

The Greater  
Fort Worth  
Builders  
Association  
Presents  
North Texas'  
Premier  
Home  
Tour

21<sup>ST</sup> ANNUAL



# KALEIDOSCOPE OF HOMES™

Benefiting  
Texas Scottish Rite Hospital  
for Children

September 3 – 25, 2011

**MONTSERRAT**

*West Fort Worth Estates*

*Partnership & Idea Pavilion Exhibition Opportunities*



# KALEIDOSCOPE OF HOMES™

Benefiting

Texas Scottish Rite Hospital  
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North Texas'

Premier Home Tour

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*Cover photo and other photos courtesy of Ashley Randall and Simmons Estate Homes for Casa Montecito, People's Choice Award winner, and Harrell Custom Homes for Brighton Manor from the 2010 Kaleidoscope of Homes™; John Askew Custom Homes, honored as the 2008 People's Choice Award winner; and Tuscan Traditions Luxury Homes for Splendido, recipient of the 2007 People's Choice Award.*

**For 21 years,** North Texas has looked to the Fort Worth Builders Association's single-site home tour for a preview of the latest trends and innovations in green building technology, new home design, merchandising and decorating ideas. This year, three custom home builders will debut magnificent estate show homes, fully furnished and decorated, and priced from \$800,000 in the beautiful community of Montserrat West Fort Worth Estates. These show homes will reflect the grandeur, style and sophistication of superb craftsmanship blended with all of the contemporary conveniences, state-of-the-art technology and carefree living environments that today's home buyers are seeking.

The Kaleidoscope of Homes™ brings together developers, builders, Realtors® and consumers, attracting more than 30,000 visitors from across North Texas, representing a broad spectrum of demographic profiles. Once again, a portion of the proceeds generated from ticket sales will benefit Texas Scottish Rite Hospital for Children (TSRHC). Over the years, the Kaleidoscope of Homes™ is proud to have been able to donate over \$150,000 to local charities.

To find out how you can be a part of one of the biggest consumer events of the year, contact:

*Kimberly Eaton-Pregler*

817.368.1522 | Fax: 817.284.6465 | [kimberly@FortWorthBuilders.org](mailto:kimberly@FortWorthBuilders.org)

7001 Boulevard 26 | Suite 323 | Fort Worth, Texas 76180

[www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

**About the Charity** – Texas Scottish Rite Hospital for Children (TSRHC) is a world leader in the treatment of pediatric orthopaedic conditions. We strive to improve the care of children worldwide through innovative research and teaching programs, training physicians from around the world.

TSRHC treats Texas children with orthopaedic conditions, such as scoliosis, clubfoot, hand disorders, hip disorders and limb length differences, as well as certain related neurological disorders and learning disorders, such as dyslexia.

The hospital was established in 1921 when a group of Texas Masons approached Dallas' first orthopaedic surgeon, Dr. W. B. Carrell, about caring for children with polio regardless of the family's ability to pay. With the introduction of the Salk and Sabin vaccines in the mid-1950s, which virtually eradicated polio in the Western Hemisphere, TSRHC broadened its focus to other orthopaedic conditions.

As a leading pediatric orthopaedic center, the hospital has treated more than 200,000 children since its inception, with more than 40,000 clinic visits each year. The hospital takes a multidisciplinary approach to care, tailoring treatment to the individual needs of each child and family.

Admission is open to Texas children from birth up to 18 years of age. TSRHC, the only Scottish Rite hospital in the world, is not affiliated with the Shriners Hospitals for Children.

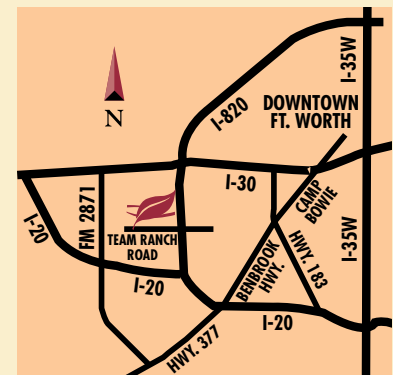


# MONTSERRAT

West Fort Worth Estates

## Host for the 2011 Kaleidoscope of Homes™

**Montserrat** is perhaps the most distinctive residential development in Fort Worth history. The address is unique, from the natural beauty, unrivaled in this area, to stunning estates on spacious home sites that set the standard for stately living in Fort Worth. Situated on the west side of the city, the community offers 30 acres of tranquil parks, beautiful green spaces and 150-foot cliffs overlooking Mary's Creek. From virtually every vantage point, Montserrat affords striking vistas of the city lights of the downtown Fort Worth skyline and the lush, rolling countryside. With homes priced from \$500,000, Montserrat's thoughtful amenities offer sanctuary of their own; most notably, 24-hour manned security for peace of mind. With highway access off SW Loop 820, Montserrat is within minutes of downtown, the Cultural District, fine shopping, superb dining and the area's top private schools.



**DIRECTIONS:** Montserrat West Fort Worth Estates is strategically located along SW Loop 820 at Team Ranch Road between I-30 and I-20. During the event, signs will direct visitors to convenient, free parking areas.

### **Demographics – Take advantage of reaching an upscale, affluent target audience, all in one place!**

**Audience:** 60/40 female-to-male ratio, concentrated in the 30- to 54-year-old bracket, with a rapidly growing contingent of visitors representing the empty-nester generation.

**Home Value:** \$175,000+

**Household Income:** \$150,000+

**Household Net Worth:** \$250,000+

Visitors to the event have a lifestyle propensity to spend money on fashion and beauty, dining, gourmet food and wines, technology and gadgets, travel, fitness, home furnishings and residential services.

**About the Greater Fort Worth Builders Association –** The Greater Fort Worth Builders Association is a trade association that was organized and chartered by the State of Texas and the National Association of Home Builders (NAHB) in 1965 under the name Home Builders Association of Fort Worth.

The current name, Greater Fort Worth Builders Association, was established in 1968. Today, we have a full-time staff of professionals who serve a membership of more than 600 builders, remodelers and associate members representing a wide variety of services and products for the building industry. The current Builders Association's territory encompasses Tarrant County and six other counties: Wise, Parker, Palo Pinto, Hood, Johnson and Somervell.

The Association interacts with municipal, state and federal government, the local community and the general public to advance the building industry, enhance the business climate for its members, and provide quality, obtainable housing to the community it serves. The Builders Association is also active in community outreach and supports charitable organizations.

**Our Mission –** Our primary purposes are to provide information exchange, communication and education for members; to interact with local, state and federal legislative bodies to foster a positive building climate; to provide a forum to implement policies that affect the building industry; and to promote professionalism among our members.

The Greater Fort Worth Builders Association promotes "doing business with members." Become a member today by calling 817.284.3566 for a membership packet, or download an application at [www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

MONTSERRAT

West Fort Worth Estates



# KALEIDOSCOPE OF HOMES™

## Show Home Custom Builders

Glendarroch Homes LLC  
HGC Residential Development  
Village Homes

## Show Information at Montserrat

Dates: September 3 – 25, 2011  
Open Wednesday through Sunday  
– except open Labor Day  
11 a.m. – 7 p.m.  
(Last ticket sold one hour prior to closing.)

### Tickets:

Adults \$12.00  
Children (4-12) \$8.00  
Discount tickets will be available at all Tom Thumb Stores. Discount coupons will be available on the event website at [www.KaleidoscopeofHomes.org](http://www.KaleidoscopeofHomes.org)

## 2011 Marketing & Communications Campaign

The 2011 Kaleidoscope of Homes™ will be promoted through a comprehensive marketing campaign with a multi-tiered media and public relations program valued in excess of \$500,000. Elements of the campaign will include, but will not be limited to:

**Television:** Broadcast schedules will reach our target audience on the networks, programs and day parts to maximize impressions, recall and response. Promotional value will include paid media, public service announcements and Internet promotion.

**Radio:** A targeted radio schedule of 10-second and 15-second spots is expected to generate over 1.5 million impressions with a projected reach of approximately 30% and a frequency of approximately 5.0% with women 35 – 64. In addition to purchased media, radio stations will include on-air mentions and promotions, on-site remotes, Internet links and bonus spots for added value.

**Internet:** A comprehensive Internet and social media strategy will be implemented to drive traffic to the official 2011 Kaleidoscope of Homes™ website. Tactics include banner ads and links with event, promotional and media partners, as well as e-mail and text marketing, Facebook, LinkedIn, Twitter, YouTube and other social media channels. The website address is [www.KaleidoscopeofHomes.org](http://www.KaleidoscopeofHomes.org)

**Print:** Commitments similar to previous years will be made with publishers of major newspapers, high-end magazines and trade journals to include paid media and promotional space. Ads and editorial placement will match the demographic media consumption habits, including sections read by our target audience.

**Public Relations:** Strategies include the placement of editorial and event content on area television and radio stations, as well as major newspapers, community publications, area magazines and trade journals.

**Discount Ticket Distribution:** Tom Thumb Food Stores will continue to serve as the discount ticket distributor. Discount tickets will be sold in their 60+ Metroplex stores. They promote the event with weekly circular promotion spots with 1+ million circulation per week, website links and consumer rack cards at every check-out line.





**Exclusive Partnership –  
Official Presenting Title Partner \$50,000**

**Exclusive Naming Rights:** your name recognized as the Official Presenting Title Partner.

**Brand Recognition:** your brand seen by 30,000+ visitors, and recognition in a \$500,000 multi-tiered marketing campaign. Your logo will appear on all official promotional and advertising materials, including television, radio, Internet and social media, outdoor, print advertising, public relations, invitations, tickets and collateral. Wherever the 2011 Kaleidoscope of Homes™ name appears, your company will be identified as the Official Presenting Title Partner.

**Booth/Exhibit Space/Product Placement:** introduce or demonstrate your product or service to visitors with two (2) 10' x 10' exhibit booths in the Idea Pavilion, and the opportunity for product placement in other show areas.

**Kaleidoscope of Homes™ Magazine:** name identification on magazine cover and on every page within the magazine, where applicable. Receive one (1) full-page 4-color premium position ad, plus two (2) pages of editorial. You receive 500 copies to distribute at your place of business.

**Online Magazine:** magazine hosted online for a minimum of 6 months, and the opportunity to update your ad one time per quarter.

**Visitor Bag Insert:** opportunity to insert a 4-page brochure into the official Kaleidoscope of Homes™ Visitor Bag distributed to every attendee. Partner to provide 35,000 pieces one week prior to the opening of the event.

**2011 Kaleidoscope of Homes™ Website:** your logo and link on the Home Page and on every page where there is a mention of the Kaleidoscope of Homes™.

**Builders Association Website Advertising:** your logo and link on a Kaleidoscope of Homes™ landing page promotion on [www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

**Event Signage:** your logo prominently displayed as the Official Presenting Title Partner on all event signage.

**Event and Phone Promotion:** name recognition in event script on Builders Association's business on-hold message for two (2) months.

**Special Events Recognition:** be a part of the official ribbon-cutting ceremony. Opportunity to address guests and receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:**

- Twenty (20) VIP Party tickets
- Ten (10) parking passes for VIP Party special event
- Twenty (20) Realtor® Party tickets
- One hundred (100) adult general admission tickets, plus the opportunity to purchase half-price adult admission tickets



**Platinum Partner \$25,000\***

**Brand Recognition:** your brand seen by 30,000+ visitors, and recognition in a \$500,000 multi-tiered marketing campaign. Your logo will appear on all official print ads and collateral materials promoting the event. You'll also receive name recognition in all official public relations, fact sheets, press packets and news releases.

**Booth/Exhibit Space/Product Placement:** introduce or demonstrate your product or service with one (1) 10' x 10' exhibit booth in the Idea Pavilion.

**Kaleidoscope of Homes™ Magazine:** receive one (1) full-page 4-color ad, plus one (1) page of editorial. You receive 100 copies to distribute at your place of business.

**Online Magazine:** magazine hosted online for a minimum of 6 months, and the opportunity to update your ad one time per quarter.

**Visitor Bag Insert:** opportunity to insert a 1-page, 2-sided brochure into the official Kaleidoscope of Homes™ Visitor Bag distributed to every attendee. Partner to provide 35,000 pieces one week prior to the opening of the event.

**2011 Kaleidoscope of Homes™ Website:** your logo and link on the Home Page and other applicable pages.

**Builders Association Website Advertising:** your logo and link on a Kaleidoscope of Homes™ landing page promotion on [www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

**Event Signage:** your logo prominently displayed as a Platinum Partner on all event signage.

**Special Events Recognition:** be a part of the official ribbon-cutting ceremony. Opportunity to address guests and receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:**

- Ten (10) VIP Party tickets
- Five (5) parking passes for VIP Party special event
- Ten (10) Realtor® Party tickets
- Fifty (50) adult general admission tickets, plus the opportunity to purchase half-price adult admission tickets

\*More than one company may participate at this partnership level.



**Exclusive Partnership –  
Official Automobile Partner \$15,000**

**Exclusive Product Placement:** recognition as the Official Automobile Partner, and opportunity to display your luxury automobiles in the driveway of each show home during the entire event and special events.

**Brand Recognition:** your brand seen by 30,000+ visitors, and recognition in a \$500,000 multi-tiered marketing campaign. Your logo will appear on all official print ads and collateral materials promoting the event. You'll also receive name recognition in all official public relations, fact sheets, press packets and news releases.

**Kaleidoscope of Homes™ Magazine:** receive one (1) full-page 4-color ad.

**Online Magazine:** magazine hosted online for a minimum of 6 months, and the opportunity to update your ad one time per quarter.

**2011 Kaleidoscope of Homes™ Website:** your logo and link will appear on the Home Page and other applicable pages.

**Event Signage:** your logo prominently displayed as the Official Automobile Partner on all event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:**

Four (4) VIP Party tickets

Two (2) parking passes for VIP Party special event

Four (4) Realtor® Party tickets

Thirty (30) adult general admission tickets

**Exclusive Partnership –  
Official Sweepstakes Giveaway Partner \$15,000**

**Exclusive Naming Rights:** your brand associated with a sweepstakes giveaway with exclusive "Enter to Win" web page on the official 2011 Kaleidoscope of Homes™ website. Exact prize to be determined, and it will need to include sweepstakes insurance. Sweepstakes rules governed by the State of Texas must be adhered to in all marketing and communications.

**Brand Recognition:** sweepstakes will be promoted, where applicable, in a \$500,000 multi-tiered marketing campaign promoting the event, and to 30,000+ visitors.

**Database:** partner will be given demographic collection of raw data including name, address, city, state, zip code, etc. from "Enter to Win" web page in a digital format. In turn, Official Sweepstakes Giveaway Partner will provide demographic collection of raw data in a digital format received on-site to the Greater Fort Worth Builders Association.

**Voting Ballots:** your logo printed on section of the official People's Choice Ballot and Realtor® Choice Ballot distributed with every magazine.

**Event Signage:** your logo prominently displayed as the Official Sweepstakes Giveaway Partner on all event signage, and a 3' x 6' banner at voting/giveaway area.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:**

Two (2) VIP Party tickets

Two (2) Realtor® Party tickets

Twenty (20) adult general admission tickets



**Diamond Partner \$10,000\***

**Brand Recognition:** your brand seen by 30,000+ visitors, and recognition in a \$500,000 multi-tiered marketing campaign. Your logo will appear on all official print ads and collateral materials promoting the event. You'll also receive name recognition in all official public relations, fact sheets, press packets and news releases.

**Booth/Exhibit Space/Product Placement:** introduce or demonstrate your product or service to visitors with one (1) 10' x 10' exhibit booth in the Idea Pavilion.

**Kaleidoscope of Homes™ Magazine:** receive one (1) half-page 4-color ad. Magazine will be hosted online for up to 6 months.

**2011 Kaleidoscope of Homes™ Website:** your logo and link will appear on the Home Page and other applicable pages.

**Event Signage:** your logo prominently displayed as a Diamond Partner on all event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:**

Four (4) VIP Party tickets

Two (2) parking passes for VIP Party special event

Four (4) Realtor® Party tickets

Twenty (20) adult general admission tickets

**Exclusive Partnership – Reception, Entertainment  
& Demonstration Pavilion Partner \$10,000**

**Brand Recognition:** your brand seen by 30,000+ visitors, and your logo identifying you as the Official Reception, Entertainment & Demonstration Pavilion Partner in:

**Kaleidoscope of Homes™ Magazine**

**Online Magazine:** magazine hosted online for a minimum of 6 months

**2011 Kaleidoscope of Homes™ website**

**Event Signage:** your logo on a minimum-sized 4' x 8' banner at the entrance(s) to the tent, plus your logo displayed as the Official Reception, Entertainment & Demonstration Pavilion Partner on all event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:** twenty (20) adult general admission tickets

\*More than one company may participate at this partnership level.

## **Exclusive Partnership – Visitor Bag Partner \$5,000**

**Visitor Bag Partner and Insert:** your one-color logo on a clear plastic bag with handles (11-1/2" x 6" x 21") with the official Kaleidoscope of Homes™ Magazine inserted and distributed to 30,000+ visitors.

**Brand Recognition:** your logo identifying you as the Official Visitor Bag Partner in:

**Kaleidoscope of Homes™ Magazine**

**Online Magazine:** magazine hosted online for a minimum of 6 months

**2011 Kaleidoscope of Homes™ website:** listing

**Event Signage:** your logo prominently displayed as the Official Visitor Bag Partner on all event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:** twenty (20) adult general admission tickets

## **Gold Partner \$5,000\***

**Brand Recognition:** your brand seen by 30,000+ visitors, and recognition in a \$500,000 multi-tiered marketing campaign. Your logo on all official print ads promoting the event. Your logo on all official collateral materials promoting the event. Name recognition in all official public relations fact sheets, press packets and news releases promoting the event.

**Kaleidoscope of Homes™ Magazine:** receive one (1) quarter-page 4-color ad. Magazine will be hosted online for a minimum of 6 months.

**2011 Kaleidoscope of Homes™ Website:** your logo and link will appear on the Home Page and other applicable pages.

**Event Signage:** your logo prominently displayed as a Gold Partner on all event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:** twenty (20) adult general admission tickets



## **Silver Partner \$2,500\***

**Brand Recognition:** your brand seen by 30,000+ visitors, and listing as a Silver Partner in:

**Kaleidoscope of Homes™ Magazine**

**Online Magazine:** magazine hosted online for a minimum of 6 months

**2011 Kaleidoscope of Homes™ website**

**Event Signage:** your logo prominently displayed as a Silver Partner on all event signage.

**Complimentary Tickets:** ten (10) adult general admission tickets

## **Entertainment Partner \$1,000 per venue\***

**Entertainment Signage:** your brand logo on a 3' x 6' banner as the Entertainment Partner presenting a weekend and/or holiday venue to be seen by on-site visitors.

**Name Recognition:** your listing as an Entertainment Partner in:

**Event schedules promoting the event**

**Kaleidoscope of Homes™ Magazine**

**Online Magazine:** magazine hosted online for a minimum of 6 months

**2011 Kaleidoscope of Homes™ website**

## **Exclusive Golf Cart Partner \$1,000**

**Golf Cart Signage:** your logo on the front of the golf carts used by show home builders, volunteers, committee and Builders Association members at the 2011 Kaleidoscope of Homes™ site.

**Brand Recognition:** your brand seen by 30,000+ visitors, and listing as the Exclusive Golf Cart Partner in:

**Kaleidoscope of Homes™ Magazine**

**Online Magazine:** magazine hosted online for a minimum of 6 months

**2011 Kaleidoscope of Homes™ website**

## **Exclusive Bench Partner \$1,000**

**Bench Signage:** your logo and tagline on five (5) benches along the Kaleidoscope of Homes™ streetscape.

**Brand Recognition:** your brand seen by 30,000+ visitors, and listing as the Exclusive Bench Partner in:

**Kaleidoscope of Homes™ Magazine**

**Online Magazine:** magazine hosted online for a minimum of 6 months

**2011 Kaleidoscope of Homes™ website**

*\*More than one company may participate at this partnership level.*



## VIP Party Special Event Partnership Opportunities

### Highlights:

Before opening the gates to the public, the Kaleidoscope of Homes® hosts a red carpet, premiere event which attracts over 600 guests. During this high-profile gala, industry members, civic leaders and celebrities tour the show homes, meet with the developers, builders and partners, and enjoy excellent cuisine and entertainment. The pinnacle of the evening is the announcement and presentation of the prestigious awards for excellence to the show home builders and their teams of architects, designers, furniture and decorating professionals, and landscape companies.

**Date: Thursday, September 1, 2011 Time: 5:30 pm – 10 pm**

### Exclusive Partnership – VIP Party Presenting Title Partner \$5,000

**Exclusive Naming Rights:** your name as the Official Presenting Title Partner of the VIP Party special event.

**Industry Marketing Exposure:** brand recognition as the Official Presenting Title Partner of the VIP Party special event. Your logo and/or name will appear on VIP Party special invitations, tickets, official collateral materials, PR and e-blasts promoting the VIP Party. Your logo will appear in the **Kaleidoscope of Homes® Magazine** which will be hosted online for a minimum of 6 months. Your logo and link will also be on the Kaleidoscope of Homes® website.

**VIP Special Event Signage:** your logo on VIP Party special event signage.

**Special Events Recognition:** opportunity to address the guests and receive special recognition at the Awards Ceremony held during the VIP Party special event.

**Builders Association Website Advertising:** your logo and link on a Kaleidoscope of Homes® landing page promotion on [www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

**Complimentary Tickets:**

- Six (6) tickets to VIP Party special event
- Four (4) parking passes for VIP Party special event
- Twenty (20) adult general admission tickets

### Exclusive Partnership – VIP Awards Partner \$2,500

**Industry Marketing Exposure:** brand recognition as the Official VIP Awards Partner of the VIP Party special event. Your name will be on the awards and your logo and/or name will appear on VIP special event invitations, tickets, official collateral materials, PR and e-blasts promoting the VIP Party.

**VIP Special Event Signage:** your logo on VIP Party special event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event.

**Builders Association Website Advertising:** your logo and link on a Kaleidoscope of Homes® landing page promotion on [www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

**Complimentary Tickets:**

- Four (4) tickets to VIP Party special event
- Two (2) parking passes for VIP Party special event
- Ten (10) adult general admission tickets

### Exclusive Partnership – VIP Valet Partner \$1,500

**SOLD**

**Industry Marketing Exposure:** brand recognition as the Official VIP Valet Partner of the VIP Party special event. Your logo and/or name will appear on VIP special event invitations, tickets, official collateral materials, PR and e-blasts promoting the VIP Party.

**VIP Special Event Signage:** your logo on Valet Parking and other VIP Party special event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event.

**Complimentary Tickets:**

- Four (4) tickets to VIP Party special event
- Two (2) parking passes for VIP Party special event

### Exclusive Partnership – VIP Entertainment Partner \$1,000

**Industry Marketing Exposure:** brand recognition as the Official VIP Entertainment Partner of the VIP Party special event. Your logo and/or name will appear on VIP special event invitations, tickets, official collateral materials, PR and e-blasts promoting the VIP Party.

**VIP Special Event Signage:** your logo on VIP Party special event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event.

**Complimentary Tickets:**

- Four (4) tickets to VIP Party special event
- Two (2) parking passes for VIP Party special event

### VIP Beverage Partners \$500\*

**Industry Marketing Exposure:** brand recognition as a Beverage Partner of the VIP Party special event. Your logo and/or name will appear on VIP special event invitations, tickets, official collateral materials, PR and e-blasts promoting the VIP Party.

**VIP Special Event Signage:** your logo on VIP Party special event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event.

**Complimentary Tickets:**

- Two (2) tickets to VIP Party special event
- One (1) parking pass for VIP Party special event

### VIP Food Station Partners \$300\*

**Industry Marketing Exposure:** brand recognition as a Food Station Partner of the VIP Party special event. Your logo and/or name will appear at one of the food or beverage stations at the VIP Party.

**VIP Special Event Signage:** your logo on VIP Party special event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event.

**Complimentary Tickets:** two (2) tickets to VIP Party special event

\*More than one company may participate at this partnership level.



## Realtor® Day Special Event Partnership Opportunities

### Highlights:

Each year, the Kaleidoscope of Homes® is pleased to host a special day created just for Realtors®. This event attracts more than 500 Realtors® from throughout the North Texas area. During this special day, Realtors® receive half-price admission and are invited to cast their vote for the Realtors® Choice Awards. To receive event discount ticket, Realtors® will be required to present license or badge at the gate. Take advantage of promoting your company and services to this target-specific audience.

**Date: Thursday, September 15, 2011**

**Time: 11 am – 7 pm; Social Hour 5 pm – 6 pm**

### Exclusive Partnership – Official Presenting Title Partner of the Realtor® Day \$2,500

**Exclusive Naming Rights:** your name as the Official Presenting Title Partner of the Realtor® Day.

**Industry Marketing Exposure:** brand recognition as the Official Presenting Title Partner of the Realtor® Day special event. Your logo and/or name will appear on Realtor® Day special event invitations/flyers, collateral materials, PR and e-blasts promoting the Realtor® Day special event. Your logo will appear in the **Kaleidoscope of Homes® Magazine** which will be hosted online for a minimum of 6 months. Your logo and link will also be on the Kaleidoscope of Homes® website.

**Realtor® Party Special Event Signage:** your logo on Realtor® Day special event signage.

**Special Events Recognition:** receive special recognition during the Social Hour.

**Builders Association Website Advertising:** your logo and link on a Kaleidoscope of Homes® landing page promotion on [www.FortWorthBuilders.org](http://www.FortWorthBuilders.org)

**Complimentary Tickets:**

Twelve (12) tickets to Realtor® Day special event

Ten (10) adult general admission tickets

### Realtor® Day Event Partner \$1,000\*

**Industry Marketing Exposure:** brand recognition as an Event Partner of the Realtor® Day special event. Your logo and/or name will appear on Realtor® Day special event invitations/flyers, collateral materials, PR and e-blasts promoting the Realtor® Day special event.

**Realtor® Party Special Event Signage:** your logo on Realtor® Day special event signage.

**Special Events Recognition:** receive special recognition during the Social Hour.

**Complimentary Tickets:** eight (8) tickets to Realtor® Day special event.

### Realtor® Day Social Partners \$500\*

**Industry Marketing Exposure:** brand recognition as a Social Partner of the Realtor® Day special event. Your logo and/or name will appear on Realtor® Day special event invitations/flyers, collateral materials, PR and e-blasts promoting the Realtor® Day special event.

**Realtor® Day Special Event Signage:** your logo on Realtor® Day special event signage, food and beverage stations.

**Special Events Recognition:** receive special recognition at the Social Hour.

**Complimentary Tickets:** four (4) tickets to Realtor® Day special event.

### Realtor® Day Table Partners \$250\*

**Brand Recognition:** your logo on table signage at the Realtor® Day special event.

**Realtor® Day Special Event Signage:** your logo on Realtor® Day special event signage.

**Special Events Recognition:** receive special recognition during the Social Hour.

**Complimentary Tickets:** two (2) tickets to Realtor® Day special event.



\*More than one company may participate at this partnership level.



**Highlights:**

Exhibit your products and services to building industry professionals and an affluent consumer market with an estimated audience of 30,000+ visitors. The Idea Pavilion will be placed at the entrance of the event and will be open during the Kaleidoscope of Homes™ and special events.

**Dates & Times:** September 3 – 25, 2011

Open Wednesday through Sunday – except open Labor Day  
11 a.m. – 7 p.m.

**Exclusive Partnership – Presenting Partner of the Idea Pavilion Tent \$7,500**

**Exclusive Naming Rights:** your name as the Presenting Partner of the Idea Pavilion.

**Brand Recognition:** your brand seen by 30,000+ visitors, and recognition in a \$500,000 multi-tiered marketing campaign. Your logo will appear on all official print ads and collateral materials promoting the event. You'll also receive name recognition in all official public relations, fact sheets, press packets and news releases.

**Kaleidoscope of Homes™ Magazine:** receive one (1) quarter-page 4-color ad. Magazine will be hosted online for a minimum of 6 months.

**2011 Kaleidoscope of Homes™ Website:** your logo and link will appear on the Home Page and other applicable pages.

**Event Signage:** your logo on a 4' x 8' banner at the entrance(s) to the tent, plus your logo on all event signage.

**Special Events Recognition:** receive special recognition at the Awards Ceremony held during the VIP Party special event, and the Presentation Ceremony held during the Realtor® Party special event.

**Complimentary Tickets:**

- Two (2) VIP Party tickets
- One (1) VIP Party parking pass
- Eight (8) tickets to Realtor® Party special event
- Ten (10) adult general admission tickets

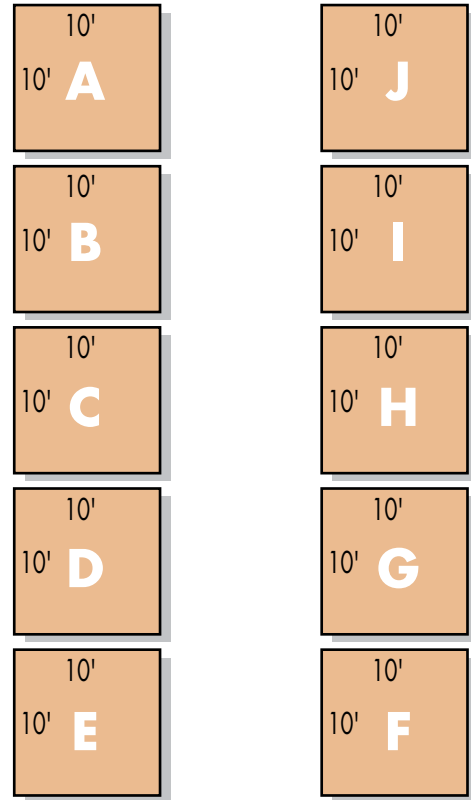
**Idea Pavilion Exhibitor**

**Member Price: \$1500**

**Non-Member Price: \$2000**

**Marketing exposure** to 30,000+ visitors  
**10' x 10' booth** in Idea Pavilion

ENTER  
HERE



**Booth Includes:**

- 10' draped background, 3' draped side rails
- 110V electricity available for \$150 per outlet
- 220V electricity available for \$250 per outlet
- Internet and water may be available for additional costs
- Exhibit space is limited and booth assignments will be on a first come, first served basis
- Exhibitor listing on the official 2011 Kaleidoscope of Homes™ website





# 2011 Kaleidoscope of Homes™ Partnership & Exhibitor Agreement

**YES**, I am interested in partnering at the \_\_\_\_\_ level as a/the \_\_\_\_\_ Partner.

**YES**, I am interested in being an exhibitor.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Cell: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

*Please provide your choice of booth space if applicable to your partnership level:*

Booth Location: First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

Payment:  Check or Money Order Enclosed  VISA  MASTERCARD  AMEX

As an authorized company representative, I agree to be a Partner and/or Exhibitor for the 2011 Kaleidoscope of Homes™ at Montserrat in Fort Worth, Texas, for the amount of \$\_\_\_\_\_. The Partnership or Exhibitor fee must be received by the Greater Fort Worth Builders Association within 14 days after the date of the signed Partner and/or Exhibitor Agreement, and no portion is refundable. By signing this Partnership and/or Exhibitor Agreement, you agree to submit any needed information or artwork by the required due date. The Greater Fort Worth Builders Association will not be responsible for any missed opportunities related to the 2011 Kaleidoscope of Homes™ due to missing required information.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

*Please send your completed Partnership and/or Exhibitor Agreement to:*

Kimberly Eaton-Pregler  
Director of Special Events and Education  
Greater Fort Worth Builders Association  
7001 Boulevard 26, Suite 323  
Fort Worth, Texas 76180  
Phone 817.284.3566  
Fax 817.284.6465  
Email Kimberly@FortWorthBuilders.org

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## KALEIDOSCOPE OF HOMES™

September 3 – 25, 2011

Benefiting



Caring for Children Since 1921

21<sup>ST</sup> ANNUAL



# KALEIDOSCOPE OF HOMES™

Benefiting  
Texas Scottish Rite Hospital  
for Children

September 3 – 25, 2011

**MONTSERRAT**



*West Fort Worth Estates*

