



Boise Area PARADE of HOMES®

TICKET SPONSORSHIP OPPORTUNITY

2024 SPRING STATISTICS

Total Tickets Sold	5,516	Household Income	
Total Tickets Scanned	46,712	>150k	56.70%
Home re-entries	1,702	100k-150k	21.36%
		75k-99k	1.73%
		50k-75k	5.68%

Title Sponsor
SOLD
\$30,000
 (1 Available)

- ✓ 2025 “Presented By” (Main) Sponsor
- ✓ Company mentioned in radio advertising
- ✓ Company mentioned in TV campaigns
- ✓ Logo printed on front covers of Spring & Fall Parade Show magazines
- ✓ Logo printed on hard tickets (6,000 total)
- ✓ Logo on e-ticket confirmations
- ✓ Logo on Parade of Homes website pages, including center of homepage
- ✓ Clickable, rotating banner on Parade of Homes App.
- ✓ Company mentioned in social media campaigns
- ✓ 300 Spring Parade of Homes tickets (\$4,500 value)
- ✓ 1 year Associates membership included if non-member (\$650 value)

Tier 2 Sponsor
\$5,000
 (15 Available)

- ✓ 2025 “Featured” Sponsor
- ✓ Logo printed on front covers of Spring & Fall Parade Show magazines
- ✓ Logo printed on all hard tickets (6,000 total)
- ✓ Logo on all e-ticket confirmations
- ✓ Logo on Parade of Homes website pages, including center on homepage
- ✓ Clickable, rotating banner on Parade of Homes App.
- ✓ Company mentioned in social media campaigns
- ✓ 50 Spring Parade of Homes tickets (\$750 value)

Tier 3 Sponsor
\$3,000
 (Limited Space)

- ✓ 2025 “Digital” Sponsor
- ✓ Logo on all e-ticket confirmations
- ✓ Logo on Parade of Homes website pages, including center on homepage
- ✓ Clickable, rotating banner on Parade of Homes App.
- ✓ Company mentioned in social media campaigns
- ✓ 30 Spring Parade of Homes tickets (\$450 value)

FOR MORE INFORMATION

Autumn Blume | ABlume@bcaswi.org