



# 2022 BUILDER BENEFITS

JUNE 3-5, 10-12 AND 17-19, 2022 | [ARTISANHOMETOURKC.ORG](http://ARTISANHOMETOURKC.ORG)

## BRAND EXPERIENCE

- You'll have more than 30 years of combined knowledge and experience from the team that produces the second largest Parade of Homes in the country.

## PROMOTION

- Powerful, targeted marketing campaign is designed to bring the right buyers to you.
- Direct investment of \$95,000 in a combination of highly targeted (lifestyle magazines, digital programmatic and retargeted digital ads, social media marketing, search engine marketing, e-newsletters, geofencing) and mass (TV, radio, newspapers, high-traffic local websites) media will assure that the Artisan Home Tour reaches your prospects today while introducing your brand to future buyers.

## CHARITABLE

- The Artisan Home Tour helps to support the work of JDRF (formerly known as Juvenile Diabetes Research Foundation) to assist in finding a cure for type 1 diabetes.

## INTERACTIVE

- Interactive, stand-alone Artisan Home Tour website with over 22,000 unique visitors during the 2020 tour.
- The Home Builders Association, Parade of Homes and Artisan Home Tour media efforts to promote the Artisan Home Tour on Facebook, Instagram, Houzz, Twitter and mentions in the KCHBA's weekly e-newsletter, *This Week at the HBA*, and monthly publication, *Building Business News*.
- Individualized social media kit with graphics will be provided to you to promote your Artisan home to followers.
- Supported by a mobile app for touring, ticketing, mapping, and data collection. Each entry features home details and builder profile features, plus a photo gallery.
- Home page button on [KCParadeofHomes.com](http://KCParadeofHomes.com) for six months prior to start of Artisan Home Tour with over 60,000 unique users each spring.

## PRINT

- Premier magazine-quality guidebook featuring both the builder and the home (two-page spread).
- Promotional partnership with The Real Estate Book and New Home Guide of Greater Kansas City (TREB & NHG) / DesignKC, an upscale luxury magazine, including: the Artisan Home Tour Guidebook and ads promoting the Artisan Home Tour in key issues. Distributed at over 700 locations in the Kansas City Metro area including: Hy-Vee, Price Chopper, Hen House, Independent Grocers, coffee shops, restaurants, gas stations, doctors offices, new home communities, and Real Estate offices.
- Cross promotion within the Spring and Fall Parade of Homes tours.

## ONSITE

- Hired staffing provided for each home to greet visitors, collect and sell tickets and to answer general questions.
- 20 complimentary Artisan Home Tour tickets to tour all homes.

## PARTNERSHIPS

- Limited high-level Artisan Home Tour sponsorships will be offered. Builders are encouraged to solicit support from vendors and sub-contractors at their discretion to support the tour.

## MINIMUM QUALIFICATIONS

The Artisan Home Tour is designed to showcase elevated standards of design, superior craftsmanship and exquisite products. See rules and regulations in the 2022 application agreement for complete details.

- Artisan Homes may not be occupied on tour dates: June 3-5, 10-12 and 17-19, 2022.
- Homes must be fully furnished and yards landscaped with finished garage. The garage may not be used for storage during the tour.
- Artisan Home will not be in any prior Parade of Homes, or any event that showcases this home before the opening of the Artisan Home Tour and will not hold an open house before the opening of the Artisan Home Tour.

**ARTISAN**<sup>™</sup>  
HOME TOUR  
GREATER KANSAS CITY

**CONTACT [KELCEE@KCHBA.ORG](mailto:KELCEE@KCHBA.ORG)  
TO ENTER TODAY!**