



# 2021 Sponsor Opportunities

Lakeland Builders Association | Interactive Home Improvement Expo  
 May 22, 2021, Walworth County Fairgrounds, Elkhorn, WI



LEVEL	AMOUNT	BRANDING					ENTERTAINMENT		ADVERTISING						PERKS		
		Feature Blog on LBA Website	Logo on Event Signage	Logo on Expo digital and printed ticket	Your Brochures/Rack Cards on Food Court tables	Logo w/Website Link on LBA Website	Logo on Kids Scavenger Hunt Materials	Logo on Trivia Booth Crawl Materials	Event Announcements	Shared Exit Survey Contacts	Logo in Event Program	Social Media Post & Event mention	Logo on Sponsor Sign	Swag or Flyer in Attendee Bag	Booth Discount	First Choice Load In Time	Complimentary Tickets
Presenting (1)	\$2,000	•	•	•	•	•	•	•	•	•	•	•	•	•	\$500	•	50
Special Event (3)	\$1,000				•	•	•	•	•	•	•	•	•	•	\$250		30
Expo Partner (4)	\$500					•					•	•	•	•	\$75		20
Kids Scavenger Hunt Sponsor	\$200					•	•				•	•	•	•			10
Trivia Booth-Crawl Sponsor	\$200					•		•			•	•	•	•			10
Ticket Sponsor (2)	\$150			•		•					•	•	•	•			10
Friend of the Expo	\$100					•					•	•	•	•			5
Prize Donations						•					•	•	•	•			5

LBA has combined branding opportunities with tangible value and a few extra perks for businesses to expand their event marketing at the Home

Improvement Expo. Get noticed before, during and after the Expo for maximum results.

**What we know about the LBA Home Improvement Expo attendee:**

- Qualified
- Motivated
- Local Homeowners

**Average event attendance:**  
400-600

**Where from:**  
93% Local;  
7% over 30 miles from Lake Geneva

**Own Home?**  
7% no, 93% yes

**Age?**  
7% Younger than 35; 19% 35-50;  
52% 50-65; 19% Over 65

**When will work be done?**  
30% Less than 6 months;  
22% 1 year;  
7% More than a year;  
26% Not sure

**What else do we know about the LBA Home Improvement Expo attendee:**

**Budget for improvement?**

30% \$5,000 or less;  
22% \$5,000-\$10,000;  
15% \$10,000-\$25,000;

7% \$25,000-\$50,000;  
8% More than \$100,000;  
7% Building a home

**Attended Expo before?**

52% no, 48% yes

**Find what looking for?**

33% Yes; 48% Maybe; 7% No

**How heard of Expo?**

7% Exhibitor; 4% Sponsor; 4% Family;  
37% Newspaper; 19% Radio;  
22% Online/Social Media; 4% Walk-in

**YES! I want to be a sponsor of the 2021 LBA Home Improvement Expo!**

Sponsor Level: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

(AUTHORIZED REPRESENTATIVE)

*Sponsorship is filled & recognized when payment is received. Scan or photograph this form and return by email to Patricia Bladow, LBA Executive Officer, eo@lakelandba.com OR mail to Lakeland Builders Association, 1560 Country Club Pkwy, Elkhorn, WI 53121.*

*I accept this agreement and have enclosed the required payment or will pay by credit card online.*

**Payment Type:**

\_\_\_\_\_ Will mail check (*payable to Lakeland Builders Association*)

\_\_\_\_\_ Will pay on LBA Website with Credit Card

***To meet production deadlines and ensure that your sponsorship is used to its full capacity, please submit this form & payment no later than April 30, 2021.***

Lakeland Builders Association | 1560 Country Club Pkwy, Elkhorn, WI 53121 | www.lakelandba.com

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