



Open House: August 3rd and 4th

# SPONSORSHIP OPPORTUNITY

**BIA/SMC San Diego presents the inaugural New Home Palooza on August 3rd & 4th showcasing new homes for sale and for rent throughout San Diego County!**



## PARTICIPATING BUILDERS



## Boost Your Business with Maximum Exposure to New Home Buyers and Renters

Join us in the **New Home Palooza** and showcase your brand across multiple marketing platforms including Eventbrite, Facebook, Instagram, LinkedIn, various published periodicals, and radio broadcasts. Your business will be seen by thousands of consumers!

### The New Home Palooza Tool Kit for our August 3rd & 4th Weekend Event

Distributed to all participating builders, our exclusive Tool Kit will include your marketing merchandise as a special "Thank You" to builders for their participation. Choose from our tailored sponsorship packages to maximize your brand's visibility.

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## AVAILABLE SPONSORSHIP OPPORTUNITIES

**HOMETOWN HERO**  
\$5,000

### Hometown Hero - \$5,000

- › Exclusive logo placement on Canvas Bags (Tool Kits alongside the New Home Palooza logo).
- › Featured in the Tool Kit distributed to builders and property managers, including your marketing merchandise.
- › Prominent logo, hashtag, and website link on all digital marketing (social media, e-blasts).
- › Logo featured on all "Fun Fact" postings in participating communities.
- › "Sponsored by" mention in all radio ads.
- › Display of your collateral material at all participating communities.

**THE URBANITE**  
\$2,500

### The Urbanite - \$2,500

- › Featured in the Tool Kit distributed to builders and property managers, including your marketing merchandise.
- › Logo, hashtag, and website link on all digital marketing (social media, e-blasts).
- › Logo featured on all "Fun Fact" postings in participating communities.
- › "Sponsored by" mention in all radio ads.

**THE ADVOCATE**  
\$1,000

### The Advocate - \$1,000

- › Logo, hashtag, and website link on all digital marketing (social media, e-blasts).
- › Logo featured on all "Fun Fact" postings in participating communities.

**SUPPORTER LEVEL**  
\$500

### The Supporter - \$500

- › Logo, hashtag, and website link on all digital marketing (social media, e-blasts).

## Elevate Your Brand with New Home Palooza

Join us and reach thousands of potential customers. Secure your sponsorship package today and take advantage of this exceptional marketing opportunity!

**Call:** Shannon at the BIA: 858-514-7027

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