



BROADLANDS

Events Program Sponsorship Kit

Enhance your company's community engagement, reputation, and trust by sponsoring an exceptional community events program.





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About Broadlands Association

Broadlands is an award-winning master-planned community located in Ashburn, Virginia. The community spans over 1,500 acres and is dedicated to preserving and enhancing the natural environment while providing modern, active lifestyles. It is situated in eastern Loudoun County, midway between Dulles International Airport and the town of Leesburg, Virginia, off the Dulles Greenway at Claiborne Parkway.

The community was designed to accommodate over 4,000 residences, living in harmony and balance with nature. It has been recognized as a Certified Wildlife Habitat Community by the National Wildlife Federation, the 25th community in the nation to achieve this certification.

New Single family, town home, and condominium units are currently under construction by Van Metre, with buildout projected at 4,070.



Broadlands Stats



1943

SINGLE FAMILY HOMES



1300

TOWNHOMES



295

CONDOMINIUMS



14,000+

RESIDENTS



3

LOCAL SCHOOLS



20+

EVENTS YEARLY

BROADLANDS NICHE RANKINGS



#1 of 508 Best Places to Raise a Family in Virginia

#1 of 279 Suburbs with the Best Public Schools in Virginia

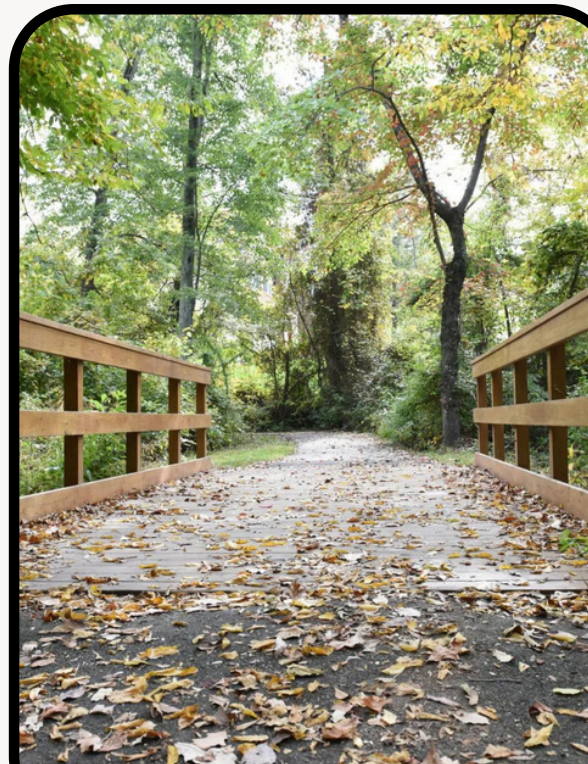
#8 of 162 Best Suburbs to Live in Virginia

THE NUMBERS DON'T LIE

2,100 Social Media Followers
4,000+ Weekly e-Blast Subscribers
139,000+ Weekly e-Blast Delivered Annually
46,000+ Broadlands Magazines Annually

55% OPEN RATE

8% CLICK RATE





Events Program

Flagship Events

St. Patty's Day Festival
Extravaganza
Summer Celebration
Oktoberfest – New!
Winter Wonderland



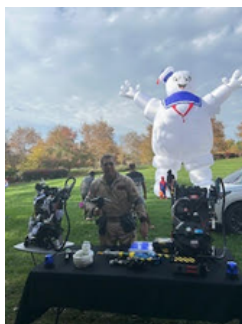
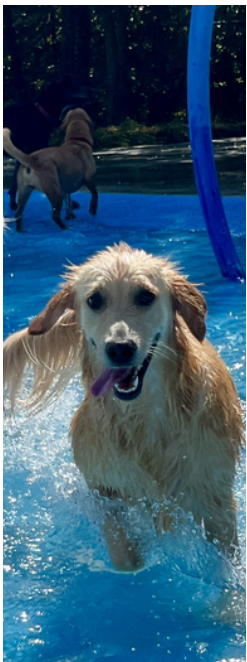


Series Events

Bingo Nights
Float Nights

There's More... More Events

Community Yard Sales
Middle School Pool Party
Dog Swim
3rd-5th Grade Halloween Party
Nature Events
Holiday Market



Sponsorship Levels

DIAMOND

- Main stage signage for one event
- Opportunity to speak during the program
- 10x10 booth at **three** events (Exclusive Category)
- Two complimentary ads sent in weekly newsletter
- One complimentary color, half page advertisement in Broadlands community newsletter**
- Platinum ++

\$3,000

PLATINUM

- Event day signage
- Two complimentary ads sent in weekly newsletter
- 10x10 booth at **three** events (Non-Exclusive Category)
- Prominent recognition on all marketing efforts
- Gold ++

\$2,000

GOLD

- One complimentary ad sent in weekly newsletter
- 10x10 booth at **two** event (Non-Exclusive Category)
- Event sponsor signage throughout event
- Company logo with hyperlink prominently displayed on the community website for calendar year
- Silver++

\$1,500

SILVER

- One complimentary ad sent in weekly newsletter
- 10x10 booth at **one** event (Non-Exclusive Category) Company logo with hyperlink on the community website
- Logo included on flyer in weekly newsletter leading up to event sponsored
- Bronze++

\$1,000

BRONZE

- Company logo with hyperlink on the community website
- Company banner displayed at event*
- Company logo on event flyer and in monthly newsletter
- Broadlands Social Media Pages Acknowledgment

\$500

*Company banner must be provided by sponsor at least 10 business days prior to event.

**Advertisement must be print-ready and will be incorporated into the next available month at the discretion of the newsletter editor. Due by the 5th of the proceeding month for inclusion in the newsletter.

Reasons for sponsoring Broadlands events....

Local Brand Exposure: Connect with over 14,000 residents in the Broadlands community and establish your brand by gaining local visibility.

Community Engagement: Foster meaningful connections with residents and align your business with community values.

Targeted Marketing Opportunities: Participate in community events to expand your business reach, and explore valuable networking opportunities and potential partnerships.

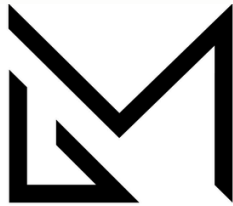
Ready to Sponsor?

Contact: Crystal R. Boswell, Events Manager
events@broadlandshoa.com



Thank you to our previous
and current sponsors!

Van Metre



THE MORSI GROUP



GRIFFIN OWENS INSURANCE
A LEAVITT GROUP COMPANY

