

# INNOVATE TO THRIVE!

THE INDUCTION CELEBRATION • HIGH POINT MARKET • SUNDAY 10.27.24

As an Induction Celebration sponsor, you are honoring extraordinary leaders with induction into the Hall of Fame, supporting our museum of interactive exhibits and underwriting a place for our \$150 billion industry to gather. We provide leadership institutes and events for the industry and education initiatives that tell our story internationally through videos, oral histories, research and ongoing programs for elementary, high school and college students. The Hall of Fame is a 501(c)3 public charity and IRS-recognized nonprofit organization.

## 2024 CELEBRATION SPONSORSHIP PACKAGES:

### ■ \$40,000 PRESENTING SPONSOR: (Only 1)

- Your company logo on the stage podium
- Lead logo placement on our website to buy tickets
- 10 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- 4-Color full page ad on the back cover of the Journal
- Two 4-Color full page ads in the Journal
- Your ads shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and digital newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

### ■ \$40,000 WELCOMING OPENING SPONSOR: (Only 1)

- Grand A&V Opening to the Induction Celebration
- Personal Welcome to Guests and Introduction
- Logo included on our website
- 10 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital Animation of your Logo included in the Grand Opening Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public Acknowledgement in our press releases and digital newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

### ■ \$40,000 DINNER TABLE SPONSOR: (Only 1)

- Your company logo at every dinner table
- Logo included on our website
- 10 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

### ■ \$35,000 LEADERS CIRCLE EVENT SPONSOR @ THE HALL IN APRIL: (Only 1)

- Sole host of the Industry's Gathering on Friday Night of Market, – Limited to top management, Inductees, Paul Broyhill Future Leaders and participants in the Leadership Institute
- Step & Repeat banner at the Leaders Circle Reception bearing your logo
- Includes catering for the event
- Your Logo on the Grand Story Wall the night of the event as the host
- 10 People admitted into the VIP Reception
- Lead logo position on the website, tickets, Email Invitation, Newsletter for the event
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$35,000 LEADERSHIP SPONSOR: (Only 1)

- Sole host of the Industry's Gathering on Friday Night of Market,
  - Limited to top management, Inductees, Paul Broyhill Future Leaders and participants in the Leadership Institute
- Branded cocktail napkins at the Paul Broyhill Future Leaders Cocktail Reception and The Hub events
- Step & Repeat banner as the Leadership Sponsor bearing your logo
- Social Media surrounding the Events
- Includes catering for the event
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- Logo included on our website
- 10 People admitted into the VIP Reception
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$30,000 COCKTAIL SPONSOR: (Only 1)

- Signage in the cocktail area bearing your logo
- Cocktail napkins for the Cocktail Reception bearing your logo
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$30,000 INDUCTEE VIDEO SPONSOR: (Only 1)

- Logo to introduce the Inductee Videos
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- 4-Color full page ad on the inside back cover of the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$30,000 AFTER PARTY SPONSOR: (Only 1)

- Step & Repeat banner and signage in the After Party area bearing your logo
- Cocktail napkins for the After Party bearing your logo
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$30,000 JOURNAL SPONSOR: (Only 1)

- Branded wrapper on the Journal congratulating the Inductees and welcoming guests
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$30,000 STEP & REPEAT SPONSOR: (Only 1)

- Step & Repeat banner bearing your logo and Hall of Fame logo
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page spread ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year





## ■ \$30,000 HALL OF FAME TECH SPONSOR: (Only 1)

- Your animated logo shown on Grand Story Wall during the week before and during the High Point Market, Pre-Market and Interwoven as the sole Tech Sponsor
- Supports ongoing technology in the Hall of Fame in the Celebration Hall, Imagination Theater, Hall of Fame Gallery and Future Projections
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$30,000 ELEVATOR POSTER SPONSOR: (Only 1)

- Your logo printed on all the posters installed in the elevators at Market
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
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## ■ \$25,000 AT THE HALL SPONSOR: (Only 1)

*News about the happenings at our new home.*

- Logo on the email blasts as the newsletter sponsor
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$25,000 CELEBRATION SPONSOR:

- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
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## ■ \$25,000 REGISTRATION SPONSOR: (Only 1)

- Signage in the Registration area bearing your logo
- Your logo on all emails for ticket sales
- Your logo on all emails to get names for seating
- Logo included on our website
- 4 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- 2 Tables of 10 seats each with preferred seating
- Preferential placement of your 2-page ad spread in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
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## ■ \$20,000 PAUL BROYHILL FUTURE LEADERS

### EVENT SPONSOR: (2 Sponsorships)

- Branded cocktail napkins served at the reception
- Signage in the cocktail reception area bearing your logo
- Personal welcome of the guests at the cocktail reception
- Promotion in the news media as the event sponsor
- Logo included on our website
- 2 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- Table of 10 seats with preferred seating
- 4-Color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year



## ■ \$20,000 TREND SPOTTER SEMINAR SPONSOR: (Only 1)

- Branded cocktail napkins served at the seminar
- Signage in the area bearing your logo
- Personal welcome of the guest at the seminar
- Promotion in the news media as the seminar sponsor
- Logo included on our website
- 2 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- Table of 10 seats with preferred seating
- 4-Color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$20,000 OPENING OF THE TRAVELING EXHIBITS SPONSOR: (Only 1)

- Sole host of the April and October openings of the Traveling Exhibit area, Friday Night of Market
- Step & Repeat banner at the Traveling Exhibit reception bearing your logo
- Includes catering for the event
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Logo included on our website
- 2 People admitted into the VIP Reception
- Digital animation of logo during the Induction Celebration
- Table of 10 seats with preferred seating
- 4-Color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
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## ■ \$20,000 GATHERING @ THE HUB: (Only 1)

- Sole host of the April and October Gathering @ The Hub
- Step & Repeat banner bearing your logo
- Includes Catering for the Event
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Logo included on our website
- 2 People admitted into the VIP Reception
- Digital animation of logo during the Induction Celebration
- Table of 10 seats with preferred seating
- 4-Color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
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## ■ \$20,000 EMERGING LEADERS SPEAKERS SERIES: (Only 1)

- Branded cocktail napkins served at the seminar
- Signage in the area bearing your logo
- Personal welcome of the guest at the seminar
- Promotion in the news media as the seminar sponsor
- Logo included on our website
- 2 People admitted into the VIP Reception
- Your animated logo rotating on the Grand Story Wall during Market, Pre-Market and Interwoven
- Digital animation of logo during the Induction Celebration
- Table of 10 seats with preferred seating
- 4-Color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
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## ■ \$12,500 PLATINUM SPONSOR:

- Logo included on our website
- 2 People admitted into the VIP Reception
- Table of 10 seats with preferred seating
- Your 4-color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Public acknowledgment in our press releases and newsletters
- Logo played on video throughout dinner
- Public mention during the Induction Celebration
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$7,000 GOLD SPONSOR:

- Logo included on our website
- 5 Celebration tickets
- 4-Color full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Inclusion in press releases
- Logo played on video throughout dinner
- Induction Celebration Journals placed in the Celebration Hall for one year

## ■ \$3,000 SILVER SPONSOR:

- Logo included on our website
- 2 Celebration tickets
- Black & white full page ad in the Journal
- Your ad shown in a digital version of the Journal posted on the website
- Inclusion in press releases
- Logo played on video throughout dinner
- Induction Celebration Journals placed in the Celebration Hall for one year



## 2024 JOURNAL ADVERTISING PACKAGES:

■ **\$3,000 GOLD SECTION:** 4-color full page ad

■ **\$1,500 SILVER SECTION:** Black and white full page ad

### ORDER FORM:

Sponsorship: \_\_\_\_\_ Amount: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

**PAY ONLINE:** <https://www.homefurnishingshalloffame.com/sponsorships>

**PAY BY CHECK:** 311 South Hamilton Street, High Point NC 27260

**CONTACT:** [journalads@homefurnishingshalloffame.com](mailto:journalads@homefurnishingshalloffame.com)

