

2024 Morgantown Home Show

PRODUCED BY THE



SPONSORSHIP KIT

March 15-17, 2024

**Mylan Park
Hazel & J.W Ruby
Community Center**

**111 Mylan Park Lane
Morgantown, WV 26501**

2024 MORGANTOWN HOME SHOW

WEST VIRGINIA'S PREMIER HOME, GARDEN & LIVING SHOW

Morgantown Home Show

Each year, NCWVHBA is proud to bring some of our finest local residential contractors, remodelers, material suppliers, and service providers together in one place where they are able to showcase a variety of home improvement and outdoor living products and services. The Morgantown Home Show is designed to assist small business owners with promoting their businesses. It also provides homeowners with convenient access to home products and services to provide opportunities to keep their homes in good repair, redecorate, renovate, or improve their lifestyles.

North Central West Virginia Home Builders Association

Chartered by the National Association of Home Builders (NAHB) in 1985, the North Central West Virginia Home Builders Association (NCWVHBA) is a 501(C)(3) non-profit West Virginia Corporation. We are a trade association representing builders, developers, and related industry professionals in Barbour, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Pocahontas, Preston, Randolph, Taylor, Tucker, and Upshur Counties. Our focus includes providing resources for homeowners interested in locating professional assistance with building and home improvement projects and serving as a resource to help our member businesses thrive.

EVENT DETAILS

Friday March 15 - 1PM - 7PM
Saturday March 16 - 10AM - 6PM
Sunday March 17 - 11AM - 4PM

Tickets
\$7/\$5per person
Kids 15 and under/Military/Veteran- Free

Ticket Includes:

Swag Bag
Beverage
(details with Mason Jar)

Meet & Greet with
TBA
Product Demos

Door Prizes
Building Education
And so much more...

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111 Mylan Park lane
Morgantown, WV 26501



SPONSORSHIP MEDIA EXPOSURE

WHAT DO YOU GET AS A SPONSOR?

Recognition is given to all sponsors, no matter the level! The benefits for your organization are endless! From the start of the first day of ticket sales until the end of the last day, your company logo will be in front of community leaders. Along with onsite recognition, it will also appear on all marketing materials including but not limited to flyers, posters, and displays, and mentioned in media coverage and pre-event advertising.

LEAD UP EXPOSURE

- Website Exposure
- Social Media Exposure
- Community Promotion of the Event

EVENT DAY EXPOSURE

- Ample Signage
- Public Address Announcements
- Social Media Exposure
- If applicable, logos displayed on specific items sponsored


EXPOSURE AFTER THE EVENT

- Follow-Up Thank You Emails
- Social Media Mentions
- Memories from Participants
- Event Memorabilia
- Event Day Photos

CURRENT SPONSORS



SPONSORSHIP OVERVIEW



The 46th Annual Morgantown Home Show will impact thousands of people, not just in North Central WV or the entire state, but regionally and nationally as well, yielding many brand impressions:

- 10,000+ attendees
- 175+ sponsor tickets in addition
- 50+ volunteers and community personnel to help ensure event safety and success.
- Event benefits the following organizations:
 - NCWVHBA
 - Multiple Charitable Organizations in our Community



FOLLOW US



@MORGANTOWNHOMESHOW



morgantownhideshow.com



HOME SHOW

PRESENTING SPONSOR: \$15,000

1 Available

- Recognized on ALL event materials as Event Sponsor (2024 Home Show presented by ...)
- Mentions in all digital and on air advertising and interviews (2024 Home Show presented by ...)
- Logo prominently displayed on website homepage with link to company homepage
- Logo included on online tickets
- 2 Full Page Ads in Program - Front or Back Cover, Your Choice
- 50 Admission Tickets
- Opportunity to address attendees at event
- Booth Space - Minimum 20 X 20 - Negotiable

GUEST SPEAKER SPONSOR: \$10,000

1 Available

- Recognized on ALL event materials as Guest Speaker Sponsor
- Opportunity to introduce Guest Speaker
- Opportunity to assist at Meet & Greet
- Logo displayed on website homepage with link to company homepage
- Signage at Demo stage
- 25 Admission Tickets
- 1 - Full Page Ad in Program
- 1 - 1/2 Page Ad in Program
- Booth Space - Minimum (2) 10X10 - Negotiable



BAG SPONSOR: \$7,500

1 Available

- Logo inclusion on distributed printed bag
- Staff the entrance to encourage them to stop by booth
- Logo displayed on website homepage with link to company homepage
- Logo inclusion on distributed printed materials
- 1 - Full Page Ad in Program
- 1 - 1/2 Full Page Ad in Program
- 20 Admission Tickets
- Booth Space - (2) 10X10



DEMO SPONSOR: \$7,500

1 Available

- Banner recognition for demo stage (Demo Presented by....) along with presenting sponsor
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1 - Full Page Ad in Program
- 1 - 1/2 Full Page Ad in Program
- 20 Admission Tickets
- Booth Space - (2) 10X10



FOOD/VENDOR SPONSOR: \$5,000

1 Available

- Banner recognition for Food/Vendor Sponsor (Food Presented by....)
- Logo printed on all Food Bags provided to vendors
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1 Full Page Ad in Program
- 15 Admission Tickets
- Booth Space - (1) 10X10



WELCOME AREA SPONSOR: \$3,500

1 Available

- Banner recognition for Welcome Area Sponsor along with presenting sponsor
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1- 1/2 page ad in Program
- 10 Admission Tickets
- Booth Space - (1) 10X10



WATER BOTTLE SPONSOR: \$3,500

1 Available

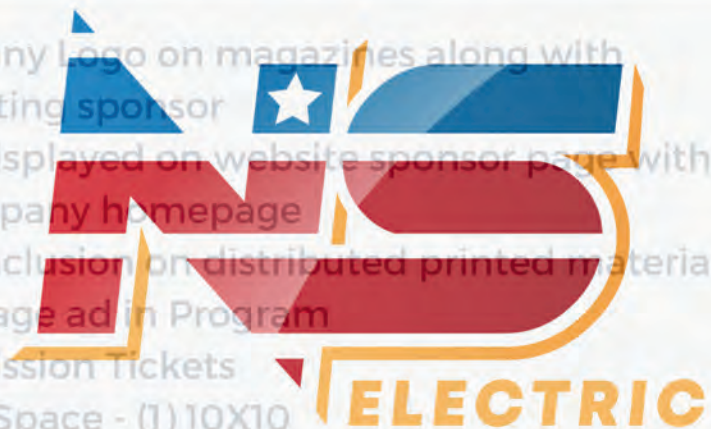
- Company Logo on all water bottles along with presenting sponsor
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1- 1/2 page ad in Program
- 10 Admission Tickets
- Booth Space - (1) 10X10



PRINTING SPONSOR: \$2,500

0 Available

- Company Logo on magazines along with presenting sponsor
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1- 1/2 page ad in Program
- 8 Admission Tickets
- Booth Space - (1) 10X10





RAFFLE SPONSOR: \$2,000

0 Available

- Logo on all raffle tickets given to attendees
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1-1/4 page ad in Program
- 6 Admission Tickets



AFFORDABLE

Landscaping Supplies



SCHEDULE BOARD SPONSOR: \$2,000

1 Available

- Logo displayed on Schedule Program Display at entrance and multiple locations in event
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1- 1/4 page ad in Program
- 6 Admission Tickets



CONCIERGE/VOLUNTEER SPONSOR: \$2,000

1 Available

- Logo on all Volunteer Shirts
- Logo on Event Vest Patches for volunteers
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1-1/4 page ad in Program
- 4 Admission Tickets



ONLINE TICKET SPONSOR: \$1,500

1 Available

- Logo included on online tickets
- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1- 1/4 page ad in Program
- 4 Admission Tickets



CUSTOM SPONSORSHIP: \$500+

Multiple Available

- Logo displayed on website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials

Custom sponsorship opportunities available.

2024 Home Show Sponsor Agreement

This agreement is by and between NCWVHBA and the below entity (hereinafter referred to as "Sponsor".) Please complete this agreement in full.

Name of Sponsor: _____

Contact Name: _____

Contact Address: _____

Phone 1: _____ Phone 2: _____

Email: _____

Website: _____

Sponsorship Level (please check):

- Presenting (\$15,000) Guest Speaker (\$10,000) Bags (\$7,500)
 Demo (\$7,500) Food/Vendor (\$5,000) Welcome (\$3,500)
 Water (\$3,500) ~~Printing (\$2,500)~~ ~~Raffle (\$2,000)~~
 Schedule Board (\$2,000) Concierge/Volunteer (\$2,000)
 Online/Event Tickets(\$1,500) Custom (\$500+)

Authorized Signature: _____

Date: ___/___/___

Cash

Check

Other

SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNATURE

Please complete contract and email to sponsor@morgantownhomeshow.com

Please make checks payable to: **NCWVHBA**

ATTN: Morgantown Home Show, 2050 City View Drive, Morgantown WV 26501

It is the sponsor's responsibility to provide a "vector line art" .pdf file of their logo in order to include it on marketing materials. Please send to: sponsor@morgantownhomeshow.com

In order to have your logo as a live link on our website, please provide your URL:

For more information, contact Jamie Summerlin at 304-826-0311