

# Promotional Opportunities

## 2010 Spring CMBA Tour of Homes<sup>SM</sup> March 12-14 & 19-21

### Associate members

Maximize your company's visibility to the home buying public through CMBA's Tour of Homes<sup>SM</sup>. Many of the homes on the Tour will attract over a thousand attendees over the weekends.

The event will be promoted in the official *Tour of Homes<sup>SM</sup>* magazine to be inserted in the St. Cloud Times and through Holiday Station Stores and area businesses with a distribution of over 30,000.

### Promotional Opportunities

*Opportunity One:* Investment is \$2500.

*Opportunity Two:* Investment for is \$2500.



- **Sign Rider** - each home on the Tour will be provided with a post and an *Official Tour of Homes* sign. A 6" x 24" "rider" will be printed with the name of your business and displayed on top of the post in front of all homes on Tour. (\$2300 value)
- **Billboards** - Company logo listed on billboard advertising – in outlining areas. (\$2000 value)

- **Table of Contents - 1/3-page** - sponsorship announcement on "table of contents" page with company logo stating your company is a sponsor of the Tour of Homes. (\$640 value)
- **Tour Map Page** - Your company logo listed as sponsor on Tour map page. (\$560 value)
- **Radio Ads** - Your business name announced as a sponsor on all CMBA Tour radio ads. (\$2000 value)

### Additional Promotions:

- Listed as a co-sponsor on all St. Cloud Times newspaper, banners, peel backs and interactive map plus ads in other newspapers serving surrounding areas. (\$5900 value)  
[sctimes.com](http://sctimes.com) and [cmbaonline.org](http://cmbaonline.org)
- Listed as a co-sponsor **throughout the Tour of Homes<sup>SM</sup> magazine.** (\$347 value)

**SPECIAL: Agree to both sponsorships and receive a \$500 discount!**

Request response by - December 10, 2009

I want to promote my business through the 2009 Spring Tour of Homes and have checked the promotion(s) of interest.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

1124 West St. Germain, St. Cloud, MN 56301  
Phone (320) 251-4382 ♦ fax (320) 251-3754  
Email: [info@cmbaonline.org](mailto:info@cmbaonline.org)