



HOME BUILDER
GROWTH SUMMIT

EVENT SPONSOR GUIDE

Virtual Education Event, November 10, 2020

Presented By



Thank You

for your interest in sponsoring the 2020 Home Builder Growth Summit!



**HOME BUILDER
GROWTH SUMMIT**

Presented by Meredith Communications

Our mission is to transform home building industry leaders to grow both personally and professionally. With this growth comes an increase in high-quality traffic, inbound leads, lead conversions, and ultimately, more sales. More sales mean more revenue and market share. It's a win-win!

We welcome the opportunity to partner with like-minded, world-class organizations that share our passion for the home building industry, and our mission to educate and develop future industry leaders.

What is the Home Builder Growth Summit?

- ✓ One-day, educational, virtual Livestream event.
- ✓ Anticipated registration of 250 – 500.
- ✓ (2) General Session Keynote Programs.
- ✓ (4) Concurrent Sessions are divided into (2) Tracks (Sales & Marketing).
- ✓ (1) Open Form, Q&A Panel Session.
- ✓ (1) Lunch Networking/Small Group “Meet The Experts” Session.
- ✓ PLUS, access to the Growth Summit Digital Vault with hours of brand-new and our most popular digital content thoughtfully created and curated for home building sales and marketing professionals.



Sponsor Levels

Three Sponsor Levels
to Fit Your Budget

Presenting Partner Sponsorship (Limited to 4) - \$2,500

- ✓ Exclusive sponsorship of (1) concurrent session.
 - ✓ Morning Marketing Concurrent Session – **SOLD to OpenDoor**
 - ✓ Morning Sales Concurrent Session – **SOLD to eci Lasso**
 - ✓ Afternoon Marketing Concurrent Session – **SOLD to OpenHouse.ai**
 - ✓ Afternoon Sales Concurrent Session – **SOLD to NterNow**
- ✓ 2-minute welcome remarks delivered by video (produced by our video production team) before the sponsored concurrent session(s).
- ✓ Exclusive, official Live Chat and Q&A Host of the sponsored concurrent Livestream session.
- ✓ Four (4) event passes for your employees, and 1 (one) set of passes to give away to a client's sales team or Realtor® partner's sales team (up to 25 team members). Additional passes are available at a discounted rate of \$99 per person. (VALUE: \$3,624).
- ✓ Access to the Virtual Summit guest list with contact information one week before the event and a final guest list after the event.
- ✓ Virtual sponsor "booth" and logo in the event app (Whova).
- ✓ Logo on event Livestream graphics before, during, and after sessions and during networking events.
- ✓ Logo on event promotional materials and link to sponsor website:
 - Event website
 - Virtual event app
 - Email marketing
 - Social media posts
 - Video promos
- ✓ Featured Sponsor and sponsored concurrent session social media spotlight posts and email marketing.
- ✓ Publish and promote sponsor supplied video promoting the event and the sponsorship partnership.

SOLD OUT!!!!



Premiere Team Sponsorship - \$1,500

- ✓ Two (2) event passes for your employees, and 1 (one) set of passes to give away to a client's sales team or Realtor partner's sales team (up to 15 team members). Additional passes are available at a discounted rate of \$99 per person. (VALUE: \$2,125).
- ✓ Logo on event Livestream graphics before, during, after sessions, and during networking events.
- ✓ Logo on event promotional materials and link to sponsor website:
 - Event website
 - Virtual event app (Whova)
 - Email marketing
 - Social media posts
 - Video promos
- ✓ Featured Sponsor social media spotlight posts and email marketing.

Preferred Promoter Sponsorship - \$500

- ✓ One (1) event pass for you and one (1) pass to give away to a guest (Value: \$250).
- ✓ Logo on event Livestream graphics before, during, and after sessions and during networking events.
- ✓ Logo on event promotional materials and link to sponsor website:
 - Event website
 - Virtual event app
 - Email marketing
 - Social media posts
 - Video promos

Virtual Summit Promotion Plan

Meredith Communications will use our extensive social media following and highly-targeted, home building industry-specific email list to promote the event and its sponsors.

- ✓ LinkedIn Connections – 7,693
- ✓ Business Facebook Page, (2) Business Groups & Personal Profile – 8,042
- ✓ Twitter Profile – 9,635
- ✓ Instagram Profile – 2,149
- ✓ Email List – 6,034

Sponsors will receive logo placement on promotions of the event. Presenting Partner and Preferred Team Sponsors will receive Featured Sponsor social media posts and email spotlights to the event registration list and the Meredith Communications email list.

This event will be well marketed and promoted, utilizing personal and mass email, social media posts, paid social media ads and paid search ads.

Please join our team and work with us to educate and empower home building industry leaders.

Meredith Communications

We know marketing.
We know events.
We will rock this.
Won't you join us?



Sponsor Agreement

SOLD OUT! Presenting Partner Sponsor, \$2,500 per concurrent session (check which session(s) desired below)

- Morning Marketing Concurrent Session
- Morning Sales Concurrent Session
- Afternoon Marketing Concurrent Session
- Afternoon Sales Concurrent Session

- Premier Team Sponsor, \$1,500
- Preferred Promoter Sponsor, \$500

Total = \$ _____

Approval: Email signed agreement to aoliver@creatingwow.com. *Thank you!*

X _____ Date: _____
October 1, 2020

Billing Information: Please provide your full company name and billing information:

Company Name _____
Address _____
City, State, Zip _____
Phone: _____ Cell: _____
Name _____
Email Address: _____

Please Complete Payment Information:

- Please invoice me. Yes No. Work begins upon receipt of payment.
- Please charge the credit card below:
Please Check Following: Visa Master Card AMEX
Name on Card _____
Credit Card # _____
Exp. Date _____month _____Year & Sec. Code _____
Billing Zip _____
Signature _____