

Presented By



*Western North Carolina*

# PARADE of HOMES™

## WHY BE PART OF THE PARADE OF HOMES?

### CONNECT YOUR BUSINESS WITH HOMEOWNERS ACROSS WNC

For 45 years, the WNC Parade of Homes has connected homeowners with the builders, designers, suppliers, lenders, and local businesses that help shape Western North Carolina. Produced by the Builders Association of the Blue Ridge Mountains, the Parade remains one of the region's most recognized home and lifestyle events.

Through a combination of in-person tours, virtual experiences, print publications, and a comprehensive regional marketing campaign, the Parade provides meaningful exposure for businesses looking to reach an engaged audience of homeowners, homebuyers, and remodeling consumers.

Whether you are a builder, lender, designer, supplier, retailer, service provider, restaurant, financial institution, or community partner, the Parade offers opportunities to increase visibility, strengthen brand awareness, and connect with consumers throughout the region.



Celebrating the **45th Annual** WNC Parade of Homes

**94,316 Virtual Visitors**  
from 2020-2025



### WHY BUSINESSES PARTICIPATE

#### Reach Homeowners

The Parade attracts consumers actively interested in homes, remodeling, design, products, services, and community living. Participants have the opportunity to connect with an audience already engaged in the home buying, building, and improvement process.

#### Increase Brand Visibility

Businesses gain exposure through the Parade Magazine, website, virtual tour platform, social media, digital advertising, email campaigns, public relations efforts, and consumer marketing throughout the event season.

#### Align with a Trusted Community Tradition

For more than four decades, the WNC Parade of Homes has been a trusted resource for consumers seeking inspiration, ideas, and connections to local professionals.

#### Support the Local Building Industry

Participation demonstrates your commitment to the businesses, professionals, and communities that make Western North Carolina a great place to live, work, and build.



**8,000+ Magazines**  
distributed around WNC & beyond

## REACH SNAPSHOT

### Marketing Reach

- 549,000+ radio impressions
- 112,000+ targeted email deliveries
- 16,800+ email opens
- Promotion through television, radio, digital advertising, search marketing, social media, email campaigns, public relations, outdoor advertising, and retargeting

### Consumer Engagement

- 94,316 unique virtual tour visitors
- 123,554 virtual tour visits
- 365,678 virtual tour impressions
- Participating homes often welcome hundreds of in-person visitors during Parade weekends

\*Data YTD since 2020

### Parade Magazine

- 8,000+ printed magazines distributed throughout WNC
- Available at more than 60 pickup locations
- Digital edition available online year-round

## WAYS TO PARTICIPATE

### Enter a Home or Project

Showcase your work through a Showcase Home, Renewed Space, Community Highlight, or Coming Soon entry.

### Advertise

Promote your business in the official Parade Magazine and digital Parade experience.

### Sponsor

Align your brand with one of Western North Carolina's premier consumer events.

### Become a Parade Partner

Support the Parade while gaining additional visibility and engagement opportunities throughout the event season.



### DEADLINES:

**Main Entry Deadline: June 24**

**Final Entry Deadline: July 22**

**Ad Deadline: August 4**

\*Ad design available for an additional charge.

Learn how to  
get involved



## LET'S BUILD SOMETHING GREAT TOGETHER

The WNC Parade of Homes offers opportunities for businesses of all sizes to connect with consumers, support the local building industry, and increase their visibility throughout Western North Carolina.

Explore participation options, advertising opportunities, sponsorships, and Parade Partnerships to find the best fit for your business.

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# ADVERTISING OPPORTUNITIES

## Magazine

Reserve your space to reach thousands of engaged homeowners across the region and beyond through the digital and printed WNC Parade of Homes Magazine.

## AD Pricing

Ad Type or Size	BABRM Member	Non-Member
Full Page Prime Placement*	\$3,750	NA
Full Page Print	\$2,725	\$3,495
1/2 Page Print	\$1,775	\$2,199
1/4 Page Print	\$1,200	\$1,699

\*This includes: inside front cover, across from inside front cover, inside back cover, across from back cover, left of welcome page, and left of contents page.

## AD Sizing and Specs

Ad	Size	
Full Page .....	Bleed : 8.5w x 10.875h**	Non-Bleed : 8w x 10.375h
1/2 Page .....	Horizontal : 8w x 5.125h	Vertical : 3.875w x 10.375h
1/4 Page .....	3.875 x 5.125	

\*\*Bleed ads should include a .125 bleed all around the ad and all text should be within a margin of .25

All ads except Full Page Bleed will have light gray outline, unless one already exists. Acceptable file formats include PDF, EPS, TIF, and JPG. Outline or embed all fonts and keep all content in the ad at a resolution of 300dpi at full size or higher.

## Website

Limited Banner Ads are available on the WNC Parade of Homes website.

\$3500 for 12 months  
\$2500 for 6 months

## Logo Upgrade

Gain additional exposure and recognition by upgrading your listing in the Parade of Homes Business Guide. This upgrade includes your company's full-color logo featured in both the printed magazine and BABRM online directory for 12 months. \$299 per Company

**FINAL ART  
DEADLINE:  
AUGUST 4**

**Ad design available for an additional charge.**

**Send all files and requests to  
marketing@ashevillehba.com**

By submitting this signed ad space reservation, the advertiser agrees to adhere to the deadlines and specifications outlined in this rate sheet. Advertiser acknowledges that the rates listed are for **print-ready ads only**, and all rates are **net**. Placement is available on a **first-come, first-served basis**. The advertiser is also responsible for ensuring that all images and content used in their ad are approved for use and **free of copyright infringement**.

Company/Advertiser: \_\_\_\_\_

Contact Name : \_\_\_\_\_

Ad Size: \_\_\_\_\_ Cost: \_\_\_\_\_ Contact Email : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

Referred by : \_\_\_\_\_

# PARADE SPONSORSHIPS

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BUILD CONNECTIONS. ELEVATE YOUR BRAND.  
SPONSOR THE WNC PARADE.

## PRESENTING SPONSOR



## FRIENDS OF THE PARADE 13 AVAILABLE | \$750

- Logo on Parade website and acknowledgment in POH Magazine
- Logo upgrade in the POH Magazine & BABRM Online Directory
- Recognition on sponsorship signage in homes
- 1 Ticket to the Awards Gala
- Special acknowledgment in Awards Gala Presentation and Program



## CONTRIBUTING SPONSORS



## FEATURED COMMUNITY SPONSOR ONE AVAILABLE | \$8000

- Development logo on cover of Parade of Homes Magazine and select promotional materials
- Two page promotional section next to the featured Builder spotlighting the community and what makes it unique
- Community Highlight in designated section of the Parade of Homes Magazine and website
- Community Highlight ad on Parade of Homes website
- Logo included on Parade of Homes website, sponsorship promotional material, and select advertising
- Highlight feature on BABRM Blueprints Blog
- Directory Upgrade with logo inclusion in Parade of Homes 'Business Guide' and Online Membership Directory
- Recognition at Awards Gala with presentation of framed cover
- 1 table of 8 at the Awards Gala

## PATRON SPONSOR 7 AVAILABLE | \$1250

- Logo on Parade website and acknowledgment in POH Magazine
- Logo upgrade in the POH Magazine & BABRM Online Directory
- Recognition on sponsorship signage in homes
- 2 Tickets to the Awards Gala
- Special acknowledgment in Awards Gala Presentation and Program



**Save the date:** Awards Gala  
Thursday, October 22, 2026