

Southwest Florida

PARADE
OF HOMES



2027 SWFL Parade of Homes Sponsorship & Marketing Opportunities

WWW.SWFLPARADEOFHOMES.COM

Thank you for your interest in the 2027 CDBIA SWFL Parade of Homes.

The 2027 Parade of Homes Committee of the Charlotte-DeSoto Building Industry Association is excited to introduce the outstanding sponsorship opportunities available for this year's main event, the 2027 Parade of Homes, scheduled March 6th-March 14th, 2027

The 2027 Parade of Homes will be a multi-site parade with models from the greater Charlotte County area, including Punta Gorda, Port Charlotte, West Port, Englewood, South Gulf Cove, Rotonda West, Babcock Ranch and North Port.

We have made a large commitment to advertising across several media sources and online exposure to provide all builders, sponsors and CDBIA members the best opportunity to market their talents and products. Act now and reserve your space. Sponsorship deadline is January 29th, 2027.

We are proud to announce a partnership with the Sun Coast Media Group, producing a glossy magazine-style Parade of Homes Guide that will reach 55,000 readers, in addition to several pre-Parade of Homes advertisements in print and online media. This year we offer an array of opportunities for marketing your company with new sponsorship levels. A Sun Coast Media Group representative will be contacting you in the near future. If you should have any additional questions regarding sponsorship opportunities, please contact the CDBIA office at (941) 625-0804.

Finally, please save the date of March 5th, 2027 to attend our Gala Event, the Diamond Awards! This honors our builders, sponsors and members for their efforts in making the 2027 Parade of Homes a huge success. We look forward to this year's Parade of Homes, and to your participation in making this year's event a reflection of your work, your pride in our community, and your dedication to the building industry we serve. Please contact the CDBIA office for Diamond Gala Event tickets (941) 625-0804.

Thank you again for your interest in the 2027 Charlotte-DeSoto Building Industry Association Parade of Homes!

SWFL Parade of Homes Committee

Brandi Riede- Florida Weekly

Terri Gelal- Florida Weekly

Elizabeth Lombardo- The Firm Advertising Agency

Matlin Potts- The Firm Advertising Agency

Jared Himmel- H2O Systems

Sonja Dickey- VaVia Dumpsters

Brian Krohn- Achieva Credit Union

Lisa Casado- Waste Pro

Jared Himmel- H2O Systems

Deanna Heminger

Mark Dumser- MD Pressure Washing



Sponsorship Opportunities
Diamond Sponsor Package – \$5,000
(Industry Exclusive)



Exclusivity

There will be only one industry-exclusive Diamond Showcase Sponsor. The Parade of Homes is one of the few Association events that reach the general public.

Print Promotion

The company will be featured in a double-page ad in the SWFL Parade of Homes glossy guide distributed in Sun Newspapers. This full-color magazine will be printed by the Charlotte Sun and distributed through its circulation. Approximately 50,000 copies will be distributed that day, with an additional 5,000 overprints available in advertised outlets throughout the market area and all Parade models, delivered to area Realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will also appear in local magazines and other newspaper advertising. Your logo will have a prominent position on the front cover.

Additional Advertisements

The company will be listed on the Gatefold of the Sun Newspaper and featured in YouTube pre-roll advertisements for the Parade of Homes.

Multi-media Promotion

Your company name and logo will be visible and mentioned in all radio and television commercials. They will also appear on the interactive 2027 Parade of Homes website, linked to banner advertising. The website will remain active for one year after the event and will include the entire 2027 Parade of Homes magazine in an online format. It will also be linked to www.cdbia.com and www.swflparadeofhomes.com.

Radio

The company will be featured as a guest on the CDBIA Building Industry Hour on WCCF 1580AM & 100.9 FM Newstalk Radio.

Target Marketing

The Diamond Sponsor will be included in all specialized marketing using geo-fencing, targeting potential home buyers on social media, the internet, and YouTube commercials.

Website Top Billing

Your company will be highlighted as the main event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website.

Complimentary Tickets

The Diamond Sponsor will receive eight complimentary tickets to the Diamond Gala.

Preferred Seating

The Diamond Showcase Sponsor will be seated at a preferred table at the 2027 Parade of Homes Banquet, identified as the Diamond Showcase Sponsor Table.

Awards Banquet Program and Presentation

Your company's logo and name will appear in the 2027 Parade of Homes Awards Banquet program. The Grand Sponsor's name and logo will also be included in the 2027 Parade of Homes Awards Banquet presentation.

Sponsorship Plaque

The company will receive an appreciation plaque for the Diamond Showcase Sponsorship at the Awards Banquet.

Contact Information

Charlotte-DeSoto BIA | 17984 Toledo Blade Blvd. Port Charlotte, FL 33948

Phone: 941-625-0804 | www.cdbia.com | Email: admin@cdbia.com

Sponsorship Opportunities

Gold Package – \$3,500

(six available)

Print Promotion

The company will be featured in a full-page ad in the SWFL Parade of Homes glossy guide distributed in Sun Newspapers. This full-color magazine will be printed by the Charlotte Sun and distributed through its circulation. Approximately 50,000 copies will be distributed that day, with an additional 5,000 overprints available in advertised outlets throughout the market area and all Parade models, delivered to area Realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will also appear in local magazines and other newspaper advertising. Your logo will have a prominent position on the front cover.

Additional Advertisements

The company will be listed on the Gatefold of the Sun Newspaper and featured in YouTube pre-roll advertisements for the Parade of Homes.

Multi-media Promotion

Your company will appear on the interactive 2027 SWFL Parade of Homes website, linked to banner advertising. The website will remain active for one year after the event and will include the entire 2027 Parade of Homes magazine in an online format. It will also be linked to www.cdbia.com and www.swflparadeofhomes.com.

Target Marketing

The Gold Sponsor will be included in all specialized marketing using geo-fencing, targeting potential home buyers on social media, the internet, and YouTube commercials.

Website Top Billing

Your company will be highlighted as the main event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website.

Complimentary Tickets

The Gold Sponsor will receive four complimentary tickets to the Diamond Gala.

Preferred Seating

The Diamond Showcase Sponsor will be seated at a preferred table at the 2027 Parade of Homes Banquet, identified as the Diamond Showcase Sponsor Table.

Awards Banquet Program and Presentation

Your company's logo and name will appear in the 2027 Parade of Homes Awards Banquet program. The Gold Sponsor's name and logo will also be included in the 2027 Parade of Homes Awards Banquet presentation.

Sponsorship Plaque

The company will receive an appreciation plaque for the Gold Showcase Sponsorship at the Awards Banquet.

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Charlotte-DeSoto BIA | 17984 Toledo Blade Blvd. Port Charlotte, FL 33948

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Print Promotion

Company will receive a 1/2 page ad of the SWFL Parade of Homes glossy guide that will be distributed in Sun Newspapers. This full color magazine will be printed by the Charlotte Sun and distributed through their circulation. Approximately 50,000 copies will be distributed that day and 5,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area Realtors and local Chambers of Commerce.

Additional Advertisements

The company will be listed on the Gatefold of the Sun Newspapers and featured in YouTube pre-roll advertisements for the Parade of Homes.

Multi-media Promotion

Your company will appear on the interactive 2027 SWFL Parade of Homes website, linked to banner advertising. The website will remain active for one year after the event and will include the entire 2027 Parade of Homes magazine in an online format. It will also be linked to www.cdbia.com and www.swflparadeofhomes.com.

Website Advertising

Company will be highlighted as a Silver event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website and the www.yoursun.com website

Complimentary Tickets

The Silver Sponsor will receive two complimentary tickets to the Diamond Gala.

Awards Banquet Program and Presentation

Your company's logo and name will appear in the 2027 Parade of Homes Awards Banquet program. The Gold Sponsor's name and logo will also be included in the 2027 Parade of Homes Awards Banquet presentation.

Sponsorship Plaque

The company will receive an appreciation plaque for the Silver Sponsorship at the Awards Banquet.

Sponsorship Opportunities- Bronze Package – \$1,500 (unlimited)

Print Promotion

Company will receive a 1/4 page ad in the SWFL Parade of Homes glossy guide, distributed in Sun Newspapers. This full-color magazine, printed by the Charlotte Sun, will have a circulation of approximately 50,000 copies on the release day, with an additional 5,000 overprints available in advertised outlets throughout the market area, all Parade models, and delivered to area Realtors and local Chambers of Commerce.

Multi-media Promotion

Your company's name and logo will be featured on the interactive 2027 Parade of Homes website, linked to banner advertising. This website will remain active for one year post-event and will include the entire 2027 Parade of Homes magazine in an online format. It will also link to both www.cdbia.com and www.swflparadeofhomes.com.

Website Advertising

Company will be highlighted as a Bronze event sponsor on the SWFL Parade of Homes website and www.yoursun.com.

Awards Banquet Program and Presentation

Your company's logo and name will appear in the 2027 Parade of Homes Awards Banquet program. The Bronze Sponsor's name and logo will also be included in the 2027 Parade of Homes Awards Banquet presentation. The Bronze Sponsor will receive two complimentary tickets to the Awards Banquet.

Sponsorship Plaque

Company will receive an appreciation plaque for the Bronze Sponsorship at the Awards Banquet.

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2027 Parade of Homes

Parade of Homes Sponsor Form



	Diamond	Gold	Silver	Bronze
Select One	_____	_____	_____	_____
Price	\$5,000	\$3,500	\$2,500	\$1,500
Print Ad in SWFL Guide	Center Fold	Full Page	1/2 Page	1/4 Page
YourSun.com & Parade of Homes Website	Logo	Logo	Listed	Listed
Featured on Sun Newspaper POH Gateway	Logo	Logo	Listed	Listed
Included in commercials on YouTube	✓			
Guest Spot on Radio	✓			
Ads in Suncoast Homes	✓	✓	✓	✓
Targeted commercials on the internet	20,000 online impressions	20,000 online impressions	10,000 online impressions	10,000 online impressions
Tickets to Diamond Gala Event	4	4	2	2
Sponsorship Plaque awarded at event	✓	✓	✓	✓

Company Name: _____ Company Contact: _____

Billing Address _____

Phone: _____ Fax: _____

Email: _____

We will use this email address to contact the company with all important Parade of Homes dates & events
Deadline for sponsorship is January 29th, 2027.

Sponsor color logos should be emailed to Donna@cdbia.com High-resolution JPEG or EPS files are required.