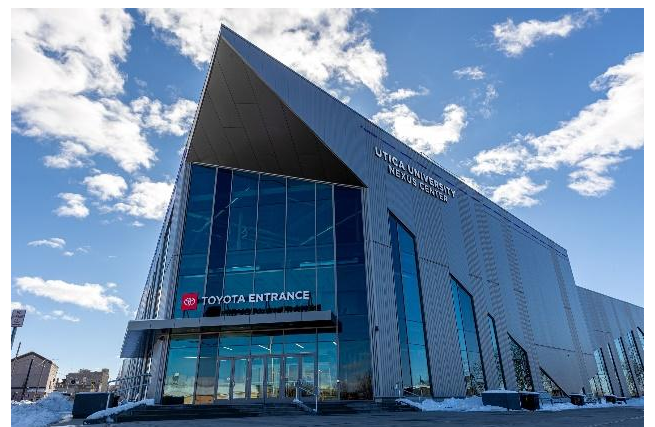
THE 14th Annual
HOME SHOW UTICA UNIVERSITY
NEXUS CENTER

JANUARY 31ST & FEBRUARY 1ST

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.
- Jump start your year with qualified leads from interested consumers!



The experienced promotional team behind the Home Show is excited to continue our partnership in the state-of-the-art Utica University Nexus Center!



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 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: Email contact list of opted-in attendees
- 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!](#)
- **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

Print

- Ads with The Daily Sentinel serving Utica-Rome

Internet

- Pay per click, paid digital banner and 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

Utica Comets In-Game Advertising

Local news resources: Placement in community calendars, news shows and press releases

Billboards: 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 and Nexus Center social media

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



MAJOR SPONSOR - \$7,000

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
 - Press release mention
 - Logo on all printed posters and flyers
- Show Floor Display: Three booths
- Host commercial or blog content on website
- Database Access: Email contact list of opted-in attendees
- 100 Complimentary Tickets (\$1,000 value)
- Banners in Event Center

SHOW SPONSOR - \$3,000

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 (bottom tier)
 - Internet: Web listing, logo inclusion on email and social media
 - Press release mention
 - Logo on all printed posters and flyers
- Show Floor Display: One booth
- Database Access: Email contact list of opted-in attendees
- 50 Complimentary Tickets (\$500 value)
- Banners in Event Center



KID'S ZONE - \$1,000

ONE EXCLUSIVE OPPORTUNITY

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan for full details)
 - Internet: Web listing, logo inclusion on email and social media
 - Press release mention
 - Logo on all printed posters and flyers
- Show Floor Display: One booth
- 20 Complimentary Tickets (\$200 value)
- Banner in Event Center in Kid's Zone

VENDOR BREAKFAST - \$1,000

ONE EXCLUSIVE OPPORTUNITY

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan for full details)
 - Internet: Web listing, logo inclusion on email and social media
 - Press release mention
 - Logo on all printed posters and flyers
- Show Floor Display: One booth
- 20 Complimentary Tickets (\$200 value)
- Banner in Event Center

FEATURED PROFILE - \$100

- Highlight on Home Show social media with photos, logo, description and website link

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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