



## 71st ANNUAL PARADE OF HOMES ORLANDO

Central Floridians are invited to experience the best of the best homes and apartments throughout Orange, Seminole, Osceola and surrounding areas.

### INTEGRATED MARKETING FEATURES

**Total Value \$100,000+**

**WEBSITE** ParadeofHomesOrlando.com

**SOCIAL MEDIA** Interactive content on Facebook, Instagram, Twitter, and Pinterest on GOBA and PoH channels **#paradeofhomesorlando**

**SPONSORED CONTENT** Parade content shared by Orlando Magazine via social media and subscriber eblast

**PUBLIC RELATIONS** Earned story coverage through local TV and print media outlets in English and Spanish

**PROGRAMMATIC DIGITAL ADS** on WESH2, The Weather Channel, and Very Local App

**RADIO & STREAMING RADIO ADVERTISING**

with iHeart Radio, Magic 107.7, La Rumba 100.3, and XL106.7

**VIDEO** "How to Parade" video shared through YouTube and social media

### THE BUSINESS CASE

#### DRIVE TRAFFIC

Integrated marketing tactics connect directly with your audiences, build relationships and entice people to take action.

#### EXPAND YOUR SALES PLAN

Parade of Homes is much more than an event; it is an integrated marketing program to complement your current sales and marketing initiatives.

#### CREATE AWARENESS

The Parade is strategically promoted through multiple communications channels to create positive buzz and increase overall awareness.

#### LEVERAGE YOUR BUDGET

One of the primary advantages of participating in a cooperative marketing campaign is the ability to lower your costs by sharing them with other GOBA and AAGO members.

#### AWARD RECOGNITION

All entrants are enrolled in the prestigious awards program judged by state and national homebuilding experts. Winners tout their achievements and hard work throughout the year to boost the organization's reputation and credibility as a premier homebuilder or affiliate.

### FEES & DISCOUNTS Full Prices Listed

**\$2,900:** Custom • Multi Family • Single Family • Community • Apartments • Build to Rent

**\$2,200:** Remodels • Specialty Design

**EARLY BIRD DISCOUNTS:** \$400 Off Until Feb. 1 • \$200 Off Until Feb. 22  
Feb. 23: Full Price Until Closing March 11

**STAY SOCIAL** #paradeofhomesorlando



### POWERED BY



For more details contact

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