



2016 Street of Dreams Sponsorship Opportunities

Note: Sponsorships sold to Non-COHBA Members = \$1,000 more than listed sponsorship value

Development Sponsor – SOLD

\$100,000

Benefits include:

- Featured host development and event site of the 2016 Street of Dreams
- Promoted as a “Development by” sponsor in pre-promotion of and throughout SOD
- Opportunity to showcase development to potential builders and the general public over the course of the 15-day SOD event
- Logo placement on pre-event signage at event site
- Logo on event signage
- Logo placement in all communication (print and electronic), advertisements (including print, television, outdoor, etc.), publications, website, etc.
- Verbal recognition via radio advertising
- Full-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Vendor tent to occupy during SOD to promote your business/product
- Invitation to SOD Preview Party
- Ten complimentary tickets to SOD
- Two VIP parking passes

Presenting Sponsor – SOLD

\$20,000

Benefits include:

- Promoted as a “Presented by” sponsor in pre-promotion of and throughout the 2016 Street of Dreams
- Company name/logo incorporated within 2016 SOD logo
- Logo placement on pre-event signage at event site
- Logo on all event signage
- Logo placement in all communication (print and electronic), advertisements (including print, television, outdoor, etc.), publications, website, etc.
- Verbal recognition via radio advertising
- Full-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD

- Vendor tent OR garage to occupy during SOD to promote your business/product
- Feature a :15 commercial on shuttle bus video monitors (*pending*)
- Invitation to SOD Preview Party
- Ten complimentary tickets to SOD
- Two VIP parking passes

Signature Sponsor (1 available)

\$15,000

Benefits include:

- Promoted as the signature sponsor of the 2016 Street of Dreams
- Logo placement in all communication (print and electronic), advertisements (including print, television, outdoor, etc.), publications, website, etc.
- Verbal recognition via radio advertising
- Logo on event signage
- Full-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Vendor tent OR garage to occupy during SOD to promote your business/product
- Invitation to SOD Preview Party
- Ten complimentary tickets to SOD
- Two VIP parking passes

Corporate Sponsors (3 available)

\$7,500

Benefits include:

- Promoted as a corporate sponsor of the 2016 Street of Dreams
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Logo on event signage
- Vendor tent to occupy during SOD to promote your business/product
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Event Sponsor (4 available)

\$5,000

Benefits include:

- Promoted as an event sponsor of the 2016 Street of Dreams
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD

- Logo on event signage
 - Vendor tent to occupy during SOD to promote your business/product
 - Invitation to SOD Preview Party
 - Five complimentary tickets to SOD
 - Two VIP parking passes
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Driveway Sponsor (1 available) – SOLD

\$15,000

Benefits include:

- Featured as the exclusive driveway sponsor of the 2016 Street of Dreams
- Opportunity to showcase one or two luxury vehicles in the driveways of the seven SOD homes (depending on size of driveways)
- Opportunity to have sales manager(s) on-site to promote vehicles to event attendees
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Full-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Logo on event signage
- Vendor tent to occupy during SOD to promote your business/product
- Invitation to SOD Preview Party
- Ten complimentary tickets to SOD
- Two VIP parking passes

Food Truck Park Sponsor (1 available)

\$5,000

Benefits include:

- Promoted as the Food Truck Park sponsor of the 2016 Street of Dreams
- Logo on event signage in and around food truck park
- Vendor tent in food truck park to occupy during SOD to promote your business/product
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Vendor Tents Sponsor (1 available)

\$5,000

Benefits include:

- Promoted as the Vendor Tents sponsor of the 2016 Street of Dreams (i.e. “Vendor tents made possible by...”)
- Logo on event signage in and around vendor tent area
- Vendor tent to occupy during SOD to promote your business/product
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Family Fun Zone Sponsor (1 available)

\$5,000

Benefits include:

- Promoted as the Family Fun Zone sponsor of the 2016 Street of Dreams
- Logo on event signage in and around family fun zone area
- Vendor tent in family fun zone to occupy during SOD to promote your business/product
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Garage Sponsor (7 available)

\$3,500

Benefits include:

- Promoted as a Garage sponsor of the 2016 Street of Dreams
- Use of one garage space of a SOD home for duration of 15-day event to display and promote your products and/or services to COHBA members and to the general public
- Logo on event signage in and around occupied garage
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD

- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Product Placement Sponsor (1 available)

\$3,500

Benefits include:

- Promoted as the Product Placement sponsor of the 2016 Street of Dreams
- Sponsor will provide products such as laundry detergent, bath products, groceries, etc. to be placed in all seven SOD homes
- Logo on signage in SOD homes next to product placements
- Vendor tent to occupy during SOD to promote your business/product
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Entertainment Sponsor (1 available)

\$3,500

Benefits include:

- Promoted as the Entertainment sponsor of the 2016 Street of Dreams
- Logo on event signage in and around entertainment/stage area
- Vendor tent near entertainment/stage area to occupy during SOD to promote your business/product
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Golf Cart Sponsor – SOLD

\$3,500

Benefits include:

- Promoted as the Golf Cart sponsor of the 2016 Street of Dreams
- Logo on event signage attached to event golf carts
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising

- Vendor tent to occupy during SOD to promote your business/product
- Half-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Five complimentary tickets to SOD
- Two VIP parking passes

Video Sponsor (1 available)

\$2,500

Benefits include:

- Promoted as the Video sponsor of the 2016 Street of Dreams
- Logo placement at conclusion of all SOD videos
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Quarter-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Logo on event signage
- Invitation to SOD Preview Party
- Two complimentary tickets to SOD
- One VIP parking passes

Parking Shuttle Sponsor (1 available)

\$2,000

Benefits include:

- Promoted as the Parking Shuttle sponsor of the 2016 Street of Dreams
- Logo on event signage inside parking shuttles
- Feature :15 commercial on shuttle bus video monitors (*pending*)
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising
- Quarter-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Two complimentary tickets to SOD
- One VIP parking passes

Parking Sponsor (1 available)

\$1,500

Benefits include:

- Promoted as the Parking sponsor of the 2016 Street of Dreams
- Logo on event signage at off-site and VIP parking areas
- Logo placement in print and electronic communication including event publication and website
- Logo placement in print advertising

- Quarter-page advertisement in SOD publication
- Social media recognition leading up to and throughout SOD
- Invitation to SOD Preview Party
- Two complimentary tickets to SOD
- One VIP parking passes

10' x 20' Vendor Tent (multiple available)

\$1,500

Benefits include:

- Opportunity to occupy a 10' x 20' vendor tent to promote your company/product/service during the 2016 Street of Dreams and the SOD Preview Party
- Logo placement and/or company name on booth signage

10' x 10' Vendor Tent (multiple available)

\$1,000

Benefits include:

- Opportunity to occupy a 10' x 10' vendor tent to promote your company/product/service during the 2016 Street of Dreams and the SOD Preview Party
- Logo placement and/or company name on booth signage

All sponsorship levels qualify for additional television advertising opportunities via Street of Dreams Television Media Partner, KFOR-TV NewsChannel 4