

AmeriCU
CREDIT UNION
presents

THE HOME SHOW 2022

TURNING STONE RESORT CASINO • FRIDAY 1-7PM | SATURDAY 10AM-7PM | SUNDAY 10AM-5PM

FEBRUARY 11-12-13 2022

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!

 **THE HOME SHOW** **FEBRUARY 11-12-13 2022**

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

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

 **THE HOME SHOW** **FEBRUARY 11-12-13 2022**
Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-5pm

MAJOR SPONSOR - \$6,000

~~THREE AVAILABLE SPONSORSHIPS~~ 1 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