

GOLD LEVEL MARKETING CAMPAIGN

Mass Media



- **50 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **50 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **An Article** featuring your company on slohomeimprovement.com (article must be supplied by your company)

Targeted Branding

- **Your Companies Branded Image, Your Logo included in:**
 - Home Show Television Ads:
 - Charter Cable & KCOY
 - Home Show Print Ads:
 - The Tribune, SLO City News, The Coast News, The Bay News
- Home Show Poster and Direct Mail Postcard



Social Media/Internet Promotion



- **Facebook Ads** featuring your company to run two weeks prior to the event and two weeks after the event
- **Mass Email Message** featuring your company will be sent to qualified home owners
- **Your Logo and Link to your website** featured on www.slohomeimprovement.com

Event Exposure

- **Includes 10'x10' booth** (additional 10'x10' booths can be purchased at a discounted rate of \$850)
- **Your Banner** featured at the entrance to the event (banner must be provided by your company)
- **Customized Exhibitor Badges** featuring your companies logo
- **Your Logo** as one of the logos on the bags distributed to each attendee



YOUR INVESTMENT: \$3975

ONE HOUR FREE MARKETING CONSULTATION INCLUDED

MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

SILVER LEVEL MARKETING CAMPAIGN

Mass Media

- **25 Television Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **25 Radio Commercials** featuring your company in a 15 second segment dedicated exclusively to your company
- **An Article** featuring your company on slohomeimprovement.com (article must be supplied by your company)



Targeted Branding



- **Your Company's Branded Image, Your Logo included in:**
 - Home Show Television Ads:
 - Charter Cable & KCOY
 - Home Show Print Ads:
 - The Tribune, SLO City News, The Coast News, The Bay News
 - Home Show Poster and Direct Mail Postcard

Social Media/Internet Promotion



- **Facebook Ads** featuring your company to run two weeks prior to the event and two weeks after the event
- **Mass Email Message** featuring your company will be sent to qualified home owners
- **Your Logo and Link to your website** featured on www.slohomeimprovement.com

Event Exposure

- **Includes 10'x10' booth** (additional 10'x10' booths can be purchased at a discounted rate of \$875)
- **Customized Exhibitor Badges** featuring your company's logo
- **Attendee Exit Offer** each exiting attendee will be given a flyer with your ad on it (ad must be provided by your company)



YOUR INVESTMENT: \$2,499

ONE HOUR FREE MARKETING CONSULTATION INCLUDED

MUST BE SCHEDULED WITHIN ONE MONTH OF SIGNED AGREEMENT

BRONZE LEVEL MARKETING CAMPAIGN

Targeted Branding

- **Your Company's Branded Image, Your Logo included in:**
- Home Show Television Ads:
 - ♦ Charter Cable & KCOY
- Home Show Print Ads:
 - ♦ The Tribune, The SLO City News, The Bay News & The Coast News
- Home Show Poster and Direct Mail Postcard



Internet Promotion



- **Mass Email Message** featuring your company will be sent to qualified home owners
- **Your Logo and Link to your website** featured on www.slohomeimprovement.com

Event Exposure

- **Customized Exhibitor Badges** featuring your company's logo
- **Your Flyer or Promotional Item** inserted into all of the free bags distributed to the attendees at the event entrance (promotional item must be provided by your company and shipped to Yuba City)



YOUR INVESTMENT: \$999