

# *AARP Recession Remodel Contest*

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*AARP, NAHB and ASID sponsored a "recession remodel" contest recently and one of the two national winners lives in Richfield, NC. NAHB and AARP are looking for all types of trade contractors to work on the kitchen remodel project as either volunteers or for reduced prices in exchange for the advertising/exposure benefits listed below. It's a great opportunity to receive both local and national exposure for your business. If you are interested, please contact JW Flair at the number or email below.*

## ***SPONSOR BENEFITS FOR THE RIDGEFIELD KITCHEN REMODEL***

Labor Donation Level: Supporters of the project--those who give us their time and labor--plumbers, electricians, painters, installers, flooring contractors, etc.

- \* Company name and/or logo on the AARP "Recession Remodel" sponsor landing page on the Family Channel of AARP.org (more than 450,000 page views a month) and a link to the sponsoring company web site.
- \* Company name included in the local and national press materials by AARP as a supporter of the project .
- \* National Association of Home Builders will highlight housing industry vendors involved in the projects in their electronic newsletters (ReNews, Local Council Update, CAPS Connection, Nations Building News), post a page on the NAHB website about the project and featuring their involvement, and will include the involved vendors in media pitches to national building professional trade magazines and other key media outlets
- \* Company name and/or logo featured on AARP state (NC) website and/or in monthly state e-newsletters as recognized labor or product donators to the project
- \* Opportunity for local building professional involved in the projects to be featured in several 2-3 minute "how-to" videos demonstrating easy, basic product installation for the kitchen and bath products to be placed on AARP.org
- \* Company name (or individual name if appropriate) and/or logo in the thank you ad to go in a local media outlet after completion of the project
- \* Thank you letter from AARP, NAHB, ASID

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### **Contact Information:**

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