



**Get maximum exposure for your company by becoming a sponsor of the Spring Home Improvement Show!** There are many sponsorship levels available which will help increase your brand awareness and reach key decision-makers in the remodeling industry.

**Are you looking to make an impact?** Make your sponsorship unforgettable with a customized package. Let's work together to create something unique that meets your goals and delivers visibility.



## The NARI Milwaukee Spring Home Improvement Show connects local area consumers with NARI Milwaukee members.

Homeowners know the NARI name and they attend NARI shows to quickly and easily find trusted contractors, see new remodeling products and services, and become inspired to update their own homes. Consumer demand for home improvement continues to grow and the Home & Remodeling Show is a perfect way to connect with homeowners who are serious about investing money into improving their personal spaces.

### About NARI Milwaukee

NARI Milwaukee is an elite association of the best home improvement and remodeling professionals in the area, and a trusted resource for consumers. Since 1961, NARI Milwaukee has promoted ethical conduct, professionalism, and sound business practices in the remodeling industry and education for the consumer. Consumers should have the utmost confidence when selecting a NARI Milwaukee contractor for their home improvement project.



## Customized Sponsorships

NARI Milwaukee Spring Home Improvement Show sponsors are not only associated with the top-notch quality of our members, but also benefit from a robust marketing campaign and extensive audience.

All sponsorships can be customized to meet your needs and budget! If you have an idea that is not in our list of examples, we want to hear it!

- Event promotion across various media channels
- Email blasts to over 20,000 subscribers, with an average read rate of 37%
- Regular posts on Facebook, Instagram and other social media pages, including cross-promotion with our top sponsors
- Support and promotion through various Milwaukee outlets such as press releases and media pitches



# SPONSORSHIP PACKAGES

## Presenting Show Sponsor \$50,000

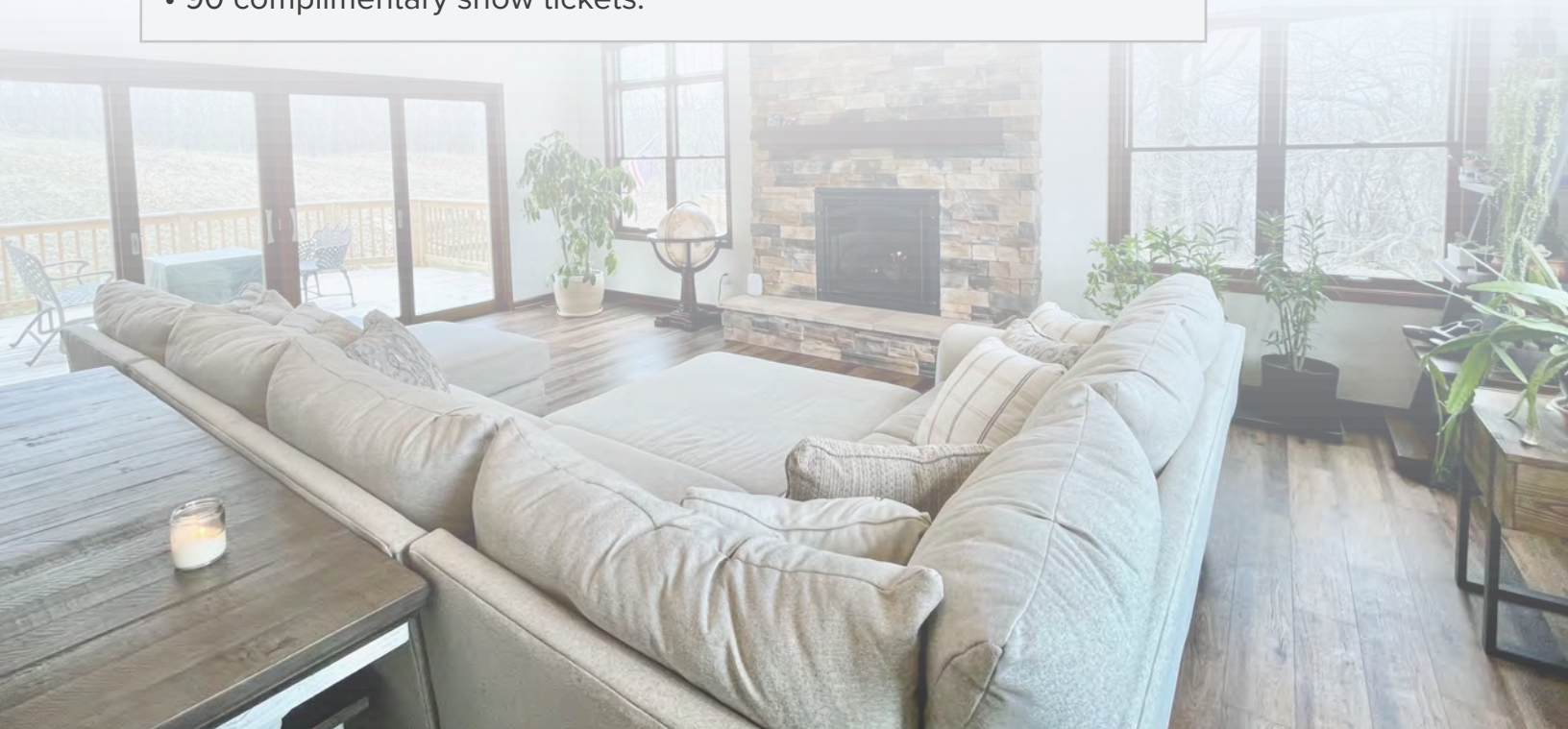
- Event to be referred to as “NARI Milwaukee Spring Home Improvement Show presented by (company name)”.
- Company logo incorporated into the event logo.
- Logo and/or name in all event advertising including TV, outdoor, and radio.
- (6) Logoed floor decals in event aisles.
- Opportunity to activate and brand an agreed upon booth space or unique area of the event.
- Opportunity to distribute products or giveaways during the event.
- Customized digital marketing campaign surrounding the event.
- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements.
- Digital ad & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 12 months.
- Named and tagged in NARI Milwaukee social media event posts.
- 100 complimentary show tickets.

# SPONSORSHIP PACKAGES

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## Gold Show Sponsor \$25,000

- Named in event press releases.
- (6) Logoed floor decals in event aisles.
- Opportunity to activate and brand an agreed upon booth space or unique area of the event.
- Opportunity to distribute products or giveaways during the event.
- Customized digital marketing campaign surrounding the event.
- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements.
- Digital ad & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 6 months.
- Named and tagged in NARI Milwaukee social media event posts.
- 90 complimentary show tickets.





# SPONSORSHIP PACKAGES

## Silver Show Sponsor \$12,500

- Opportunity to distribute products or giveaways during the event.
- Customized digital marketing campaign surrounding the event.
- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements.
- Digital ad & hyperlink on event website and in event emails.
- Ad in NARI Milwaukee e-newsletters.
- Named and tagged in NARI Milwaukee social media event posts.
- 80 complimentary show tickets.

## Bronze Show Sponsor \$7,250

- Logo on all printed collateral materials and event signage.
- Named in all on-site show announcements.
- Company logo & hyperlink on event website and in event emails.
- Full width ad in NARI Milwaukee e-newsletters for 3 months.
- Named and tagged in NARI Milwaukee social media event posts.
- 70 complimentary show tickets



# EXHIBITOR-FACING BRANDING OPPORTUNITIES

Are your customers show exhibitors? Take advantage of these opportunities below or contact us to create a customized package for you.

## Show Kick-Off

**\$2,500**

- Logo on signage during the show kick-off.
- Logo & hyperlink in NARI Milwaukee event e-blasts to exhibitors and members.
- Opportunity to speak to exhibitors during the kick-off event.

## Exhibitor Wristbands

**\$2,000**

- Logo on exhibitor ID wristbands worn by all exhibitors at the event.
- Logo & hyperlink in NARI Milwaukee event e-blasts to consumers and members.
- 20 complimentary show tickets



# CONSUMER-FACING SPONSORSHIP OPPORTUNITIES

All consumer-facing brand sponsorships include:

- Company named in all on-site show announcements.
- Company name and/or logo & hyperlink on event website.
- Company name listed in collateral materials as applicable.

## Digital Tickets

**\$5,250**

- Co-branded ticket giveaway promotion on social media.
- Name and/or logo on online ticket.
- Logo & hyperlink on event ticketing website.
- 30 complimentary show tickets.

## Show Entrance Feature

**\$2,000**

- Opportunity to display a remodeling product.
- Logo on entrance signage.
- 20 complimentary show tickets.

## Consumer Lounge

**\$3,250**

- Logo on signage in lounge area.
- Logo & hyperlink in NARI Milwaukee event e-blasts to consumers.
- Opportunity to set up a display or marketing materials in lounge area.
- 20 complimentary show tickets.

## Floor Decals

**\$1,250**

- \* Limited quantities available*
- Logo on (6) floor decals placed throughout show floor aisles.

## OTHER OPPORTUNITIES:

*\*Please reach out for pricing*

- Show Bags
- Kiosks at Entrance
- Show attraction

Have something specific in mind? Reach out and let's talk about it!  
We can customize a sponsorship package to fit your needs.



# MARKETING-BASED SPONSORSHIP OPPORTUNITIES

## Digital Ad Retargeting Pricing starts at \$3,000

Want your ad to “follow” your target customer online?

Gain measurable ROI with a digital ad retargeting package. Advertise your company, product line, or services with hyper-targeted web ads that follow our qualified audience of consumers wherever they go on the internet. More details available upon request.

*\*Commit before 9/10/23*

## Aisle Sign \$500 per aisle

- Name and/or logo on rocker panel attached to hanging aisle signs.

*\*Commit before 9/10/23*

*\*\*Limited quantities available*

## Premium Website Ad \$250 per ad

- Ad on Exhibitor page of event website (750 x 400).

*\*Includes company name, up to 100 words of text, and up to 2 hyperlinks.*

## Digital Coupon \$250

- Digital ad & hyperlink on Show Specials page of event website.
- Tagged in social media post highlighting show promotions.

## Social Media Post \$250

- Tagged in dedicated social media post featuring up to (10) images and your own messaging.

*\*Limited quantities available*