

Parade of Homes® Ticket Sponsorship Opportunity

Boise Area
PARADE
of **HOMES**

MAY 3RD - 18TH | CLOSED MON & TUE
WEDNESDAYS - THURSDAYS | 5PM - 8PM
FRIDAYS - SATURDAYS | 12PM - 8PM
Sundays | 12PM-6PM



TICKET
REQUIRED
10+ OLDER

Ticket Number: 1000
Registration Code: [4F9C]

ADMISSION
\$15

PRESENTED BY

FERGUSON
Bath, Kitchen & Lighting Gallery

BOSCH Thermador GAGGENAU

REGISTER TICKET ON OUR

Boise **PARADE of HOMES** APP
TO VOTE FOR PEOPLE'S CHOICE

FOLLOW | LIKE | TAG

@ f # BOISEPARADEOFHOMES

The Genuine. The Original.
OVERHEAD DOOR
\$25 OFF SERVICE CALL
208-375-0137

LeisureTime
INC.
\$2K OFF
THE PURCHASE OF A NEW HOT TUB
9710 FAIRVIEW AVE. BOISE, ID 83704
(208) 376-0180 - LEISURETIMEINC.COM
*Hot Tub, Fireplaces, Grills, Saunas
HOT TUBS · FIREPLACES · GRILLS · SAUNAS

1. TITLE SPONSOR (1 Available Per Year) \$30,000

The Boise Parade of Homes is seeking our "Presented By" Sponsor for the duration of the year. This sponsorship entitles your company to be our main parade sponsor for both the Spring and Fall Parade Shows and is an annual commitment. This gives your company the right to utilize the incredible opportunity for foot traffic into your place(s) of business by allowing attendees to purchase tickets for the Parade of Homes in April/May and to pick up complimentary tickets to the parade in September/October. In addition, your company will receive:

- Your company will be mentioned in our radio advertising via various local radio stations as "The Boise Parade of Homes Presented By _____."
 - Your company will be mentioned in our TV campaigns on KTVB on "Afternoons with Melissa Paul" as "The Boise Parade of Homes Presented By _____."
 - Your company logo will be printed on the Front Covers of both the spring and fall parade show magazines
 - Your company logo will be printed on all Hard Tickets (3,000 printed for the Spring Show and 3,000 printed for the Fall Show)
 - Your company logo will be printed on all E-Ticket Confirmations (when attendees print their show tickets from home)
 - Your logo will be front and center on the homepage of the Boise Parade of Homes Website as well as at the bottom of every subsequent page
 - You will receive a clickable rotating banner on our Boise Parade of Homes App. You can offer a coupon on this banner and design it to your preferences, great for co-op marketing
 - Your company will be mentioned in our social media campaigns throughout the year on the Boise Parade of Homes Pages via Instagram and Facebook
 - 300 free tickets to the spring parade show to use as giveaways/marketing tool within your business, valued at \$4,500
 - Allows the BCASWI to work with you to showcase the Boise Parade of Homes through signage and other avenues of advertising, per committee and board approval
- If you are not a member of the BCASWI, this sponsorship comes with a complimentary Associates Membership for one year valued at \$650
- Subsequent Co-Op companies will not be mentioned on TV or radio for the sake of air time but will be printed

2. TIER 2 SPONSOR (15 Available Per Year) \$5,000

The Boise Parade of Homes is seeking various Secondary Sponsors for the duration of the year. This sponsorship entitles your company to be featured as a sponsor for both the Spring and Fall Parade Shows and is an annual commitment. Your company will receive:

- Your company logo will be printed on the Front Covers of both the spring and fall parade show magazines
 - Your company logo will be printed on all Hard Tickets (3,000 printed for the Spring Show and 3,000 printed for the Fall Show)
 - Your company logo will be printed on all E-Ticket Confirmations (when attendees print their show tickets from home)
 - Your logo will be printed on the homepage of the Boise Parade of Homes Website as well as at the bottom of every subsequent page
 - You will receive a clickable rotating banner on our Boise Parade of Homes App. You can offer a coupon on this banner and design it to your preferences, great for co-op marketing
 - Your company will be mentioned in our social media campaigns throughout the year on the Boise Parade of Homes Pages via Instagram and Facebook
 - 50 free tickets to the spring parade show to use as giveaways/marketing tool within your business, valued at \$750
- Subsequent Co-Op company logos cannot be printed on hard tickets or the front covers of parade show magazines unless additional space is purchased for \$2,000, making Co-Op advertising \$7,000 total
- BCASWI membership required

3. TIER 3 SPONSOR (Limited Space Available Per Year) \$3,000

The Boise Parade of Homes is seeking various DIGITAL ONLY sponsors for the duration of the year. This sponsorship entitles your company to be featured as a sponsor for both the Spring and Fall Parade Shows and is an annual commitment. Your company will receive:

- Your company logo will be printed on all E-Ticket Confirmations (when attendees print their show tickets from home)
- Your logo will be printed on the homepage of the Boise Parade of Homes Website as well as at the bottom of every subsequent page
- You will receive a clickable rotating banner on our Boise Parade of Homes App. You can offer a coupon on this banner and design it to your preferences, great for co-op marketing
- Your company will be mentioned in our social media campaigns throughout the year on the Boise Parade of Homes Pages via Instagram and Facebook
- 30 free tickets to the spring parade show to use as giveaways/marketing tool within your business, valued at \$450
- BCASWI membership required

4. BCASWI ASSOCIATE MEMBERSHIP

Cost \$650 BCASWI is our local chapter. This membership comes with a one year associate membership to our local chapter Building Contractors Association of Southwestern Idaho (BCASWI), the State Association (IHBA) as well as the National Association of Home Builders (NAHB). Your sponsorship and membership goes towards helping to fight legislation in keeping homes affordable and promoting responsible development of our community. Our members support the building industry and those affected by it. This membership comes with instant business relationships and more opportunity to collaborate with the BCASWI in associate events and Parade of Homes. Your company will be listed in our business directory for membership and the community to utilize.

***In the event that we have multiple companies who desire to be our presenting sponsor, this opportunity will be auctioned off in increments of \$100.**

Please make checks payable to:
BCA of Southwestern Idaho

Mail or deliver to:
6206 N. Discovery Way, Suite A, Boise ID 83713
or send an email to:
ablume@bcaswi.org for an invoice to pay online.

IF YOU WOULD LIKE MORE INFORMATION

Please email Autumn Blume at the BCASWI at ablume@bcaswi.org and our BCASWI Homes Steering Committee Chair, Liz Amar will contact you to discuss further.

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2024 Stats

TICKETS SOLD

- Tickets sold: **5,516**
- Homes in the show: **31**
- Total Scans: **46,712** with **1,702** re-entries into homes

ATTENDEES BUYING OR BUILDING

1-2 years	37.25%
3-5 years	34.35%
1-6 months	23.25%

AGE PERCENTAGE

55+	31.29%
36-45	24.37%
46-55	22.52%
21-35	21.82%

PERCENTAGES PER TICKET PURCHASER

Household Incomes	
>150k	56.70%
100-150k	21.36%
75k-99k	1.73%
50k-75k	5.68%

TOP 10 ZIP CODES PER TICKET PURCHASERS

83646	16.88%
83616	16.05%
83642	11.43%
83709	6.12%
83714	4.85%
83713	3.96%
83686	3.30%
83669	3.13%
83687	2.58%
83634	2.33%



IF YOU WOULD LIKE MORE INFORMATION

Please email Autumn Blume at the BCASWI at ablume@bcaswi.org and our Parade of Homes Steering Committee Chair, Liz Amar of Biltmore Co. will contact you to discuss further.