



2024 MARKETING GUIDE

MAXIMIZE YOUR MEMBERSHIP
THROUGH HBA MARKETING



Home Builders Association of Greater Austin

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TABLE OF CONTENTS

INTRODUCTION

Message from the CEO3

PARTNERSHIPS

Annual Partners4
 Committees & Councils5
 Education Sponsorships6

PRINT & WEB OPPORTUNITIES

HBA Magazine7
 Online Advertising8

SIGNATURE EVENTS

President’s Installation & State of the Association10
 Annual Housing Forecast11
 Sporting Clay Shootout12
 Crawfish Boil13
 2024 MAX Awards14
 Business Exchange 15
 Mid-Year Housing Forecast16
 Parade of Homes17-19
 Fall Golf Classic20
 Chili Fest21

ELEVATE YOUR BRAND: UNVEILING HBA'S SPONSORSHIP AND MARKETING GUIDE

A MESSAGE FROM THE CEO

Dear HBA Members,

I am thrilled to announce our 2024 Marketing Guide that will redefine the way we promote and elevate your brand to the home building industry. This guide is meticulously designed to provide you with unparalleled opportunities to showcase and promote your company. The HBA of Greater Austin is committed to providing opportunities to empower your business and drive your brand toward success.

One key change, as you will see, is that we have restructured many of our event sponsorship offerings to better serve you and your business needs. With more tiered opportunities at a reduced price point, our partners have the opportunity to either:

- Gain exclusive, premium exposure through purchase of all sponsorships in a single category at a total price similar to previous sponsorships, or
- Earn exposure at a highly competitive rate, while sharing visibility with other sponsors in the same category.

We have also added a number of exciting new offerings to promote your brand on our website, and through promotions in the 2024 Parade of Homes. Between annual partnerships, event sponsorships, and print and web opportunities, this guide allows you to reach a wider audience and establish a commanding market presence. As a key player in our membership, your success is of paramount importance to us, and this guide is geared to empower you to build a stronger brand presence at the price point that is right for you.

As you prepare for 2024, please remember to include the HBA of Greater Austin in your marketing and budget plans. And get ready, because on November 8th, all sponsorship and marketing opportunities will be available for selection.

If you have any questions regarding the opportunities available, please contact our office for assistance – my staff and I are here to support your needs. We look forward to your participation because your success is our success!

Warm regards,



TAYLOR JACKSON

CEO, Home Builders Association of Greater Austin



Taylor Jackson
CEO



HBA ANNUAL PARTNERSHIP

An annual partnership with the HBA of Greater Austin maximizes your investment by providing your business with year-round exposure to over **750** member companies and over **2,000** individuals across the Central Texas home building industry.

DIAMOND PARTNER **\$2,750 (LIMIT 8)**

- 2 email blasts to the HBA membership (an active listserve of over **2,000** contacts)
- 2 social media posts on HBA's social media channels (with over **9,000** total followers) and highlight on HBA Instagram account
- Banner signage of all Annual Partners in the HBA reception area
- Banner signage at HBA signature events and verbal thank you
- Dedicated sponsor page on HBA website (which gathers over **120,000** site visits annually) with company description and video or static ad year-round
- Logo featured in Groundbreaker E-Newsletter (**24 issues** sent to **1,800+** individual members)
- Receive an updated membership list on a quarterly basis (upon request)
- Enhanced company listing in HBA's Online Directory
- Logo displayed on all signature lines of HBA staff. (**10,000+** emails sent annually)
- Company logo printed on all new member packets. (**120+** new members/year)
- First look at new marketing and advertising opportunities throughout the year

COMMITTEES & COUNCILS

HBA Committees & Councils provide members an opportunity to network around a focused industry topic. Sponsor a committee or council to make a targeted investment that is tailored to your company's goals.

CUSTOM BUILDERS & REMODELERS COUNCIL **\$1,750 (LIMIT 8)**

Custom Builders & Remodelers Council (CBRC) focuses on topics impacting specifically custom & infill builders and remodelers. Session topics range from discussions on tree ordinances to custom home mechanical site tours. Council meetings are every 2nd Tuesday of the month and are exclusive to Custom Builders, Infill Builders, Remodelers, Interior Designers, Architects, Engineers, and CBRC sponsors.



VOLUME BUILDERS COUNCIL \$950 (LIMIT 4)

Volume Builders Council is comprised of large volume builders who have 100 home starts or more annually. The Volume Builders council gives an opportunity for roundtable discussions about upcoming code changes, issues with inspections, and other issues affecting large builders. Volume Builders Council meets **quarterly** and is open to all HBA members.

DEVELOPERS COUNCIL \$500 (LIMIT 4)

The Developers Council focuses on issues that affect our developer and builder/developer members, such as zoning, land use, utilities, roads, impact fees, and other infrastructure issues. The council is made up of builders, developers, engineers, land planners, and others associated with the entitlement process.

PROFESSIONAL WOMEN IN BUILDING (PWB) SPEAKER SESSION **\$500 (LIMIT 4)**

Professional Women in Building (PWB) is dedicated to supporting the professional development of women in the construction industry through networking, community service and leadership development opportunities. This council is open to members of any gender who are committed to the advancement of women in the home building industry.

YOUNG PROFESSIONALS COUNCIL (YPC) SPEAKER SESSION **\$500 (LIMIT 4)**

The HBA Young Professionals Council (YPC) seeks to encourage the next generation of leaders in our industry. YPC has opportunities for networking, education, and community service every other month. YPC is targeted towards individuals whose ages range 21-45.

BOARD OF DIRECTORS PARTNER \$500 (LIMIT 4)

The HBA Board of Directors meets every other month to shape the direction of the association. The board is comprised of 25 leaders from all corners of the home building industry. Become a board of directors partner to get your company in front of key decision-makers and respected industry leaders.

TARGETED EVENTS

PWB/YPC/SMC SOCIALS \$500 (LIMIT 4)

The HBA provides opportunities year-round for members to meet up and network in a relaxed setting. Sponsor a social for the Professional Women in Building Council, Young Professionals Council, or Sales & Marketing Council to take a targeted approach to your sponsorship.

LEARN AT LUNCH SESSION \$500 (LIMIT 3)

Showcase your business and educate members through an exclusive lunch & learn event in the HBA Classroom. HBA will promote your education session to the membership and provide event space. Sponsor will supply lunch.

MEMBER LAUNCH PARTY \$750 (LIMIT 4)

This co-branded event provides an incredible opportunity to get your business in front of new faces and raise your profile with the HBA community. Use this as an opportunity to launch a new product, gather members for a social, or open a new location. HBA will market the event, manage registration, and facilitate check-in on the day of the event, leaving you and your team to mingle with your guests and enjoy the event. Sponsor will provide location and food.

**Site location subject to approval by HBA staff*



EDUCATION SPONSORSHIPS

\$500 per session

Professional education is a cornerstone of HBA's member engagement year-round. This sponsorship opportunity is exclusive to 1 sponsor per HBA education session. At the selected education session, this sponsorship includes:

- 2-3 minute speaking opportunity
- Promotional table
- Meet & greet opportunity with attendees at check-in

ESSENTIAL BUILDING SKILLS EDUCATION SERIES \$750 (LIMIT: 4 FALL SPONSORS & 4 SPRING SPONSORS)

Essential Building Skills is the flagship course of the HBA. Over 10 sessions, building professionals learn from industry leaders and gain a comprehensive overview of residential home building from the ground up.

Sponsorship includes:

- Opportunity to speak at 1 class during the series
- Attend graduation day
- Promotion on social media, in HBA magazine, and on website
- Company logo included on program certificate



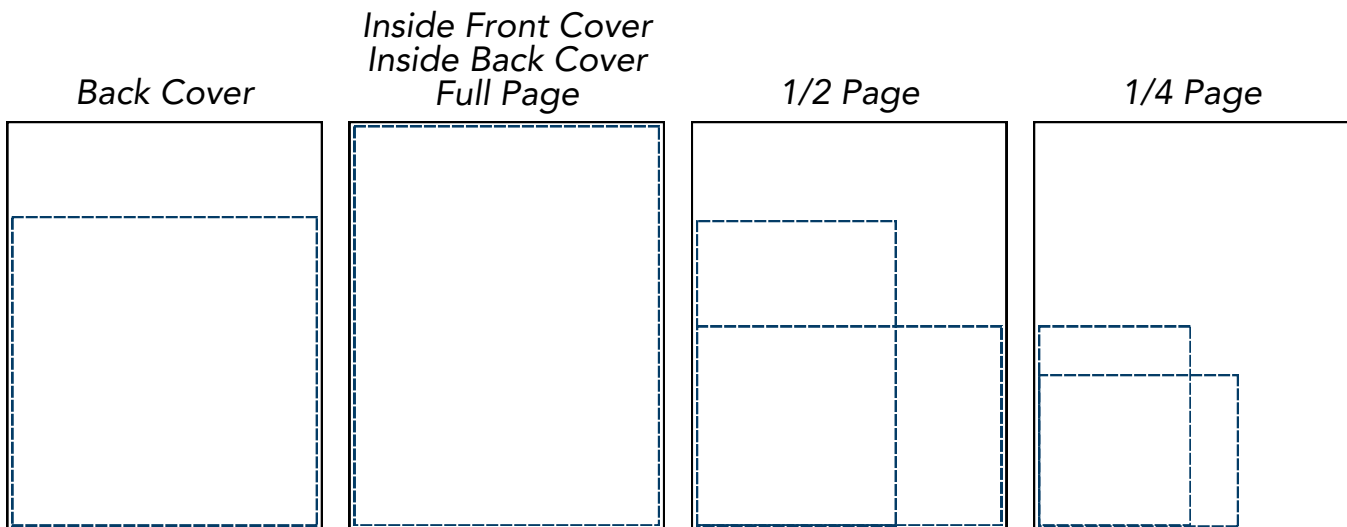


HBA MAGAZINE

The HBA is launching a print publication in 2024 to showcase HBA activities, industry trends, advocacy updates, and highlight the work and celebrations of our members. This product will be distributed **3x** a year to the HBA’s **750+** company members, comprising over **2,000+** industry professionals. Jump in on this new product with an advertising spot that fits your budget and needs:

2024 MAGAZINE PRICING

	1 Issue	2 Issues	3 Issues
<i>Back Cover</i>	\$1,400	\$1,350	\$1,275
<i>Inside Front Cover</i>	\$1,250	\$1,175	\$1,100
<i>Inside Back Cover</i>	\$1,100	\$1,050	\$1,000
<i>Full Page</i>	\$1,000	\$950	\$900
<i>1/2 Page</i>	\$750	\$700	\$650
<i>1/4 Page</i>	\$600	\$500	\$450



ONLINE ADVERTISING

NEW TO
2024!

WEBSITE ADVERTISING

Promote your business to HBA members, industry stakeholders, public sector leaders, and potential customers with a monthly advertising opportunity on the HBA website, which generates over **120,000 visits annually**.



Leaderboard Banner Ad (970 x 90 px)

Leaderboard Banner Ad

Located on the HBA Homepage and Member Join page.

- \$305 per month, with a purchase of 4+ a year
- \$405 per month, with a purchase of 2+ a year
- \$450 per month, when purchased individually

Medium Rectangle Ad

Located on the HBA Homepage and Member Join page.

- \$205 per month, with a purchase of 4+ a year
- \$305 per month, with a purchase of 2+ a year
- \$405 per month, when purchased individually

Medium
Rectangle Ad
(300 x 250 px)

CALENDAR OF SIGNATURE EVENTS



JANUARY: President's Installation & State of the Association

The HBA President's Installation and State of the Association celebrates the year's accomplishments and welcomes the incoming 2024 Board of Directors. This event is a great time to make new business connections, recognize members who have gone above and beyond with a President's Award, honor the outgoing Board, and install the incoming President and Board of Directors.



FEBRUARY: Annual Housing Forecast

The Annual Housing Forecast is the single largest comprehensive economic and market forecasting event in the region for residential construction and development. This opportunity provides one of the largest in-person audiences all year.



MARCH: Sporting Clay Shootout

HBA's annual Sporting Clay Shootout brings many of our builder members out for a fun-filled day of shooting, food, and prizes. The casual atmosphere presents ample opportunity for relationship-building, offering added value to these sponsorships.



APRIL: Crawfish Boil

The Crawfish Boil Builder/Realtor Mixer is a fun-filled evening of fresh crawfish and live Cajun music, and it's the perfect opportunity to network. A good time is guaranteed to be had by all!



SPRING OR FALL: 2024 MAX Awards

The annual Marketing & Advertising Excellence (MAX) Awards is the only local awards program to recognize the best in residential construction, development, sales achievement, and marketing. This event draws hundreds of attendees each year, bringing together our industry to celebrate the successes of our members.



MAY: Business Exchange

The HBA Business Exchange provides the unbeatable opportunity for 1-on-1 face time with custom and volume builder members through a reverse tradeshow, speed networking-style forum. A limited number of associate (supplier) members have the opportunity to meet and pitch their products and services to builders.



AUGUST: Mid-Year Housing Forecast

Similar to our Annual Housing Forecast, this event gathers hundreds of attendees to learn about the latest in market trends and what we can expect to see on the horizon for the home building industry.



SPRING OR FALL: 2024 Parade of Homes

The Parade of Homes is returning in 2024! The Parade of Homes is an annual home tour showcasing the newest trends in construction, building design, interior decor and landscaping in one of the country's most vibrant real estate communities. The Parade of Homes Reception gathers HBA members, builders, partners, vendors, and special guests for an opening night celebration that is not one to miss!



OCTOBER: Fall Golf Classic

Join the HBA at a local country club for 18 holes of fun! Teams of 4 and individual spots are available for purchase. Each hole has a sponsor ready to connect with golfers and hand out free promotional items.



NOVEMBER: Chili Fest

Whether you want to compete, judge, or just eat chili, there is something for everyone! Join us for live music, great food, beer, and networking in a fun and relaxed setting.



PRESIDENT'S INSTALLATION & STATE OF THE ASSOCIATION

JANUARY 2024

The HBA President's Installation and State of the Association celebrates the year's accomplishments and welcomes the incoming 2024 Board of Directors. This event is a great time to make new business connections, recognize members who have gone above and beyond with a President's Award, honor the outgoing Board, and install the incoming President and Board of Directors.

ATTENDEES: 100 - 150 attendees, including Builders, Associates, and HBA Leadership

GOLD SPONSOR - \$750 (LIMIT 4)

- 3 event tickets (\$105 value)
- Logo displayed on presentation throughout the program
- Verbal recognition during event
- Opportunity to introduce company and benefits
- Lunch sponsor, signage at the buffet station
- Logo displayed on event program
- Logos on table centerpieces

REGISTRATION SPONSOR - \$500 (LIMIT 2)

- 2 event tickets (\$70 value)
- Representative available to check-in attendees

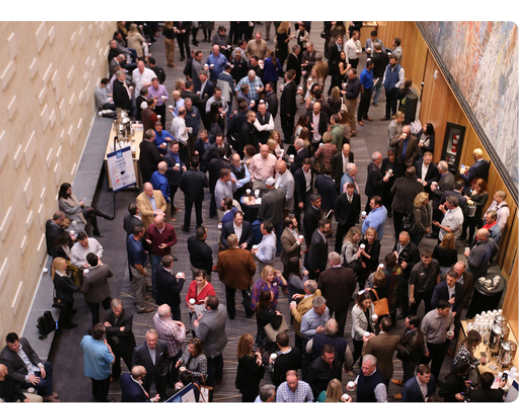
EVENT PARTNER - \$250 (UNLIMITED)

- 1 event ticket (\$35 value)
- Logo on promotional materials, event signage, and registration page

MAKE IT EXCLUSIVE

Maximize your sponsorship

Purchase all sponsorships in one category and get premium exposure with a sole sponsorship!



ANNUAL HOUSING FORECAST

FEBRUARY 2024

The Annual Housing Forecast is the single largest comprehensive economic and market forecasting event in the region for residential construction and development. This opportunity provides one of the largest in-person audiences all year. This event **sells out every year**.

ATTENDEES: More than **650** industry professionals including builders, real estate agents and brokers, vendors, architects, developers, engineers, lenders, and bankers attend this event each year.

GOLD SPONSOR - \$2,450 (LIMIT 3)

- Logo in presentation
- Recognition in all promotional materials
- 1st tier placement on registration/event page – linking website
- Logo on HBA event signage – 1st tier placement
- 3 event tickets with priority VIP seating (\$375 value)
- Logo displayed on podium
- Opportunity to speak at event (1-2 min limit)
- Exhibit Table (\$750 value)
- Social Media feature
- Logo displayed in first tier of event program
- Testimonial opportunity in promotion

SILVER SPONSOR - \$1,950 (LIMIT 6)

- 2 event tickets with priority VIP seating (\$250 value)
- Exhibit table (\$750 value)
- Signage on event tables – high visibility opportunity
- Signage at coffee station and branding on coffee sleeve
- 2nd tier placement on registration/event page – linking website

BRONZE SPONSOR - \$1,450 (LIMIT 8)

- 1 event ticket with priority VIP seating (\$125 value)
- Sponsor signage at registration and nametag tables
- Assist with registration and name tag process at event
- Name tag collection as guests exit event
- 3rd tier placement on registration/event page – linking website

EVENT PARTNER - \$500 (UNLIMITED)

- 1 event ticket (\$95 value)
- 4th tier placement on registration event page
- 4th tier placement on event signage

EXHIBIT TABLE - \$750 (LIMIT 3)

- 1 event ticket (\$95 value)
- Exhibit table in lobby

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SPORTING CLAY SHOOTOUT

MARCH 2024

HBA's annual Sporting Clay Shootout brings many of our builder members out for a fun-filled day of shooting, food, and prizes. The casual atmosphere presents ample opportunity for relationship-building, offering added value to these sponsorships.

ATTENDEES: Approximately **200** attendees each year, including custom and volume builders and associates.

GOLD SPONSOR - \$2,750 (LIMIT 3)

- 4-person team (\$600 value)
- 2 event tickets (Spectator) (\$50 value)
- Official introduction at lunch
- Provide first-place, second, or third team prizes
- Present awards to winners
- Logoed flags upon entrance
- Exhibit Table Opportunity to distribute collateral
- **Includes hole station (\$1,150 value)**

SILVER SPONSOR - \$1,750 (LIMIT 6)

- 2 event tickets (Spectator) (\$50 value)
- Predominate signage displayed during lunch
- Company name and sponsorship level announced
- The opportunity to have a table in the Pavilion to give away goodies etc.
- Cling of sponsors on mules or flags on mules
- 3 water stations (can man)
- **Includes hole station (\$1,150 value)**

BRONZE SPONSOR - \$750 (LIMIT 9)

- Safety table signage (Safety items provided by HBA)
- Beer station signage
- Can give away koozies (company provide)
- 1 event ticket (Spectator) (\$25 value)

STATION PARTNER - \$1,150

- Includes signage at station where sponsor may set up table, tent and chairs. (Maximum 2 to staff the station)

BREAKFAST & COFFEE

PARTNER - \$1,950

- Logo recognition on event signage in food area
- Opportunity to set up table in pavilion
- 2 event tickets (Spectator) (\$50 value)
- Breakfast & coffee provided by HBA

REGISTRATION PARTNER - \$750 (LIMIT 2)

- One representative may staff registration table
- 2 event tickets (Spectator) (\$50 value)

EVENT PARTNER - \$500 (UNLIMITED)

- 1 event ticket (Spectator) (\$25 value)
- 4th tier placement on registration event page
- 4th tier placement on event signage

MAKE IT EXCLUSIVE

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CRAWFISH BOIL

APRIL 2024

The Crawfish Boil Builder and Realtor Mixer is a fun-filled evening of fresh crawfish and live Cajun music, and it's the perfect opportunity to network. A good time is guaranteed to be had by all!

ATTENDEES: Approximately 300 attendees each year, including builders, realtors, developers, and associates.

TITLE SPONSOR - \$7,500

Hosted at your community or supplier business
(with geographical consideration)

- One company representative to present the opening welcome on stage
- 20 event tickets (\$1,180 value)
- Promotional table setup (\$750 value)
- Exclusive logo on wristbands
- Company logo on photo booth photos

GOLD SPONSOR - \$2,450 (LIMIT 3)

- Logo on containers provided with food
- Opportunity to give away promotional items
- 4 event tickets (\$236 value)
- Signage at buffet line
- Verbal recognition on stage
- 3 door prizes (supplied by sponsor)
- Exhibit table (\$750 value)
- Logo embossed on napkins at buffet
- Company logo on crawfish bibs

SILVER SPONSOR - \$1,950 (LIMIT 5)

- Logo on restrooms for attendees
- Logo fans for attendees
- Logo on golf carts
- 2 event tickets (\$118 value)
- Exhibit table (\$750 value)

BRONZE SPONSOR - \$1,250

(LIMIT 7)

- 2 event tickets (\$118 value)
- Logo on koozies/cups
- Signage at band and bar
- T-shirt giveaway

REGISTRATION PARTNER - \$750 (LIMIT 2)

- Opportunity to set up table at registration
- Assist with guest check-in
- 2 event ticket (\$118 value)

EVENT PARTNER - \$500

(UNLIMITED)

- 1 event ticket (\$59 value)
- Recognition on HBA website and promotional materials

EXHIBIT TABLE - \$750

(UNLIMITED)

- Table at event
- 2 event tickets (\$118 value)

MAKE IT EXCLUSIVE

Maximize your sponsorship – Purchase all sponsorships in one category and get premium exposure with a sole sponsorship!



MAX AWARDS *SPRING OR FALL 2024*

The annual Marketing & Advertising Excellence (MAX) Awards is the only local awards program to recognize the best in residential construction, development, sales achievement, and marketing. This event draws hundreds of attendees each year, bringing together our industry to celebrate the successes of our members. *In 2024, join us for a moonlit stroll down the Champs-Élysées with the MAX Awards theme, "Midnight in Paris"*

ATTENDEES: Approximately **400-500** attendees each year, including custom and volume builders, sales professionals, and marketing professionals.

BONSOIR! - \$2,950 (LIMIT 3) **GOOD EVENING! GOLD SPONSOR**

- 4 event tickets and VIP reserved seating (\$700 value)
- Official introduction and recognition during gala
- Opportunity to provide a 30-second commercial
- Full-page ad in digital winner's book (\$250 value)
- Sponsor logos will be set within the border graphics of the awards slide show
- Recognition on Photography backdrop for winners
- Representatives to present awards with company intro (1 min)
- Logos on table numbers
- Prominent logo placement in ballroom

À LA VÔTRE! - \$2,250 (LIMIT 6) **CHEERS! SILVER SPONSOR**

- 2 event tickets and VIP Reserved Seating (\$400 value)
- Logo prominent as you enter reception area
- Logo printed on drink tickets
- Signage at bars
- Recognition by DJ
- Signage at DJ Booth
- Recognition on sash worn by performers
- Logo on photo backdrop at pre-party
- ½ page ad in digital winner's book (\$150 value)

BON APPÉTIT! - \$1,550 (LIMIT 10) **DINNER BRONZE SPONSOR**

- 1 event ticket (\$139 value)
- Logos on dessert on tables
- ½ page ad in digital winner's book (\$150 value)
- Logos on dinner menu/program during gala

CHAMPAGNE WISHES & CAVIAR DREAMS **PAC PRIZE GIVEAWAY RAFFLE SPONSOR** **\$2,500 (LIMIT 3)**

- Raffle off 3 luxury items (ex: designer handbag, Rolex, TAG, Tiffany's)
- Model it
- Representative on stage to hand out awards
- Ticket money goes to PAC
- 1 event ticket (\$139 value)

LOVE LOCKS OF PARIS - \$1,950 (LIMIT 3) **PWB WINE & WHISKEY PULL SPONSOR**

- Representative on stage to award
- Ticket \$ goes to PWB Scholarship Fund
- 1 event ticket (\$139 value)

MERCI BEAUCOUP! - \$750 (LIMIT 2) **REGISTRATION SPONSOR**

- 1 event ticket (\$139 value)
- Company representative to assist with check-in
- Recognition in digital winner's book

EIFFEL TOWER - \$500 (UNLIMITED) **EVENT PARTNER**

- 1 event ticket (\$139 value)
- Registration page, promotional materials
- Recognition in digital winner's book

JE T'ADORE!

I LOVE YOU! ADVERTISING ADD-ONS

- Full page ad in winner's book - \$250
- 1/2 page ad in winner's book - \$150

MAKE IT EXCLUSIVE

Maximize your sponsorship – Purchase all sponsorships in one category and get premium exposure with a sole sponsorship!



BUSINESS EXCHANGE

MAY 2024

The HBA Business Exchange provides the unbeatable opportunity for 1-on-1 face time with custom and volume builder members through a reverse tradeshow, speed networking-style forum. A limited number of associate (supplier) members have the opportunity to meet and pitch their products and services to builders.

ATTENDEES: Approximately **60** attendees each year, including Custom and Volume Builders and Associate members.

PLATINUM SPONSOR - \$1,895 (LIMIT 3)

- Guaranteed reservation for 2 representatives in the reverse tradeshow (\$845 value)
- Speaking opportunity to introduce your company. (1-2 minutes)
- Gift card provided by the HBA to all builder attendees on your behalf
- Primary logo placement on all promotional materials
- Logo placement at the event

MAKE IT EXCLUSIVE

Maximize your sponsorship – Purchase all sponsorships in one category and get premium exposure with a sole sponsorship!



MID-YEAR HOUSING FORECAST

AUGUST 2024

Similar to our Annual Housing Forecast, this event gathers hundreds of attendees to learn about the latest in market trends and what we can expect to see on the horizon for residential construction and development.

ATTENDEES: Over 300 attendees each year, including builders, real estate agents and brokers, vendors, architects, developers, and engineers.

GOLD SPONSOR - \$2,450 (LIMIT 3)

- Logo in presentation
- Recognition in all promotional materials
- 1st tier placement on registration/event page – linking website
- Logo on HBA event signage – 1st tier placement
- 3 tickets with priority VIP seating (\$375 value)
- Logo displayed on podium
- Opportunity to speak at event (1-2 min limit)
- Exhibit Table (\$750 value)
- Social Media – Feature – ad/solo
- Program 1st tier – prominent
- Testimonial in promo

SILVER SPONSOR - \$1,950 (LIMIT 6)

- 2 event tickets with priority VIP seating (\$250 value)
- Exhibit table (\$750 value)
- Table sponsor signage
- Coffee sponsor signage on coffee sleeve

BRONZE SPONSOR - \$1,450 (LIMIT 8)

- 1 event ticket with priority VIP seating (\$150 value)
- Sponsor signage at registration and nametag tables
- Opportunity to greet at registration and name tag stations
- Name tag collection as guests exit event

EVENT PARTNER - \$500 (UNLIMITED)

- 4th tier placement on registration event page
- 4th tier placement on event signage
- 1 event ticket (\$59 value)

EXHIBIT TABLE - \$750

- 1 event ticket (\$59 value)
- Exhibit table in lobby

MAKE IT EXCLUSIVE

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PARADE OF HOMES *SPRING OR FALL 2024*

The Parade of Homes (POH) is an annual home tour showcasing the newest trends in construction, building design, interior decor and landscaping in one of the country's most vibrant real estate communities.

ATTENDEES: This event generates thousands of attendees, including industry leaders, prospective customers, and the general public.

PRESENTING SPONSOR - \$4,750 (LIMIT 2)

- Company logo displayed first on all promotional materials, on POH webpages, and POH email communications
- Sponsor-produced video ad displayed on POH webpage and shared on social media (\$1,500 value)
- Company logo included in all ads or posts (except showcase home ads/posts)
- Company tagged in social media posts (except showcase ads/posts)
- Two-page spread ad in the POH e-magazine (\$750 value)
- Logo displayed on back cover Sponsorship page of e-magazine
- Exhibit table and tent at the POH Headquarters (\$750 value)
- Logo displayed on all POH awards and all printed items
- Opportunity to distribute promotional material during the weekend event
- Co-branded t-shirt (HBA and [PARTNERS]) to the first 100 attendees at event and co-branded swag bag
- Verbal recognition in radio advertisement
- Receives POH attendee list
- 8 Tickets to POH (\$280 value)
- 4 Tickets to POH Reception (\$260 value)

GOLD PARTNER - \$3,750 (LIMIT 4)

- Company logo displayed in all promotional materials and on POH webpages
- Company name displayed in POH email communications
- Company tagged in social media posts (except showcase ads/posts)
- Level 1 logo placement on promotional materials
- One full-page spread ad in the POH magazine (\$500 value)
- Logo on e-magazine cover, Table of Contents page, and back cover Sponsorship page
- Logoed water bottles given throughout the weekend
- Exhibit table and tent at one of the POH stops (\$750 value)
- Opportunity to distribute promotional material during the weekend event
- Co-branded t-shirt (HBA and [PARTNERS]) to the first 100 attendees at event and co-branded swag bag
- Receives POH attendee list
- 6 Tickets to POH (\$210 value)
- 2 Tickets to POH Reception (\$130 value)

SILVER PARTNER - \$2,750 (LIMIT 6)

- Company logo displayed in all promotional materials and on POH webpages
- Company name displayed in POH email communications
- Level 2 logo placement on promotional materials
- One ½ page ad in the POH e-magazine (\$250 value)
- Logo displayed on back cover Sponsorship page of e-magazine
- Opportunity to distribute promotional material during the weekend event
- Co-branded t-shirt (HBA and [PARTNERS]) to the first 100 attendees at event and co-branded swag bag
- 4 Tickets to POH (\$140 value)
- 1 Ticket to POH Reception (\$65 value)

BRONZE PARTNER - \$1,750 (LIMIT 8)

- Company logo displayed in all promotional materials and on POH webpages
- Company name displayed in POH email communications
- Level 3 logo placement on promotional materials
- One ½ page ad in the POH e-magazine (\$250 value)
- Logo displayed on back cover Sponsorship page of e-magazine
- Co-branded swag bag to POH attendees
- Opportunity to distribute promotional material during the weekend event
- 2 Tickets to POH (\$70 value)

EVENT PARTNER - \$750 (UNLIMITED)

- Company logo displayed in promotional materials and on POH webpage
- Company name displayed in POH email communications
- Level 4 logo placement on promotional materials
- Logo displayed on back cover Sponsorship page of e-magazine
- Co-branded swag bag to POH attendees
- Opportunity to distribute promotional material during the weekend event
- 1 Ticket to POH (\$35 value)

MAKE IT EXCLUSIVE

Maximize your sponsorship – Purchase all sponsorships in one category and get premium exposure with a sole sponsorship!



PARADE OF HOMES RECEPTION

The Parade of Homes Reception gathers HBA members, builders, partners, vendors, and special guests for an opening night celebration that is not one to miss!

PRESENTING RECEPTION SPONSOR - \$2,950 (LIMIT 2)

- Company logo included in all promotional materials related to the POH Reception and on POH webpage and POH Reception webpage
- Company logo displayed on POH email communications
- Company tagged in social media posts (except showcase ads/posts)
- Premiere logo placement on all POH Reception promotional materials
- Video ad on POH Reception webpage and shared on social media (\$1,500 value)
- 1 full-page ad in the POH e-magazine (\$500 value)
- Company-themed signature drink with signage at bar
- Company logo on tickets
- Co-branded swag bag to attendees
- Opportunity to distribute promotional items to attendees
- Verbal introduction by company representative at event
- Verbal recognition of company name
- Receives award reception attendee list
- 4 Tickets to POH (\$140 value)
- 4 Tickets to POH Reception (\$325 value)

GOLD RECEPTION SPONSOR \$1,950 (LIMIT 3)

- Company name included in all promotional materials related to the POH Reception and on POH Reception webpage
- Company tagged in social media posts (except showcase ads/posts)
- Company name included in email communication
- Level 1 logo placement on POH Reception promotional materials
- ½ page ad in the POH e-magazine (\$250 value)
- Branded bar napkins or plates (\$350 value)
- Co-branded swag bag to attendees
- Opportunity to distribute promotional items to attendees
- Presents awards to recipients
- Verbal recognition by company name
- Receives award reception attendee list
- 2 Tickets to POH (\$70 value)
- 2 Tickets to POH Reception (\$195 value)

SILVER RECEPTION SPONSOR - \$950 (LIMIT 6)

- Company name included in all promotional materials related to the POH Reception and on POH Reception webpage
- Company name included in email communication
- Level 2 logo placement on POH Reception promotional materials
- ¼ ad in the POH e-magazine (\$125 value)
- Recognition during event announcements
- Co-branded swag bag to attendees
- Opportunity to distribute promotional items to attendees
- Verbal recognition by company name
- Receives award reception attendee list
- 2 Tickets to POH (\$70 value)
- 2 Tickets to POH Reception (\$195 value)

BRONZE RECEPTION SPONSOR - \$450 (LIMIT 8)

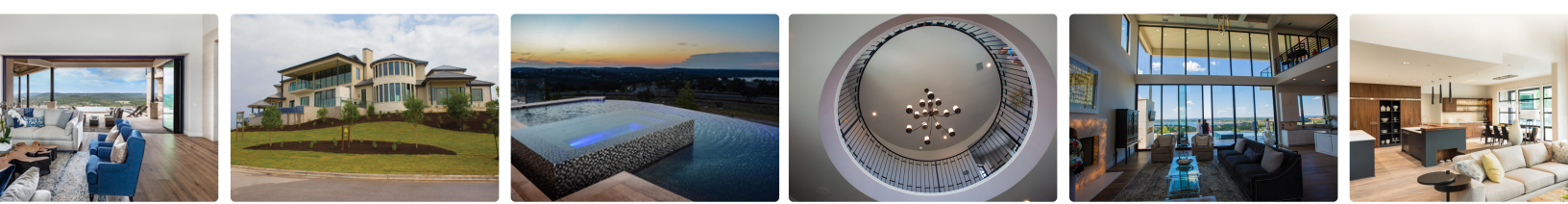
- Company name included in all promotional materials related to the POH Reception and on POH Reception webpage
- Company name included in email communication
- Level 2 logo placement on POH Reception promotional materials
- ¼ ad in the POH e-magazine (\$125 value)
- Recognition during event announcements
- Co-branded swag bag to attendees
- Opportunity to distribute promotional items to attendees
- Verbal recognition by company name
- Receives award reception attendee list
- 2 Tickets to POH (\$70 value)
- 2 Tickets to POH Reception (\$195 value)

EVENT RECEPTION SPONSOR - \$250 (UNLIMITED)

- Company name included in all promotional materials related to the POH Reception and on POH Reception webpage
- Company name included in email communication
- Level 4 logo placement on POH Reception promotional materials
- Recognition during event announcements
- Opportunity to distribute promotional items to attendees
- 1 Ticket to POH (\$35 value)

MAKE IT EXCLUSIVE

Maximize your sponsorship – Purchase all sponsorships in one category and get premium exposure with a sole sponsorship!



PARADE OF HOMES E-MAGAZINE

2024 E-MAGAZINE PRICING

The Parade of Homes e-magazine is the digital guide to all things Parade of Homes. The e-magazine will be made available in a digital “flip format” on the HBA website for all Parade of Homes visitors to view.

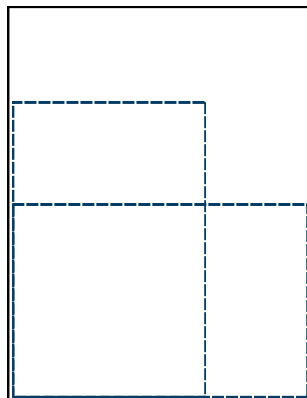


	HBA Member without POH Sponsorship	HBA Member with POH Sponsorship (50% Discount)	Non-HBA Member Fee
<i>Double Page Spread</i>	\$1,500	\$750	\$2,450
<i>Full Page</i>	\$1,000	\$500	\$1,950
<i>1/2 Page</i>	\$500	\$250	\$1,450
<i>1/4 Page</i>	\$250	\$125	\$1,200

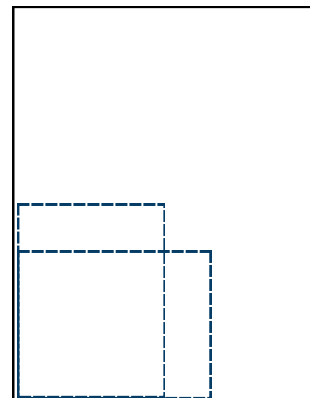
Full Page



1/2 Page



1/4 Page



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GOLF CLASSIC

OCTOBER 2024

Join the HBA at a local country club for 18 holes of fun! Teams of 4 and individual spots are available for purchase. Each hole has a sponsor ready to connect with golfers and hand out free promotional items. The day kicks off with Bloody Marys and breakfast tacos and concludes with dinner and awards. This is a sell-out event!

ATTENDEES: Approximately 150 attendees each year, including associates, custom, and volume builders.

GOLD SPONSOR - \$2,450 (LIMIT 3)

- 4-person golf team (\$695 value)
- Hole sponsor (\$1,200 value)
- Present 1-2-3 place prizes (HBA provides trophies)
- Logos on scorecard
- Logo signage at driving range with QR code?
- Entry flags into the venue

SILVER SPONSOR - \$1,950 (LIMIT 6)

- Signage on beverage cart
- Logos on beverage tickets
- Logo cups at Bloody Mary Bar
- Signage at Bloody Mary Bar

RECEPTION SPONSOR - \$1,450 (LIMIT 7)

- Logos on napkins
- Signage at buffet
- Signage at cigar rolling station
- Branded items on reception tables

REGISTRATION PARTNER - \$750 (LIMIT 2)

- Company representative at registration
- Use branded tablecloth at check-in

HOLE PARTNER - \$1,200

- Sponsor branding at dedicated hole
- Table and 2 chairs

EVENT PARTNER - \$250 (UNLIMITED)

- 4th tier placement on registration event page
- 4th tier placement on event signage
- 1 event ticket (\$185 value)

ADD-ONS:

HOLE IN ONE CONTEST SPONSOR \$750

- Announce winner at reception
- Recognized on the scorecard
- Value must be greater than \$50,000 and insurance provided

LONGEST DRIVE SPONSOR - \$350

- Announce winner at reception
- Recognized on the scorecard

CLOSEST TO THE PIN PARTNER \$350

- Logo/company representative at station
- (beer provided by golf club)
- Logo cups at beer station

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CHILI FEST

NOVEMBER 2024

Whether you want to compete, judge, or just eat chili, there is something for everyone! Join us for live music, great food, beer, and networking in a fun and relaxed setting.

ATTENDEES: Approximately **200** attendees each year, including custom and volume builders and associates.

HOST SPONSOR - \$5,000

Hosted at your community or supplier business

(with geographical consideration)

- 8 event tickets (\$360 value)
- 1 team complimentary (2 tickets) (\$250 value)
- Opportunity to welcome attendees
- Logo wristband for attendees
- Photo booth
- Logo on people's choice tickets

GOLD SPONSOR - \$1,950 (LIMIT 3)

- 4 event tickets (\$180 value)
- Logo on apron worn by contestants
- Opportunity to hand out promotional items
- Branded Games station with exhibit table

SILVER SPONSOR - \$1,450 (LIMIT 6)

- 2 event tickets (\$90 value)
- Bar and band signage
- Give out awards
- Exhibit table

REGISTRATION SPONSOR - \$750

(LIMIT 2)

- 1 event ticket (\$45 value)
- Company representative to greet all guests

EVENT PARTNER - \$500

- 4th tier placement on registration event page
- 4th tier placement on event signage
- 1 event ticket (\$45 value)

EXHIBIT TABLE - \$750

- 2 event tickets (\$90 value)
- Exhibit table

**SEPARATE REGISTRATION
AVAILABLE FOR CHILI
COOKOFF ENTRY**

MAKE IT EXCLUSIVE

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