



2024

GREATER NEW BRAUNFELS HOME BUILDERS ASSOCIATION

PARADE OF HOMES

ADVERTISING GUIDE

CONTACT

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GREATER **NB**
HOME BUILDERS
ASSOCIATION

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ABOUT THE GNBHBA PARADE OF HOMES AND ITS AUDIENCE

The GNBHBA Annual Parade of Homes features Comal County’s top custom home builders, the latest design & industry trends, and highlights some of Comal County's premier neighborhoods.

The Parade is held on 4 days over 2 weekends, features our area’s finest custom home builders and most prestigious communities.

Our Parade of Homes averages 3,000-4,000 attendees, all of whom get a digital and print copy of the Parade of Homes Magazine. The digital version is also available to download even for those without a ticket.

Tickets are \$15/each. Kids 12 and under are free.

Most attendees range from 25 to 64 years old, have a median household income of \$85,000+, with an equal distribution of males and females.

Our audience typically falls into one of these categories:

- Actively looking to build a custom home in New Braunfels, and are shopping for a builder
- Existing homeowners looking for new design trends and ideas for their current homes
- Considering a future move to New Braunfels
- Soon-to-be homeowners interested in the design and decorating process
- Realtors doing research on local builders and design trends

2024 SCHEDULE

Saturday, October 5
10am - 5pm

Sunday, October 6
11am - 4pm

Saturday, October 12
10am - 5pm

Sunday, October 13
11am - 4pm

WAYS TO ADVERTISE

There are three options for advertising with us during the Parade of Homes



SPONSORSHIP

These all-star corporate partners make this whole Parade of Homes possible. With 4 levels of support available, these sponsors have their logo displayed throughout the Parade, and in various forms of advertising, from print to online to radio and TV.

Top-teir visibility.



MAGAZINE AD

Our Parade of Homes magazine goes out to all ticket holders in print and digital formats, and is available online for anyone to view. Expect 4,000+ eyes that are actively looking for home ideas to see this. Ads available in 3 sizes to fit different budgets.

Most popular option.



PARADE APP

All tickets are sold through the ParadeSmart App and ticket-holders get the Parade map through here as well. People's Choice voting also takes place through the app. Your digital ad can be placed in various areas throughout the app.

Most affordable option.



SPONSORSHIP

TOP-TEIR VISIBILITY

TITLE SPONSOR - \$6000 · Exclusive

- Logo and name recognition **prominently** featured on all print advertisements including but not limited to: flyers, website, social media, newspaper, and television. Example: “2024 Parade of Homes presented by [Title Sponsor]”.
- Logo and name recognition on all radio/TV commercials, and Parade app.
- Logo **exclusively** on the cover of the Parade of Homes magazine.
- Two-page spread/ad in the Parade of Homes magazine. (\$2750 value)
- Name and logo **prominently** featured on every 4’x8’ builder sign in front of parade homes.
- 20 tickets to the Parade of Homes. (\$300 value)
- 5 tickets to the Premier Party. (\$375 value)
- Recognized as Title Sponsor at the premier party, and option TO present the Best in Parade award.

GOLD SPONSOR - \$3000 · 4 AVAILABLE

- Logo to be **prominently** featured on all print advertisements including but not limited to: flyers, website, social media, newspaper, and television.
- Logo and name recognition on all radio/TV commercials, parade app, and on the ‘Meet our Sponsors’ page of the Parade of Homes magazine.
- Full-page color ad in the Parade of Homes magazine (\$1500 value, upgrade to premium placement for \$250).
- Name and logo featured on every 4’x8’ builder sign in front of parade homes.
- 20 tickets to the Parade of Homes. (\$300 value)
- 5 tickets to the Premier Party. (\$375 value)

continued on next page...

SPONSORSHIP

CONTINUED FROM PAGE 5

SILVER SPONSOR - \$2,000 · 6 AVAILABLE

- Logo featured on the 'Meet our Sponsors' page of the Parade of Homes magazine, and highlighted on social media prior to the parade.
- Logo used in Parade of Homes app.
- Half-page color ad in the Parade of Homes magazine. (\$800 value)
- 15 tickets to the Parade of Homes. (\$225 value)
- 2 tickets to the Premier Party. (\$150 value)

BRONZE SPONSOR - \$1000 · 8 AVAILABLE

- Logo featured on the 'Meet our Sponsors' page of the Parade of Homes magazine and highlighted on social media prior to the parade.
- Quarter-page color ad in the Parade of Homes magazine (\$400 value, upgrade to a half-page ad for \$150)
- 5 tickets to the Parade of Homes. (\$75 value)
- 2 tickets to the Premier Party. (\$150 value)

PREMIER PARTY SPONSOR - PRICE VARIES

- Help bring our Premier Party/Awards Gala to life by sponsoring a portion of the event.
- Sponsorship options: bar sponsor, venue sponsor, hors d'oeuvres sponsor, dinner sponsor, music sponsor, Uber/Lyft sponsor, photographer sponsor, and decorations/balloon arch sponsor. Contact us for cost estimates.
- Logo on promotional photo backdrop, tables, and prominently featured at your "area" of the vent. For example: "Tonight's musician brought to you by..."
- Recognized on social media, marketing emails, and at the event.
- Option to address the crowd at the Premier Party.
- Option to add merchandise to swag bag.
- 2 tickets to Premier Party with premium seating. (\$150 value)
- 4 tickets to the Parade of Homes. (\$60 value)



MAGAZINE ADS

MOST POPULAR OPTION

Two-Page Spread



\$2750
3 available

Back Cover



\$2000
1 available

Back Cover, Inside, Full



\$1,800
1 available

Front Cover, Inside, Full



\$1800
1 available

Full-Page



\$1500
Unlimited

Half-Page



\$800
Unlimited

- Artwork submissions due by August 31, 2024
- All ads are full color.
- Ad specs located on page 9.

3 PARADE APP ADS

MOST AFFORDABLE OPTION

App Header: This is the app's homepage, or Splash Screen. Your ad will appear at the top of the page.

Static Page: The app has many pages within where your ad can appear on the top or bottom of the screen. These might be the parade map, builder bios, subcontractor details, contact info, ticket info, etc.

Homes List: This is a one-page comprehensive list of all the Parade homes, their thumbnail images, and basic info. Ad placement is available at the top, middle, or bottom.

Home Details: From the Homes List page, users may click on an individual home to open a new screen with more details about that home. Your ad will appear at the top of the page. This is a great spot if you are one of the subcontractors listed for the home.

Food & Beverage Listing: The app includes a list of eateries along the parade route. Your listing will appear in this dedicated spot.

App Header	TITLE PARTNER
Static Page, Top	\$150
Static Page, Bottom	\$150
Homes List	\$150
Home Details	\$150
Food & Beverage Listing	\$150

All ads are clickable and will direct to your website.

FULL-BLEED SPECS



TRIM SIZE

8.5" X 11"



LIVE IMAGE AREA

(keep all important text or images inside)



BLEED SIZE

8.75" X 11.25"

HALF-PAGE AD SPECS

7.75" X 4.937"

PRINT AD REQUIREMENTS

PLEASE SUBMIT YOUR PRINT-READY AD IN ONE OF THE FOLLOWING FORMATS:

PDF FILE

with fonts embedded
CMYK format
300dpi (anything less may print blurry)

JPG FILE

flattened
CMYK format
300dpi (anything less may print blurry)

WE WILL NOT ACCEPT

Microsoft Publisher (.pub)
Microsoft Word (.docx)
Microsoft PowerPoint (.pptx)
If you build your ad with one of these programs, you must first convert it to a PDF file with the requirements listed.

CANVA TIPS

Double-check your file size before saving and sending
File Type: PDF Print
Check 'Flatten PDF'
Color Profile: CMYK

We can design your ad for you at an additional cost.

GNBHBA is not responsible for the color, clarity, corrections, and/or errors in your submitted camera-ready ads.

For advertising inquiries, contact us.

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