

# 2020 Parade of Homes

---

## Sign Sponsor

---

- Your Company's Logo will be featured on all Parade Yard Signs
- Your Company's Logo will be featured on all Parade of Homes directional signage
- This sponsorship includes a Mobile App Listing on the sponsorship page and on the Parade social media outlets
- Your Company will be listed a distribution point for the Parade of Homes Magazine
- Your Company can include their advertising affiliation as a BDASI Parade Sponsor

**Cost: \$500      Limit: 6**

**(Payment Scheduling Options Available)**

**What is the Parade of Homes Magazine?**

The BDASI Parade of Homes is a multi-site development and homes tour event. Along with the Event is included the BDA of Southern Indiana Parade of Homes Magazine in association with EXTOL Magazine. The Parade Magazine will be direct mailed as well as distributed through the Parade Homes sponsors and advertisers. The direct magazine will be sent to a targeted demographic of potential home buyers and users of your products with a gross income of \$63K or more. Total print run will be 20,000 copies with approximately 17,000 being direct mailed.



**BUILDING BETTER TOMORROWS**

**BDA of Southern Indiana  
Parade of Homes  
August 14-16 & 21-23, 2020**

To order your sponsorship, please complete the form below and return it to the BDASI office. Limited Sponsorships are available on a first come, first served basis. This Sponsorship Order Form will be considered the sales contract. The Parade of Homes Magazine will be in full color. We will need all ads available by **July 24, 2020**. Ads need to come to us **PRINT READY**. We do not have capability to create or alter ads this year. Past due balances may be subject to \$25 per month late fee. We accept VISA, MasterCard, & American Express. Payments can be made by regular monthly installments. \*Any third-party advertising that includes affiliation with the BDASI Parade of Homes must be approved by the BDASI.

COMPANY NAME \_\_\_\_\_

PERSON ORDERING AD \_\_\_\_\_

DATE OF ORDER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_