



2025 Home & Garden Show
Sponsorship Options
March 14-March 16



2025 Home & Garden Show!

The ***Home & Garden Show***, one of the largest events of its kind in the Northeast, is where Central New Yorkers go to for the best advice and services needed to build, improve, and maintain their home.

Produced by the Home Builders & Remodelers Association of CNY, the ***Home & Garden Show*** showcases hundreds of businesses in the residential construction and landscaping industry. A one stop shop that allows patrons to meet industry professionals, learn about the latest products & services, gather ideas, comparison shop companies, and even set appointments for project estimates.

The ***Home & Garden Show*** is the premier event to brand your business with CNY homeowners and other industry professionals.



2025 Promotion Plan

The 2025 Home & Garden Show will be highly publicized with a **\$70K+ advertising campaign, as well as a robust PR campaign**, running from mid-February through the event, which will run from March 14-16, 2025.

Booth space is included with some sponsorship levels.

Here is a snapshot of where you can expect to see promotion for this event & your business, should you take advantage of a sponsorship:

- Radio & TV
- Outdoor Advertising
- Print
- Digital Marketing, including:
 - Sponsor content
 - Video
 - Imps
 - SEM
 - Scoreboard video and logo in Expo Center during show

Advertising
In the

Ithaca, Rochester,
Rome & Watertown region



Title Sponsorship

- Your choice of one of the available front row, prime spaces (see attached)*
- Name and logo included on all marketing promotion tagged as the “YOUR BUSINESS NAME” Home & Garden Show (see promo plan for an overview)
- Name and logo prominently placed on landing page, HBR of CNY website & the official program guide
- (24) dedicated social media posts, speaking to your sponsorship
- Virtual floorplan sponsorship listing
- Mention in all event press releases
- Opportunity to appear with HBR for on-air event promotion
- (2) Guest spots on the Home Repair Workshop radio show w/ option to purchase additional spots in 2025
- On-site signage
- Score board ad & video
- Branding campaign featuring your product, service promotion to be used at your discretion throughout sponsorship timeframe – with tie into Home & Garden Show promotion
 - 250,000 targeted display impressions on syracuse.com
 - (4) ¼ page print ad in The Post-Standard

\$20,000 member /\$22,000 non-member

*All prime space (front row) will remain 600 sq. ft. or above as shown



Supporting Sponsorships

Gold Level Sponsor

- (3) 10x 10 booth spaces with option to purchase additional space including available front row space *
- Name & logo included on select marketing promotion
- Name & logo on landing page, HBR of CNY website & official program guide
- (12) dedicated social media posts, speaking to your sponsorship
- Mention in all event press releases
- Virtual floorplan sponsorship listing
- (1) Guest spot on the Home Repair Workshop radio show
- Expo Center scoreboard ad & video
- On-site signage
- Branding campaign featuring your product, service promotion to be used at your discretion throughout sponsorship timeframe – with tie into Home & Garden Show promotion
 - 250,000 targeted display impressions on syracuse.com
 - (2) ¼ page print ad in The Post-Standard

\$12,000 Member/\$13,000 Non-Member

Silver Level Sponsor

- (1) 10x 10 booth space with option to purchase additional space including available front row space*
- Name & logo included on select marketing promotion
- Name & logo on landing page, HBR of CNY website & official program guide
- (6) dedicated social posts, speaking to your sponsorship
- Mention in most event press releases
- Virtual floorplan sponsorship listing
- (1) Guest spot on the Home Repair Workshop radio show
- Expo Center scoreboard ad & video
- On-site signage
- Branding campaign featuring your product, service promotion to be used at your discretion throughout sponsorship timeframe – with tie into Home & Garden Show promotion
 - 150,000 targeted display impressions on syracuse.com
 - (1) ¼ page print ad in The Post-Standard

\$5,000 Member/\$6,000 Non-Member

*All prime space(front row) will remain 600 sq.ft. or above as shown



Supporting Sponsorships

Bronze Level Sponsor

- (1) 10x 10 booth spaces with option to purchase additional space including available front row space *
- Name and logo included on select marketing promotion
- Name and logo on landing page, HBR of CNY website & in official program guide
- (6) dedicated social posts, speaking to your sponsorship
- Virtual floorplan sponsorship listing
- (1) Guest spot on the Home Repair Workshop radio show
- Expo Center scoreboard ad
- On-site signage

\$3,000 Member/\$4,000 Non-Member

Copper Level Sponsor

- Name and logo included on select marketing promotion
- Name and logo on landing page, HBR of CNY website & in official program guide
- (3) dedicated social posts, speaking to your sponsorship
- Virtual floorplan sponsorship listing
- Expo Center scoreboard ad

\$2,500



*All prime space(front row) will remain 600 sq.ft. or above as shown



Specialty Sponsorships

Seminar Stage Sponsor

- Naming rights to the “your business name Seminar Stage”
- Name and logo on landing page & official program guide
- Seminar signage with “your business name Seminar Stage”
- The use of “your business name Seminar Stage” for seminar promotional posts, listings & announcements throughout the show.
- Virtual floorplan sponsorship listing

\$2,000

