

# Sponsorship & Marketing

## OPPORTUNITIES FOR HBA MEMBERS

HOME BUILDERS ASSOCIATION OF SOUTHEASTERN MICHIGAN • 30400 TELEGRAPH RD., SUITE 202, BINGHAM FARMS, MI 48025 • 248-737-4477 • www.builders.org

### Mid-Year Economic Forecast with CAM June 20, 2018

7:30 - 11 a.m. • Diamond Center At Suburban Collection Showplace

EXPECTED ATTENDANCE: 300+

**Presenting Sponsor - \$1,000**

- Tabletop Display at the event (Value: \$200) • Two admissions to Program (Value: \$100)
- Signage in the Registration area
- Sponsor logo on screen as attendees enter the ballroom and mentioned by the emcee during the program
- Sponsor logo on all electronic publicity for the event and printed material if paid by April 14
- Mention of Sponsorship in all press releases, radio interviews and other PR for the program
- Notification to all HBA and CAM members of Sponsorship, in Association magazine.
- Opportunity to provide a brochure or a giveaway item which staff will place at each attendee's seat.

**Event Sponsor - \$500**

- Two admissions to Program. (Value: \$90)
- Signage in the Registration area announcing Sponsorship.
- Sponsorship mentioned by the Emcee during the program.
- Sponsor logo on electronic publicity for the event.
- Notification to all HBA and CAM members of Sponsorship, in Association magazine.
- Opportunity to provide a brochure or a giveaway item which staff will place at each attendee's seat.

**Table Top Exhibit - \$250 - DEADLINE TO RESERVE A TABLE TOP: May 25**

- Includes 8' skirted table. • 1 admission to Program • Tabletops open for one full hour from 11:00 a.m. - Noon
- Set-up begins at 8:00 a.m. • Tear down begins at 2:00 p.m.

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### Annual Barbecue August 8, 2018

ONE SPONSORSHIP AVAILABLE - EXPECTED ATTENDANCE: 75

**Lunch Sponsor - \$250**

- Recognition on publicity flyer for the event, in BBAM monthly magazine and in Weekly Email Newsletter
- Your logo on each attendee's name tag • Opportunity to provide your marketing material to each attendee
- Opportunity to provide a giveaway to each attendee

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### HBA Board of Directors

Fridays at 9 a.m. at HBA Offices.

ONE SPONSORSHIP AVAILABLE PER MEETING - EXPECTED ATTENDANCE: 50+

- Unique opportunity to address HBA's prestigious Board of Directors for 10 minutes at the beginning of the meeting.
- Opportunity to provide a brochure or a giveaway item to each attendee.
- Sponsor may not attend the meeting, but may have a Table Top Display before and after the meeting

~~March 16 - \$300~~ **Sponsored by FARM**

June 15 - \$300 **Sponsored by LMCU**

December 7 - \$300

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