

Great Kitchen & Bath Tour

September 18-19

Bronze Sponsorship

\$400 - 2 per Home Available

Silver Sponsorship

\$500 - Unlimited Available

Gold Sponsorship

\$1200 - 6 Available

Platinum Sponsorship

\$2400 - 6 Available

The Great Kitchen & Bath Tour will introduce the professionalism and expertise of NKBA designers to a niche market of consumers of design, installation, products and services by showcasing completed projects throughout Puget Sound that exemplify the design standards of NKBA, quality installation and products of our industry partners and sponsors.

Sponsorship

The National Kitchen & Bath Association, Puget Sound Chapter is proud to announce the 8th annual Great Kitchen & Bath Tour set for September 18-19. Homes throughout the Puget Sound area will be open to the public. This tour is an opportunity for our talented designers and product dealers to show the quality of design their firm or showroom can offer to a future client.

Every year the tour team and the NKBA board select a beneficiary organization. In 2009 we gave a \$3500 check to The Children's Hospital Foundation and Guild Association who will again be the beneficiary of our ticket sale proceeds.

Our goal is to continue to build awareness to our consumers, show our commitment to our industry while offering design professionals the best exposure to the public that they deserve. Please consider being a sponsor for the 2010 tour and help us reach these goals.

**Event Chair****Sandra Gjesdahl**

Bristol Design

& Construction

(425) 775-5588

sandra@bristoldc.com

Please make all checks payable to "NKBA Puget Sound Chapter" and note sponsorship level. Send to:

Joy Mitchell AKBD
21221 SE 358th St
Auburn WA 98092
253-217-6870 cell
253-833-3699 fax
joymitchell1@msn.com

Deadlines

Bronze / Silver Sponsors
September 1, 2010

Gold / Platinum Sponsors
June 18, 2010

Event Chair

Sandra Gjesdahl
Bristol Design
& Construction
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Sponsorship

Given economic conditions, the sponsorship structure for this year's tour has been modified. We are looking for **more sponsors at lower investment levels.**

This NKBA event not only reaches NKBA members, it reaches the **public** through tour marketing and tour attendees - many of whom are looking for great products and resources for their upcoming projects.

We ask that each sponsor include a link on their website in August and September to the GKBT website.



Bronze Sponsorship

\$400 - 2 per Home Available
Company representative has presence in tour home featuring their products non-competing with any Gold or Platinum level sponsor- Marketing materials can be present in home.

Silver Sponsorship

\$500 - Unlimited Available
Promotional product in 500 GKBT bags for distribution during tour and other NKBA events such as Bellevue Home Show and Seattle Home Show.

Gold Sponsorship

\$1200 - 6 Available

- Promotional product in GKBT bags for distribution during tour and other NKBA events such as Bellevue Home Show and Seattle Home Show.
- Company logo on GKBT bags
- Logo and link on GKBT website
- Logo on posters, tickets and ads
- 4 complimentary Tour tickets

Platinum Sponsorship

\$2400 - 6 Available

- Promotional product in GKTB bags for distribution during tour and other NKBA events such as Bellevue Home Show and Seattle Home Show
- Bio, logo and link on GKTB website
- Logo on posters, tickets, Seattle Times ads and all marketing materials relating to the tour.
- 10 complimentary tickets for tour
- **New!** Your company will be included as a "featured sponsor industry partner" in the Chapter's Product Night to be held in October. A tabletop will be available for you to display your products and services. A representative will make a 3-5 minute presentation.
- Recognition from the podium for your sponsorship at the Chapter's "End of the Year" celebration.
- Representative may have presence in one home.

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Sponsorship

Sponsorship Contact

NAME

PHONE

EMAIL

NKBA MEMBER NUMBER

SPONSORSHIP AMOUNT

COMPANY

BILLING ADDRESS

CITY

ZIP

Billing Contact

NAME

PHONE

EMAIL

Payment Schedule

Total amount due in full upon signing of this document unless other payment notes are included here. This is your invoice.

PAYMENT TYPE (CREDIT, CHECK, ETC.)

CREDIT CARD NUMBER

3 DIGIT CODE

EXPIRATION DATE

NAME ON CARD

SIGNATURE

Great Kitchen & Bath Tour

September 18-19

Ticket Sales

Everyone is encouraged to sell tickets! Tickets will be printed and available for purchase in July or August.

Maps, directions and addresses will be live on the GKBT website as of September 1.

Contact information will also be listed to request mailed or faxed maps and list of tour homes. Copies of Maps and directions will be available at each tour home. Not only does this allow us to sell tickets early, it also allows us to extend participation deadline into August!

“ASK ME ABOUT THE GKBT”

Buttons will be circulated to showrooms along with posters and rack cards and a brief summary of why or how to sell tickets.

OTHER ADVERTISING VENUES!

This year we will have rack cards at 425 magazine booths at the Bellevue Arts & Crafts Fair and Kirkland Uncorked. We may also have rack cards at Children’s Hospital Events, Home Depot and Bite of Seattle.

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Marketing & Exposure

Beneficiary

Every year the Tour team and the NKBA board select a beneficiary organization. So far we have given over \$10,000 to Seattle Children's Hospital Foundation who will again be the beneficiary of our ticket sale proceeds.

Mission & Value

Our goal is to continue to build awareness to our consumers, show our commitment to our industry while offering design professionals the best exposure to the public that they deserve.

This marketing and media kit has been designed for you, valued well over \$40,000, reaching a mid to high end potential client base.

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* Combined eNewsletters reaching
100,000+



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Poster distribution service throughout Seattle and the Eastside

Rack card and poster distribution to all sponsors and participants

Seattle Times

- 2 full-page, full-color ads in Pacific
- 3-4 black-and-white ads mid-week
- Online pop-up ads

425 Magazine

- Full-page ad in September issue
- Zero Energy Idea House will be on the Tour
- On-line calendar, published event calendar
- Web-blast
- Magazines distributed at the Tour

Seattle Homes & Lifestyles

- Ad in the SH&L September Kitchen issue
- Two weeks of e-newsletter sponsorship
- Online calendar & published event calendar
- Magazines distributed at the Tour

Facebook

- Take advantage of free marketing and social networking forums

Seattle Children's Hospital

1. Auction of Washington Wines at Chateau Ste. Michelle, Woodinville on Thursday, August 13th
 - 15 pairs of Tour passes for Wheel of Wine contest
 - 200 cards for volunteer goodie bags
2. Rack Cards at:
 - Children's Volunteer office
 - Foundation & Guild office
 - Miracle Makers TV special, Sat, May 30
3. Phil Smart Sr. Guild's fiesta night Sept 12 (2 Pairs of Tour tickets for silent auction)
4. Link on SeattleChildrens.org Calendar of Events
5. Listing in Children's Connection magazine, under Calendar of Events, quarterly publication mailed to approx. 30,000 donors in early September