

# Parade of Homes™

## UNIQUE & EXCLUSIVE MARKETING OPPORTUNITY FOR YOUR MODEL



**\$15,000**

**Package Value: \$30,000+**



Plan your route & find your dream home today!



### Model Featured in:

- Parade of Homes website - 1 year - [www.ParadeofHomesNaples.com](http://www.ParadeofHomesNaples.com) - (\$10,000 value)  
Model images on front page (4 images) and ability to add model pictures within the website  
Model is featured in the Parade of Homes App for iPhone & Droid user-with GPS tracking systems (priceless)
- Full-Page Color ad in the Florida Weekly Parade insert (\$4,050 value)  
95,000+ readership in Florida Weekly network
- Parade of Homes Program Cover (\$2,500 value)
- Model featured in Florida Weekly Ad (\$2,500 value)
- Model featured in Home & Design Magazine ad (\$2,500 value)
- Model featured in Naples Illustrated ad (\$2,500 value)
- Model ad on CBIA website homepage for an entire year (\$600 value)
- Model photos added to member profile on the website for 1 year -(up to 7 photos) (\$1,500 value)
- Model featured in upcoming news articles and press releases (priceless)
- Model featured in the CBIA social media outlets; Facebook, Instagram, LinkedIn, and Twitter (priceless)
- Package allows Builder to add up to 5 models in the Parade (\$7,750 value)



Collier Building Industry Association  
3200 Bailey Lane, Suite 110 | Naples, FL 34105  
(239) 436-6100 | [www.CBIA.net](http://www.CBIA.net) | [www.ParadeofHomesNaples.com](http://www.ParadeofHomesNaples.com)