

THE HOME SHOW **FEBRUARY 9-10-11 2018**

Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-5pm

Sponsor Opportunities!

- This home show is a high profile event that brings together exhibitors from a broad range of industries and consumers from throughout the CNY region
- Premier Events Center venue includes world class restaurants, entertainment, gaming, full parking garage & more
- The #1 comment from our vendors: ***“Next year we need two booths!!!”***
- Extensive marketing efforts to be repeated for 2018 with millions of impressions in both Utica and Syracuse areas – See included Marketing Plan

Consider a sponsorship package to be part of the hype for the area's biggest home show!





THE HOME SHOW

FEBRUARY 9-10-11 2018

Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-5pm

Presenting Sponsor - \$10,000

“(Company Name)” presents The Home Show”

ONE EXCLUSIVE OPPORTUNITY

- **Marketing:** Full company and logo recognition in [ALL marketing and advertising efforts](#)
- **BONUS- TV Appearance:** Company representative in TV commercial
- **BONUS- TV Remote:** Opportunities for interviews at event
- **BONUS- Sponsor of Online Coupon:** With logo on tile link of home page and social media promotion. Averages 2,500 downloads
- **Show Floor Display:** Prime location, 20x10 End Cap
- **Atrium Display:** Bulk space
- **Show Event Guide:** Full page ad plus logo placement
- **Media Mentions:** Mentions on media interviews
- **Logo Promotion:** Logo on all materials, emails, social media and web
- **Database Access:** Full show attendee contact list
- **200 Complimentary Tickets (\$1,800 value)**
- **Flyer and Bag Distribution at Entry to Show with staff to put flyer & bag into hands of ALL attendees**
- **Banners in Event Center and Atrium**
- **Special PA announcements throughout show weekend**
- **FULLY FEATURED IN ALL TURNING STONE RESORT & CASINO EVENT PROMOTION**

THE HOME SHOW **FEBRUARY 9-10-11 2018**

Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-5pm

MARKETING PLAN

TV (Target demographic age 35-64)

- :30 commercials in the greater Utica and Northern NY area (**1,456,100 impressions**) and greater Syracuse area (**3,021,000 impressions**) - week prior
- Mention in promotional segment on CNY's Open House - Utica area TV show - three months prior

Print Ads in Utica and Syracuse markets

Radio (Target demographic age 35-64)

- :60 commercials, interviews and/or live reads on major stations in greater Utica and greater Syracuse area during prime listening hours - week prior

Internet

- Banner Ads - cnyopenhouse.com, wktv.com, cnycentral.com, uticaod.com, syracuse.com or similar medias (**495,000 impressions**)
- homeshowatturningstone.com web listing with URL link
- Email blasts: promotion to **15,000+**, **300,000 impressions**
- Social media network promotion featuring Facebook posts (fb.com/homeshowatturningstone) **950+ fans** and Facebook video ads (**22,000 reach in 2017**)

Press Releases

Placement in Community Calendars: Submitted to 14+ area news outlets

Digital Billboards: 2900 Erie Blvd. E, 621 Brighton Ave, I-690 @ Midler Ave and I-690 @ Teall Ave in Syracuse (**1,282,800 impressions**) - week prior

Grassroots promotion: Printed posters and flyers distributed locally and through vendors

Turning Stone Resort & Casino Promotion:

- Featured listing on turningstone.com
- Logo and listing on mailed publications for events
- Event poster on Janus digital poster boards throughout Resort & Casino
- Ad in the Players Choice that is directly mailed monthly to 200,000 Diamond Card holders

Total Impressions: 10mil+ | Marketing Plan Value: In Excess of \$100,000

THE HOME SHOW **FEBRUARY 9-10-11 2018**

Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-5pm

Major Sponsor - \$4,000

THREE AVAILABLE SPONSORSHIPS

One Sponsorship Remaining!

- **Marketing:** Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan on page 2 for full details)
 - **TV:** Logo in :30 commercials and CNY's Open House promotional segment
 - **Print:** Logo in print ads
 - **Internet:** Premium web listing, logo inclusion on email and social media campaign
 - **Press Releases:** Mention
 - **Logo on all printed posters and flyers**
 - **Turning Stone Resort & Casino Promotion**
- **Show Floor Display:** Double booth
- **Show Event Guide:** Quarter page ad plus logo placement
- **Database Access:** Show attendee contact list
- **100 Complimentary Tickets** (\$900 value)
- **Banners in Event Center**

2018 MAJOR SPONSORS SOLD:

1. Clinton Tractor and Implement Co.
2. New York Sash
3. _____ *your company?*

Show Sponsor - \$2,000

SIX AVAILABLE SPONSORSHIPS

- **Marketing:** Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan for full details)
 - **Internet:** Premium web listing, logo inclusion on email and social media
 - **Logo on all printed posters and flyers**
- **Show Floor Display:** One booth
- **Show Event Guide:** Logo placement and mention
- **50 Complimentary Tickets** (\$450 value)
- **Banners in Event Center**

**Reserve your sponsorship AS SOON AS POSSIBLE to receive full value of packages!
If you have any additional questions or concerns, please contact us. Thank you!**

Deborah Kessler
Promoter, Kessler Promotions
315-794-0695
dkessler@ntcnet.com

Lou Raya
Promoter, LJR Productions
315-794-1418

Scot Hayes
Promoter, SJTV
315-624-7344
shayes@newyorksash.com

www.HomeShowAtTurningStone.com