



march 10
2012

2012 SPONSORSHIP OPPORTUNITIES

Showcase your products and services while helping to underwrite the costs of the non-profit South Minneapolis Housing Fair. As a non-profit neighborhood event, sponsorships are critical to the ongoing success of Fair, underwriting the Fair's costs and advertising and promotion of the event.

Value:

- The Fair's website - www.housingfair.org - showcases our sponsors logos & names with links directly to their business homepages. Visit the website to see a list of last year's sponsors. Our website redesign in 2011 was well received and we anticipate will be of growing importance in bringing visitors in contact with exhibitors and sponsors as they plan their home improvements.
- Your company name/logo presented in the 3,000 housing fair directories distributed at local neighborhood locations prior to the event, to attendees on the day of the event, and to South Minneapolis residents throughout the year through local neighborhood offices
- Exposure as a charitable Fair sponsor to the over 2,000 day-of attendees – approximately 90% of which are local South Minneapolis homeowners
- Dual listing in the Housing Fair Directory and on the Fair's website - Opportunity to select an additional (2 total) business category or two (2) specialties/miscellaneous subcategories for added exposure to consumers
- Possible mention in articles in the Fair Directory

<u>2012 Sponsorship Levels</u>	<u>Amount</u>	<u>Benefits</u>
Platinum	\$2500	Available for 1 prime sponsor* (or TWO at \$2,000) for guaranteed prominent branding Complimentary half page color advertisement in Housing Fair Directory Large, prominent company logo & website link on Housing Fair website Premium (10' X 12') exhibit space included Prominent logo & sponsorship mention in the Housing Fair Directory Dual business listing on the Fair website & in the Housing Fair Directory
Gold	\$1000	Complimentary quarter page advertisement in Housing Fair Directory Medium company logo & website link on Housing Fair website Standard (10' X 7') exhibit space included Logo & sponsorship mention in the Housing Fair Directory Dual business listing on the Fair website & in the Housing Fair Directory
Silver	\$600	Complimentary one-eighth page advertisement in Housing Fair Directory Small company logo & website link on Housing Fair website Sponsorship mention in the Housing Fair Directory Booth space not included - must be reserved separately Dual business listing on the Fair website & in the Housing Fair Directory

Sponsors receive first consideration for mention in articles in the Fair Directory. If you have a unique story idea for the Directory, contact Margo Ashmore (below). Priority will be given to stories that involve customers excited to give testimonials about their project and finding you at a previous South Minneapolis Housing Fair, willing to be photographed. We will work to represent a range of ages, project sizes, and other demographics.

To sponsor the South Minneapolis Housing Fair for 2012 contact:

Margo Ashmore, Fair Coordinator

E-mail: manager@housingfair.org | Telephone: 612-867-4874