

2027 BUILDER BENEFITS

OCT. 8-10, 15-17, 22-24; NOON TO 6 P.M. | ARTISANHOMETOUR.ORG

$1.1 MILLION
IN TARGETED EARNED MEDIA AND PAID MARKETING VALUE

60,000+
VESTA CIRCULATION
Direct mailed to high-end, home-curious households with both the means and the motivation to invest in their homes

120 MILLION
ANNUAL PRESS & SOCIAL REACH

BRAND EXPERIENCE

- You'll have more than 100 years of combined knowledge and experience from the team that produces the largest Parade of Homes in the country

PRINT

- Inclusion in the Artisan Home Tour section in all three issues of Vesta, sent directly to 40,000 targeted, high-income Minnesota residents
- 20,000 additional copies will be available throughout the tours, within the community, at specific strategic locations that meet consumers where they already are
- Vesta Summer & Vesta Fall: Features both the builder and home (two pages per entry)
- Vesta Winter: Showcases highlights, features, and photography from homes on the Summer and Fall Artisan tours (2 pages per entry)
- Cross promotion within the Spring and Fall Parade of Homes tours

PHOTOGRAPHY

- Professional photography (portrait and 12 home images) completed by Housing First Minnesota and shared with builders (with certain limitations)

PROMOTION

- Powerful, targeted marketing campaign designed to bring the right buyers to you
- Direct investment in a combination of highly targeted (lifestyle magazines, directional signage, digital programmatic and retargeted digital ads, e-newsletters) and mass (TV, radio, billboards, newspapers, high-traffic local websites) media will ensure that the Artisan Home Tour reaches your prospects today while introducing your brand to future buyers

DIGITAL

- Artisan Home Tour website with more than 420,000 annual page views
- Housing First Minnesota and Parade of Homes social media efforts (400,000-plus combined reach) to promote the Artisan Home Tour
- Email promotion through the Housing First Minnesota weekly e-newsletter, The Voice, and the Parade of Homes consumer newsletter
- Individualized social media kit with graphics will be provided for 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, a builder profile, photo gallery, and ratings

ON-SITE

- Staff person provided for each home to greet visitors and scan tickets
- 20 complimentary all-access tickets to tour all homes, plus 20 single-home tickets

EVENTS

- Possible promotional events to be hosted by Housing First Minnesota during and after tour hours to promote traffic and sales

CHARITABLE

- Partial proceeds from the Artisan Home Tour help support the work of the Housing First Minnesota Foundation to build and remodel homes for veterans and families in need

PARTNERSHIPS

- Limited high-level Artisan Home Tour sponsorships will support the tour with in-home displays
- Housing First Minnesota will request builder approval of Site Sponsors

MINIMUM QUALIFICATIONS

The Artisan Home Tour is designed to showcase only the highest level of finishing, quality, and craftsmanship. See participation agreement for complete rules.

- **Required qualification for a new home entry is a sales price of at least $2 million (structure only) or a $475/sq. ft. minimum.** Housing First Minnesota can request sworn construction statement with signed client signature or other necessary documentation to prove that pricing is accurate.

  *Athletic court and garage should not be included when determining the cost per finished square foot.

- All homes may not be lived in more than 180 days before the start of the tour. Homes may not be occupied on tour dates. The home must be fully furnished with a finished garage and have a landscaped yard. The garage may not be used for storage during the tour.
- Homes may not have appeared in any other home tour.

artisan HOME TOUR
BY PARADE OF HOMES®

ENTER ONLINE AT:
bit.ly/AHT27-FALL-BuilderRemodelerAgreement

October 27, 2026 2:17 PM

QUESTIONS? CONTACT DEVIN LEHNHOFF • DEVIN@HOUSINGFIRSTMN.ORG • 651-697-7564 -OR- ALLYSON SAMPLE • ALLYSON@HOUSINGFIRSTMN.ORG • 651-697-7560