

'27
HOME &
GARDEN
SHOW

March 19-20-21

NYS Fairgrounds, Expo Center

2027 Home & Garden Show

Sponsorship Options

March 19th – March 21st

Syracuse, New York



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The **Home & Garden Show**, one of the Northeast's largest events of its kind, is the destination for Central New York homeowners seeking trusted advice, innovative products, and professional services for building, remodeling, improving, and maintaining their homes.

Produced by the **Home Builders & Remodelers Association of CNY**, the **Home & Garden Show** brings together hundreds of leading companies in residential construction, remodeling, home improvement, and landscaping. The event serves as a one-stop resource where attendees can connect directly with industry experts, discover the latest trends and products, compare companies, gather inspiration, and schedule consultations or project estimates.

As the region's premier home improvement event, the **Home & Garden Show** provides an unmatched opportunity for businesses to build brand awareness, connect with homeowners, and strengthen relationships within the Central New York building industry.



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2027 Marketing & Promotion Plan

The **2027 Home & Garden Show** will once again be highly publicized with a **\$70K+ advertising campaign, as well as a robust PR campaign**, running from mid-February through the event, which will run from March 19-21, 2027.

Booth space is included with some sponsorship levels.

Here is a snapshot of where you can expect to see promotion for this event & your business, should you take advantage of a sponsorship:

- Radio & TV
- Outdoor Advertising
- Print
- Digital Marketing, including:
 - Sponsor content
 - Social Media
 - Video
 - Imps
 - SEM
 - Scoreboard video and logo in Expo Center during show

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Title Sponsorship

- Your choice of one of the available front row, prime spaces*
- Coordinated branding campaign featuring sponsor's products and/or services deployed across event marketing channels throughout the sponsorship term, including integration with 2027 Home & Garden Show efforts
- Sponsor name and logo included in all marketing and promotional campaigns for the Home & Garden Show
- Prominent placement of sponsor logo on the Home & Garden Show landing page, HBR of CNY website
- Recognition in all Home & Garden Show program guides
- Opportunity for on-site signage placement
- Two (2) radio spots on the Home & Garden Show radio show, with the sponsor name and logo
- Two (2) radio spots on the Home Repair Workshop.
- Two (2) radio spots on the HBR of CNY website, beginning on April 1, 2027
- Two (2) social media posts highlighting your sponsorship
- One (1) advertisement in the official Home & Garden Show Program Guide
- Sponsor logo on the virtual floor plan
- Opportunity for on-site signage placement
- Expo Center Scoreboard ad & video
- One hundred (100) admission tickets good for any day at the Home & Garden Show



\$20,000 HBR of CNY member / \$22,000 non-member

*All prime space (front row) max of 880 sq.ft.

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Supporting Sponsorships

Gold Level Sponsor

- Three (3) 10x 10 booth spaces with option to purchase additional space including available prime front row space
- Coordinated branding campaign featuring sponsor's products and/or services, deployed across event marketing channels throughout the sponsorship term, including integration with the 2027 Home & Garden Show promotional efforts
- Sponsor name & logo included on select marketing promotion material
- Prominent placing of sponsor name & logo on Home & Garden Show landing page, HBR of CNY website & official Program Guide
- Recognition in all event press releases
- One (1) complimentary month of advertising on the Home Repair Workshop radio show.
- One (1) guest appearance on the Home Repair Workshop radio show, with the option to purchase additional appearances in 2027
- Twelve (12) dedicated social media posts highlighting your sponsorship
- One (1) full-page advertisement in the official Home & Garden Show Program Guide
- Virtual floorplan sponsorship listing
- Opportunity for on-site signage placement
- Expo Center scoreboard ad & video
- Seventy-five(75) Home & Garden Show Tickets

\$10,000 HBR of CNY Member
\$11,000 Non-Member

Silver Level Sponsor

- One (1) 10x 10 booth space with option to purchase additional space
- Coordinated branding campaign featuring sponsor's products and/or services, deployed across event marketing channels throughout the sponsorship term, including integration with the 2027 Home & Garden Show promotional efforts
- Sponsor name & logo included on select marketing promotion material
- Prominent placing of sponsor name & logo on Home & Garden Show landing page, HBR of CNY website & official Program Guide
- Recognition in select event press releases
- One (1) guest appearance on the Home Repair Workshop radio show, with the option to purchase additional appearances in 2027
- Six (6) dedicated social media posts highlighting your sponsorship
- One (1) full-page page ad in the official Home & Garden Show Program Guide
- Virtual floorplan sponsorship listing
- Opportunity for on-site signage
- Expo Center scoreboard ad & video
- (50) Home & Garden Show Tickets

\$5,000 HBR of CNY Member
\$6,000 Non-Member

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Supporting Sponsorships

Bronze Level Sponsor

- One (1) 10x 10 booth space with option to purchase additional space
- Prominent placement of sponsor name and logo on the Home & Garden Show landing page, HBR of CNY website and the official program guide
- One (1) guest appearance on the Home Repair Workshop radio show, with the option to purchase additional appearances in 2027
- Sponsor name & logo included on select marketing materials and promotions
- Six (6) dedicated social media posts highlighting your sponsorship
- Sponsorship listing on the virtual floor plan
- Opportunity for on-site signage placement
- Expo Center scoreboard ad & video
- Twenty-five (25) Home & Garden Show Tickets

\$3,000 HBR of CNY Member
\$4,000 Non-Member

Copper Level Sponsor

- Name & logo on Home & Garden Show landing page, HBR of CNY website & official program guide
- One (1) guest appearance on the Home Repair Workshop radio show, with the option to purchase additional appearances in 2027
- Three (3) dedicated social media posts, highlighting your sponsorship
- Sponsorship listing on the virtual floor plan
- Expo Center scoreboard ad
- Fifteen (15) Home & Garden Show Tickets

\$2,000 HBR of CNY Member
\$3,000 Non-Member