



# SPONSORSHIP OPPORTUNITIES

Custom & Exclusivity Sponsorships Also Available

Talk to your Home Show Account Rep Today  
Office: 602-485-1691 or Cell: 602-821-5060

## TITLE SPONSOR - ONLY 1 PER SHOW

- Your Company Presents MCHS Home & Garden Show: \$30,000 per Show
  - Sponsor Receives:
    - Logo inclusion in all Television Ads
    - Logo inclusion on all 14x48 Billboard Ads
    - Website Banner AD with clickthrough link to sponsor website
    - 1,000 FREE Admission Tickets to Sponsored Show
    - Full Page Ad in Show Sponsored Show Program

Total Presenting Sponsor Value: \$186,500 per show!

## FEATURED SPONSOR - ONLY 1 PER SHOW

- MCHS Home & Garden Show featuring Your Company: \$20,000 per Show
  - Sponsor Receives:
    - Logo inclusion in all Television Ads
    - One dedicated e-blast to our opted in database of 178,000
    - Website Banner AD with clickthrough link to sponsor website
    - 500 FREE Admission Tickets to Sponsored Show
    - 1/2 page AD in Show Sponsored Show Program

Total Presenting Sponsor Value: \$114,500 per show!

## BAG SPONSORSHIPS WITH ENTRANCE RIGHTS

- Sponsor produced Attendee Bag: \$10,000 per entrance
  - 2 Sponsor employees at entrance of the show to greet & hand out bags
  - Minimum of 15,000 bags. Bag graphics to be approved by MCHS
  - Includes (1) Facebook Post before the show with Bag Visual & sponsor info
  - Includes sponsor call out on MCHS's website as the official bag partner

## BANNER SPONSORSHIPS

- Building Banner: \$1,500 each (sponsor produced banner. Size TBD)
- Fence Line: \$1,200 each (sponsor produced banner. Size TBD)

# DIRECT MAIL SPONSORSHIP

- AD inclusion in Show Discount Admission Marketing Campaign: \$6,500 per Show
  - Sponsor 3.75x2.75 ad featured on our direct mailed advertising
  - Direct Mailed to 43,000 homeowners 1 week prior to each Show date
  - One Facebook post to promote your company & drive traffic to your booth

# ADMISSION TICKET SPONSORSHIP

- Discounted Admission Sponsorship: \$5,000 per Show
  - Dedicated Backside of Ticket for Sponsor's Ad
  - Includes one email marketing e-blast sent to 178,000 subscribers
  - 1,000 printed tickets for Sponsor distribution in advance of the Show
- FREE Admission Ticket Sponsorship: \$5,000 per Show
  - Dedicated Backside of Ticket for Sponsor's Ad
  - 15,000 mailed to all show Exhibitors, Community Partners, & Media Outlets
  - 1,000 printed tickets for Sponsor distribution in advance of the Show

# ENTRANCE SPONSORSHIPS

- Swag Give-Away Sponsorship: \$3,500 per entrance
  - Max of 2 sponsor employees standing at Show entrance handing out swag
- Info Booth Entrance Sponsorship: \$1,000 per category (non-exhibitors \$2,500)
  - Sponsor produced branded content distributed at info booth (category examples include; flyers, branded pens, travel sanitizer, branded swag, coffee cups, catalog, etc.)

# ONLINE & DIGITAL SPONSORSHIPS

- Web Banner Sponsorship: \$2,500
  - 6 week campaign on MCHS.com with hyperlink to sponsor's website
  - E-Mail Marketing Sponsorship: \$1,500 each. Campaign Option:
    - General Show Info e-blast to 178,000 subscribers
    - Discount Ticket e-blast to 178,000 subscribers
    - Show's Next Weekend e-blast to 178,000 subscribers
    - Show's This Weekend e-blast to 178,000 subscribers
    - Show Opens Today e-blast to 178,000 subscribers
- Social Media Post: \$1,000 each (sponsor provided verbiage and artwork)
  - Facebook post directing attendees to Sponsor's Booth at the Show
  - Facebook event post directing attendees to the Sponsor's Booth at the Show

**SPONSORSHIPS DRIVE SALES TO YOUR COMPANY, BUILDS CONSUMER CONFIDENCE, & STRENGTHENS YOUR BRAND.  
SPONSOR TODAY: SCAN TO GET IN TOUCH WITH US**

