

Parade of Homes Sponsorships

Saturday, September 26 to Sunday, October 4, 2026

HOME BUILDERS ASSOCIATION



OF METROPOLITAN HARRISBURG

SPONSORED BY:

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Presenting Sponsor - \$15,000 (Limit 1) - SOLD

- Exclusive inclusion in Parade of Homes logo
- Logo placed in most prominent position on website
- Logo to link to your website from Parade website
- Commercial of your choice placed on Parade website
- Commercial of your choice promoted on social media and boosted as a paid promotion
- Description of "Sponsored by [Company Name]" included on every virtual tour webpage
- Logo included in paid media placement (print, digital, TV, radio, billboard, social media)
- Paragraph description of your business and personal quote included in Parade press release
- Recognition in HBA email communications related to Parade

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People's Choice Awards Sponsor - \$5,000 (Limit 1)

- Logo and company name prominently displayed in all homes (avg. of 9500 home visit every year)
- Logo placed prominently on website
- Logo to link to your website from the Parade website
- Logo included in paid media placement (print, digital, TV, radio, billboard, social media)
- Social media promotion
- Paragraph description on your business and personal quote included in Awards press release
- Recognition in HBA email communication related to the Award
- Opportunity to present award at the Annual Membership Meeting (held in October) with e-News coverage

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Show Guide Sponsor - \$5,000 (Limit 1) - SOLD

- Logo placed on cover of Show Guide and on Sponsor Recognition page inside of Show Guide
- Logo to link to your website from the Parade Website
- Recognition in HBA email communication related to the Show Guide
- Recognition on social media
- Recognition in official Parade press release

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Gold Sponsor - \$5,000 (Limit 2)

- Logo placed on Parade website
- Logo to link to your website from the Parade website
- Logo included on at least 10 virtual tour webpages
- Commercial of your choice promoted on social media and boosted as a paid promotion
- Prominent display of Company name & logo in all digital and printed marketing materials

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Silver Sponsor - \$3,000 (Unlimited)

- Logo placed on website
- Logo to link to your website from the Parade website
- Logo included on at least 5 virtual tour webpages
- Commercial of your choice promoted on social media and boosted as a paid promotion
- Prominent display of Company name & logo in all digital and printed marketing materials

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Bronze Sponsor - \$1,500 (Unlimited)

- Logo placed on website
- Logo to link to your website from the Parade website
- Logo included at least 3 virtual tour webpages
- Prominent display of Company name & logo in all digital and printed marketing materials

Parade of Homes Gala Sponsorships

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SPONSORED BY:  PHFA
PA HOUSING FINANCE AGENCY



Gala Presenting Sponsor - \$3,500 (Limit One)

- Signage at Event
- Prominent display of Company name & logo in all digital and printed marketing materials
- Recognition slide within Awards Presentation
- Six (6) Tickets to the Dinner
- Representative of the company given the opportunity to present awards



Awards Sponsor - \$1,500 (Unlimited)

- Signage at Event
- Prominent display of Company name & logo in all digital and printed marketing materials
- Recognition slide within Awards Presentation
- One (1) Ticket to the Dinner
- Representative of the company given the opportunity to present awards



~~Cocktail Hour Sponsor - \$3,000 (Limit 1) - SOLD~~

- Logo displayed in Cocktail area
- Every attendee will receive 2 drink tickets printed with your company logo
- Two (2) tickets to the event your company chooses to sponsor
- Opportunity for Company Representative to give toast during the cocktail hour or immediately before dinner
- Prominent display of Company name & logo in all digital and printed marketing materials



Photography & Media Sponsor - \$3,000 (Limit 1)

- Co-branded with HBA logo displayed on photo backdrop
- Host the photo area, standing with each award recipient for a photo
- Four (4) tickets to the event
- Prominent display of Company name & logo in all digital and printed marketing materials

Register:



Company Name _____

Address _____

City _____

Primary Contact Name _____

Phone _____

Email _____

Signature _____

Register: <https://members.harrisburgbuilders.com/events/details/2026-parade-of-homes-entries-15670>