

Parade of Homes

ABOUT THE PARADE OF HOMES

A longstanding event hosted by the Home Builders Association of Northern Colorado, the NoCo Parade of Homes is a late-summer tradition held each September across communities in Northern Colorado. The Parade showcases professionally designed model and custom homes, ranging from attainably priced residences to luxury show homes, highlighting the latest in homebuilding, design, and construction trends.

Recognized by attendees as both an engaging experience and a trusted source of inspiration, the NoCo Parade of Homes attracts thousands of consumers actively interested in new homes and design. For sponsors, the Parade offers exceptional exposure alongside the region's top builders, designers, and industry partners—aligning your brand with innovation, quality, and the best in Northern Colorado living.

EVENT HIGHLIGHTS & DEMOGRAPHICS

Total Audience Impressions: 3.25+ Million

The Parade of Homes connects you with your target audience through a robust, multi-channel marketing campaign that includes:

- Organic digital marketing
- Paid digital advertising, including programmatic display and device ID targeting
- Paid social media advertising across Facebook and Instagram
- Targeted email marketing campaigns
- Media and influencer outreach
- Print advertising through regional media partners, including NOCO Style and Prairie Mountain Media
- Billboard advertising across Northern Colorado through our media partner, Lamar Advertising
- Audio advertising through media partners, including iHeart Media podcasts and streaming platforms

THE NOCO PARADE OF HOMES DELIVERS:

- Strong return on investment through efficient, high-impact marketing
- Brand alignment with a trusted, industry-led platform for showcasing homes and housing partners
- Third-party media exposure through regional media partners
- Clear calls-to-action that drive qualified traffic to participating homes and sponsoring partners
- Broad exposure to active buyers, future homeowners, and the remodeling market
- Meaningful recognition for industry leaders and NoCo HBA members

September

11-13 & 18-20

10:00 AM to 5:00 PM

Northern
Colorado

Northern Colorado

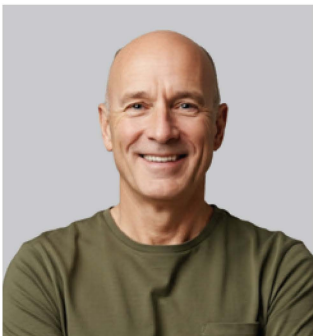
PARADE
OF HOMES

The NoCo Parade of Homes delivers exposure to prospective audiences across multiple desirable market segments, including:



MOVE-UP BUYERS

- Growing families seeking more space
- Strong household income and buying power
- Actively exploring new-construction homes
- Enjoy the annual tradition and inspiration of the Parade of Homes



INDUSTRY INFLUENCERS

- Active real estate agents focused on new homes and emerging neighborhoods
- Designers, architects, and industry professionals influencing buyer, remodeling, and design decisions
- Highly engaged in local market trends, inventory, and product innovation
- Attend the Parade to stay informed, build relationships, and support the housing industry



DREAM HOME BUYERS

- Financially qualified buyers exploring custom and high-end homes
- Strong interest in premium design, craftsmanship, and personalization
- Actively considering new construction and custom home opportunities



FUTURE HOME BUYERS

- Attend the Parade for inspiration, ideas, and the annual tradition
- Tour a wide range of homes to browse designs, finishes, and layouts
- Gather ideas while considering future housing options
- Strong interest in attainable new construction, townhomes, and condominiums

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PARADE OF HOMES

Title Sponsor (limit one) \$10,000 - As the Title Sponsor of the NoCo Parade of Homes, your brand will receive premier visibility and presentation rights, with prominent placement across all Parade marketing channels. This package includes logo recognition on the front cover of the Parade of Homes Magazine, along with integrated social media and digital advertising, targeted email campaigns, print advertising, and branded yard signs at each participating home. You will also receive a full-page advertisement or article in the Parade of Homes Magazine. Your sponsorship also includes prominent placement on the official nocoparadeofhomes.com website and mobile app, along with a dedicated page to showcase your brand's offerings and values. Additionally, you will receive a table of eight at the Parade of Homes Awards Ceremony, with the exclusive opportunity to address attendees during the event.

People's Choice Sponsor (limit one) \$5,000 - As the exclusive sponsor of the People's Choice Award, your brand will be prominently featured across all People's Choice marketing efforts, including in-home signage, a featured page on the official nocoparadeofhomes.com website, and an advertisement in the Parade of Homes Magazine, ensuring broad visibility throughout the tour. Your brand will take center stage by presenting the People's Choice Award winner at the Parade of Homes Awards Ceremony, further elevating your recognition. This sponsorship also includes the opportunity to host a \$1,000 giveaway for Parade attendees, creating a memorable, high-impact engagement tied directly to your brand, along with a table of eight at the Awards Ceremony.



Front Cover Sponsor (limit one) \$3,500 - As the Front Cover Sponsor of the NoCo Parade of Homes Magazine, your brand will receive premier visual exposure as the featured home on the magazine cover, positioning your company at the forefront of one of Northern Colorado's most anticipated homebuilding showcases. This sponsorship includes banner ad placement on official nocoparadeofhomes.com website and mobile app, and four tickets to the Parade of Homes Awards Ceremony. This exclusive opportunity delivers unmatched visibility, with your home and brand serving as the first impression for Parade attendees throughout the tour.

Patron Sponsor (limit four) \$2,500 - As a Patron Sponsor of the NoCo Parade of Homes, your brand will receive prominent logo placement on all Parade yard signs, front-cover logo placement in the Parade of Homes Magazine, and banner placement on nocoparadeofhomes.com, maximizing visibility throughout the event. This sponsorship also includes prominent brand placement on the official nocoparadeofhomes.com website and mobile app, along with two tickets to the Parade of Homes Awards Ceremony.

Judging Day Partner (limit two) \$1,000 - As a Judging Day Partner of the NoCo Parade of Homes, your brand will receive prominent logo placement on all judging day materials and recognition during the judging process among industry leaders and partners. This sponsorship also includes recognition on the official nocoparadeofhomes.com website.



Parade of Homes

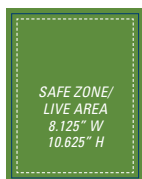
ADVERTISING OPPORTUNITIES

SIZE	Color
PREMIUM AD SPOTS	
Back Cover	\$2,499
Inside Covers (Front or Back)	\$1,999
Facing Inside Covers (Front or Back)	\$1,899
DISPLAY ADS	
Two Page Spread	\$2,499
Full Page	\$1,499
1/2 Page	\$1,299
1/4 Page	\$899
Banner Color	\$599
1/8 Page	\$499
BANNER AD RATES	
Website and App	\$750
Enhanced Listing	
	RATE
Boxed Listing	\$239
Boxed Listing with Logo	\$339
Boxed Listing with Logo & 50 word bio	\$439
Shaded Boxed Listing with Logo & 50 word bio	\$539
Direct Mail Insert	
	RATE
Postcard (2-sided)	\$2,999

DISTRIBUTION

The Parade of Homes Magazine will be available to attendees during the NoCo Parade of Homes September 4–13, with digital access on nocoparadeofhomes.com and the Parade of Homes mobile app year-round. A total of 4,000 printed magazines will be placed in participating homes and distributed to NoCo HBA members.

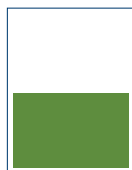
PRINT ADVERTISING SPECIFICATIONS



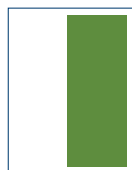
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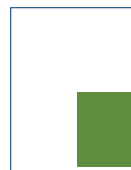
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10.5" HEIGHT



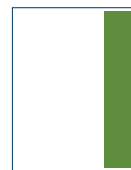
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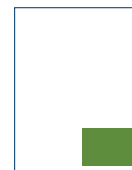
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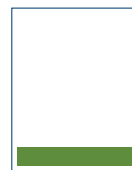
QUARTER
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OPTION 1
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5" HEIGHT



QUARTER
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VERTICAL
OPTION 2
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10" HEIGHT



EIGHTH
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HORIZONTAL
3.5" WIDTH
2.5" HEIGHT



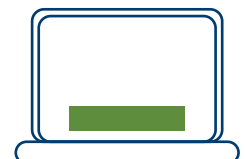
BANNER
HORIZONTAL
7.875" WIDTH
1.5" HEIGHT

DIGITAL BANNER ADVERTISING SPECIFICATIONS

Provide the following:

- 1200px X 200px .jpg Website & App Banner
- Website URL link including http://
- Design ads with large text for best quality on mobile devices

Submit URL link and banner artwork to <https://tinyurl.com/yr5ddbkh>



Golden Key Awards

The Golden Key Awards is a night to celebrate and award the best of the Parade of Homes.

Golden Key Presenting Sponsor (limit one) \$2,500 - As the Presenting Sponsor of the Golden Key Awards, your brand will receive prominent logo placement on Awards Ceremony invitations and event marketing materials, ensuring strong visibility leading up to and during the event. You will have the honor of presenting the Golden Key Awards at the Parade of Homes Awards Ceremony, positioning your brand at the forefront of industry excellence. This sponsorship also includes four tickets to the Parade of Homes Awards Ceremony, offering valuable access to a premier networking event.

Supporting Sponsor (limit five) \$500 - As a Supporting Partner, your logo will have prominent inclusion on event invitations and marketing materials for the Parade of Homes Awards Ceremony. You'll also receive special recognition during the event, highlighting your brand's support and contribution to the evening's success. This sponsor includes one ticket to the awards ceremony.

Table Sponsor \$800 - As a Table Sponsor, your logo will be prominently displayed at your table, ensuring continuous visibility throughout the event. You'll also enjoy exclusive seating with a reserved table for eight guests, providing a great opportunity for networking and engagement.

Photo Booth Sponsor (limit two) \$500 - As the Photo Booth Sponsor of the Parade of Homes Awards Ceremony, your brand will host the event photo booth, with your logo prominently displayed on all photo printouts and digital images shared by attendees. This high-visibility sponsorship creates a fun, memorable brand interaction while extending your exposure beyond the event as photos are shared and kept by guests. This sponsorship also includes recognition at the Awards Ceremony.





970-686-2798

www.nocohba.com

By securing an event sponsorship, sponsors agree to pay the full sponsorship fee prior to the event date. All sponsorship fees are non-refundable, and sponsorship opportunities are generally available on a first-come, first-served basis. Sponsors must also be current on their accounts; any outstanding balances from previous sponsorships may result in forfeiture of their sponsorship opportunity.