



SPONSORSHIP OPPORTUNITIES

CROWN HERITAGE CUSTOM HOMES • CULLERS HOMES

HAKES BROTHERS • ICON HOMES

MA BUILDERS AND DESIGN • PACIFICA HOMES

POINTE HOMES • WINTON HOMES

PREVIEW PARTY NOVEMBER 6, RSVP AT \$35/TICKET
BEGINS NOVEMBER 7, 2026

INSPIRATION BEHIND EVERY DOOR

The El Paso Association of Builders Parade of Homes is one of the premier opportunities for members to connect their business with the residential construction industry and the consumers who are actively exploring the latest in home design, products, services, and innovation.

Sponsoring is an opportunity to position your company alongside some of the region's leading builders while gaining visibility through event marketing, digital promotions, social media, signage, and direct engagement with Parade attendees.

Call (915) 778-5378

or email Ceci at

ceci@elpasobuilders.com

ABOUT THE PARADE OF HOMES

In its continued tradition of excellence, the EPAB Parade of Homes showcases the best in new home construction in our region. From contemporary designs to timeless classics, each home reflects the creativity, quality and professionalism of our local builders.

With nine homes open for three weeks, this event attracts thousands of visitors actively exploring ideas, trends, and products for their future homes.



WHY SPONSOR?

Sponsoring the Parade of Homes puts your brand in front of a highly engaged audience and aligns you with one of the most anticipated events in the building industry.

MAXIMUM VISIBILITY

Reach thousands of potential customers for three full weeks.

BRAND AWARENESS

Your logo and brand featured across multiple platforms.

VALUABLE

CONNECTIONS

Network with builders, industry professionals and homeowners.

SHOWCASE YOUR EXPERTISE

Highlight your products and services in a meaningful way.

SUPPORT OUR INDUSTRY

Invest in the growth and strength of the local building industry.



SPONSORSHIP OPPORTUNITIES

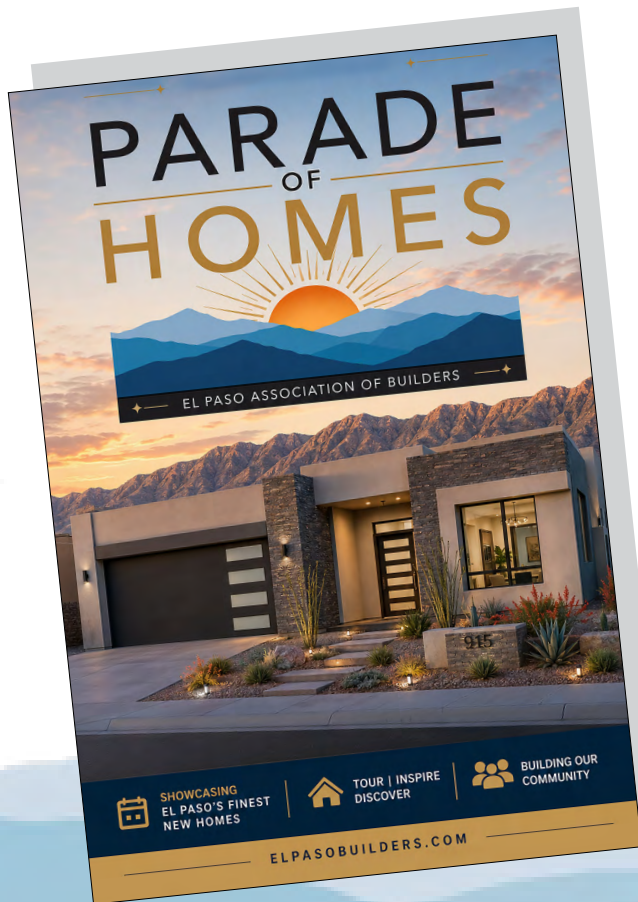


 SPONSORSHIP LEVEL	 INVESTMENT	 INCLUDES
 MAJOR SPONSOR 4 Available	\$5,000	INCLUDES ALL STANDARD BENEFITS PLUS: ✓ Presented By Designation ✓ Logo on All Event Marketing (Print, Digital & Social Media) ✓ Logo on Parade of Homes Website with Link ✓ Signage at Event Check-In ✓ Logo on Cover of Parade Program
 MILITARY SPONSOR	\$3,500	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event
 HERO'S SPONSOR	\$3,500	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event
 TEACHER'S SPONSOR	\$3,500	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event
 REALTOR SPONSOR	\$3,500	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event
 FOOD SPONSOR	\$5,000	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event
 BEVERAGE SPONSOR	\$3,500	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event
 PREVIEW PARTY TICKET SPONSOR	\$1,500	INCLUDES ALL STANDARD BENEFITS: ✓ Recognition in Email Campaigns ✓ Social Media Posts ✓ Logo on Corresponding Signage During Event

PARADE OF HOMES PROGRAM ADVERTISING OPPORTUNITIES

The official Parade of Homes Magazine is distributed to thousands of attendees, featured online, and used as a keepsake throughout the event.

Your ad puts your brand in the hands of motivated homebuyers and decision makers.



AD SIZE & PRICING

EXCLUSIVELY FULL PAGES

\$1,000

8.5" W x 11.5" H

Ads should be submitted camera ready or there will be an additional \$150 design fee.

PREMIUM AD PLACEMENT

Inside Front Cover - \$1,500

Center Spread - \$3,000

Inside Back Cover - \$1,500

Back Cover - \$2,000



CONTACT US

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