

2024 REALTORS Home & Garden Show

SPONSORSHIP OPPORTUNITIES

Opportunity	Cost	# Available	Status
Presenting Sponsor <i>Exclusive sponsorship opportunity that includes naming rights. Sponsor to appear in name or logo alongside the event name or logo (as "Presented By") in all advertising and/or mentions for the event. Presenting sponsor to be involved in design and vision for the Show, in addition to materials and labor commitment for the Garden Promenade feature area. Other requirements as agreed upon under the terms and conditions of the sponsorship agreement – please call the GMAR for more information or to discuss, (414) 778-4929.</i>	\$20,000	1	SOLD
Wayfinder Sponsor <i>Four branded Wayfinder information and assistance kiosks – one to be stationed in each quadrant of the exhibit hall. Sponsor to staff each kiosk with one wayfinder volunteer who can direct show goers and answer questions. Sponsor may give out materials on their products and services at the kiosk. All handout items must fall within the guidelines of the Home & Garden Show Rules & Regulations and approved by Show Management prior to distribution. Branded signage or promotional print pieces to be produced by sponsor. Access to electrical outlets will be provided if sponsor wishes to furnish a computer, tv or other electronic equipment to highlight their products/services next to the kiosks. Floor adhesives with sponsor logo will direct attendees with questions to the wayfinder kiosks.</i>	\$3,000	4	
Friday Night "Walking" Fish Fry Sponsor <i>Nothing says Wisconsin like a Friday night fish fry. New in 2022, the Friday night walking fish fry basket will be offered on Friday, April 1 only. Half Off a fish fry coupons to the first 500 people to purchase a basket. Attendees will be directed to stop by Sponsor's booth to claim their coupon for 50% off at the venue concession stands.</i>	\$10,000	1	
Show Bag Sponsor <i>Sponsor to produce Home & Garden Show giveaway bags that will be stocked on</i>	\$2,000	1	
Cooking Patio Sponsor <i>Exclusive sponsor of the Home & Garden Show Cooking Patio. 16-culinary demonstrations by up and coming local chefs to take place throughout the eight days of the event. Sponsor opportunity to introduce each chef with a brief 1-2 minute promotion of their company's products or services. Sponsor opportunity to produce branded napkins, plates, or other serving items for distribution at the stage.</i>	\$6,000	1	SOLD
Solutions Stage Sponsor <i>Exclusive sponsor of the Home & Garden Show Solutions Stage. 22-consumer seminars by home improvement pros to take place throughout the eight days of the event. Sponsor opportunity to introduce each speaker with a brief 1-2 minute promotion of their company's products or services. Sponsor opportunity to fill up to three slots with seminar topics of their choice. Presentation topics cannot be promotional and/or focus solely on the sponsor's company (must be industry-related, educational, and unbiased in content).</i>	\$6,000	1	SOLD
REALTOR Reception Sponsor <i>Sponsor of the Home & Garden Show Welcome Reception for members of the Greater Milwaukee Association of REALTORS (attendees will be real estate agents). Held either Wednesday, March 27 or Thursday, March 28, from 2:30 pm to 4:00 pm on the Show floor just prior to opening to the public. This annual event in celebration of the Garden Promenade landscape displays draws more than 300 attendees from the real estate industry. Minimum number of co-sponsors needed to hold event: 8.</i>	\$500	12	
\$2 Off Discount Coupon Sponsor <i>Exclusive discount offer - \$2 Off Coupon good on tickets to the Home & Garden Show - available to the public only via sponsor's website. Sponsor responsible for building web landing page to collect demographic or other information from visitors (Show Management to approve content before it goes live) and graphic for printable coupon to be provided by GMAR. This is the only discount available to show goers. Any mention of discount in event marketing materials will direct attendees to the landing page on sponsor's website.</i>	\$4,000	1	SOLD
VIP Ticket Sponsor <i>Exclusive sponsor of the Home & Garden Show Solutions Stage. 22-consumer seminars by home improvement.</i>	\$3,400	1	SOLD
Parking Sponsor <i>Sponsor complimentary parking for the first 500 attendees through the gate on one or more of 8 days during the Show. Multiple parking sponsor packages available.</i>	\$3,000	7	
People's Choice Award Sponsor <i>Each year, the attending public chooses the 1st, 2nd and 3rd place winners of the Garden Promenade display People's Choice Awards. Sponsor six iPad voting stations throughout the exhibit hall. Includes the opportunity to select up to two questions to be included on the voting ballot and receive data collected from these questions, along with voter email addresses following conclusion of the Show.</i>	\$3,000	1	