



'09 New Construction Tour

SPONSORSHIPS & ADVERTISING

Promote your product or service to an exclusive audience of Charlotte-area multifamily housing owners, developers, and managers!

The GCAA's New Construction Tour on September 22nd, 2009 will feature tours of four new multifamily properties in Charlotte's historic Southend: **Ashton Southend, Circle at Southend, the Millenium, and Spectrum.** Transportation will be via the Lynx Blue Line Trains and Charlotte Trolleys, and a concluding lunch will be served at the Pewter Rose Bistro. Only GCAA member vendors have the **exclusive** opportunity to market to tour attendees directly via sponsorship and/or advertising:



• **Tour Guide Sponsorship:** As a sponsoring Tour Guide, you will lead approximately 30 guests as they visit the four featured properties. You'll help keep the group together and on schedule as they travel on the trains and trolleys. You'll have the opportunity to speak with members of your group throughout the tour as well as provide a giveaway item and/or literature about your company.
\$350 - Only 4 Available

• **Tote Bag Sponsorship:** Three sponsoring firms' names or logos will be printed in one color on a souvenir tote bag which tour guests will receive at registration. Tote bags will hold attendees' tour maps, booklets, and any giveaways they receive at the featured properties. **\$300 - Only 3 Available**

• **Print Advertising in the Tour Book:** Each tour attendee receives a copy of the tour booklet to use extensively throughout the program. This is a high-quality publication that provides details of each featured property. Full and half page ads are available; **see below for pricing and specifications.**

Full Page, Full Color Ads:

Outside Back Cover: \$650 (9.5" tall by 7" wide, full color)

Inside Front Cover: \$600 (9.5" tall by 7" wide, full color)

Inside Back Cover: \$575 (9.5" tall by 7" wide, full color)

Full Page Ads: \$450 (9.5" tall by 7" wide, black & white)

Half Page Ads: \$300 (4.5" tall by 7" wide, black & white)

HURRY!
These Ads Will
Sell Out FAST!

To reserve your advertising space or sponsorship, complete the form below and fax it to GCAA at 704-333-4221. Questions? Phone Pat Dorcy at 704-334-9511 x26 or email pat@greatercaa.org.

GCAA 2009 New Construction Tour Advertising/Sponsorship Request

Please reserve the following for my company: {kindly check appropriate box(es)}

- Full Page Ad (Color) (specify location _____)
- Full Page Ad (B&W) Half Page Ad
- Tour Guide Sponsorship Tote Bag Sponsorship

Company Name: _____

Authorized signature: _____

Phone number: _____ Email address: _____

Note: Ad rates do NOT include typesetting/design. Ads due by July 31st, 2009 and must be submit as high-resolution pdf, eps, or tif file formats. For specifications email irene@greatercaa.org.