

THE HOME SHOW

**FEBRUARY
11-12-13
2022**

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

SPONSOR OPPORTUNITIES!

- CNY's largest showcase of home improvement products & services
- Premier Events Center Venue & central location to both Utica & Syracuse markets
- Return of the Great TV Giveaway and NYS Wine & Food Sampling
- Extensive marketing efforts with millions of impressions with new additions including targeted YouTube in-video streaming



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



PRESENTING SPONSOR - \$15,000

“(Company Name)” presents The Home Show”

ONE EXCLUSIVE OPPORTUNITY

- Marketing: Full company and logo recognition in [ALL marketing and advertising efforts](#)
- TV Appearance: Company representative in TV commercial and YouTube targeted pre-roll
- TV Remote: Opportunities for interviews at event
- Show Floor Display: Prime location, 20x10 End Cap
- Displays: Multiple drop box locations
- Show Event Guide: Premier ad space 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 with [targeted leads](#)
- 200 Complimentary Tickets (\$2,000 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

BONUS SPONSOR PERKS!

- [Video Appearance](#): Company representative in YouTube targeted pre-roll videos
- [Social Media Promotion & Ticket Giveaway](#): Campaign to push attendees to sponsor location & website/social pages
- [Coupon Exclusivity](#): Only sponsor to be featured on Online Coupon (1,375 downloaded in 2019)
- [Postcard Exclusivity](#): Only sponsor to be featured on Direct Mail Postcard (3,200+ sent in 2019)
- [Featured Blogs](#): Financial tips on newly redesigned [homeshowatturningstone.com](#) (22,500+ page view in January & February 2019)



MARKETING PLAN

TV (Target demographic age 35-64)

- :30 commercials in the greater Utica area (1,456,100 impressions) and greater Syracuse area (3,021,000 impressions) - week prior
- Talk segments on TV news programs in Utica and Syracuse areas
- Mention in promotional segment on CNY's Open House - Utica area TV show

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
- On-air interview in Utica

Internet

- YouTube targeted pre-roll advertisements
- 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) 1,200 fans and Facebook video ads

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

Digital Billboards: in Utica and Syracuse areas– 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



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MAJOR SPONSOR - \$6,000

~~THREE AVAILABLE SPONSORSHIPS~~ *2 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 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: Three booths
- Show Event Guide: Ad plus logo placement
- Database Access: Show attendee contact list
- 100 Complimentary Tickets (\$1,000 value)
- Banners in Event Center

SHOW SPONSOR - \$2,500

SIX AVAILABLE SPONSORSHIPS

- Marketing: Company recognition in the following portions of marketing and advertising efforts (See Marketing Plan for full details)
 - TV: Logo in :30 commercials and House promotional segment
 - 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 (\$500 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

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www.HomeShowAtTurningStone.com