

# 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: \$250) • 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: \$100)
- 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.

---

### 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

---

### 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 **Sponsored by Prime Properties**

---

## **Professional Women In Building Networking & Learning**

**ONE SPONSORSHIP AVAILABLE PER MEETING - EXPECTED ATTENDANCE: 25**

- Opportunity to address the group for up to 10 minutes at the beginning of the meeting
- Recognition on publicity flyer for the event, in BBAM monthly magazine and in Weekly Email Newsletter
- Opportunity to provide your marketing material to each attendee
- Opportunity to provide a giveaway to each attendee
- Sponsor may both attend the meeting and have a Table Top Display before and after the meeting

Wednesday, May 18, 2018 - Lunch Event from 11:30 a.m. - 2 p.m. at HBA- \$150

ADDITIONAL SPONSORSHIPS WILL BECOME AVAILABLE LATER IN THE YEAR

---

## **NAHBR Professional Remodelers Seminars**

**ONE SPONSORSHIP AVAILABLE PER MEETING - EXPECTED ATTENDANCE: 25**

- Opportunity to address the group for up to 10 minutes at the beginning of the meeting
- Recognition on publicity flyer for the event, in BBAM monthly magazine and in Weekly Email Newsletter
- Opportunity to provide your marketing material to each attendee
- Opportunity to provide a giveaway to each attendee

Wednesday, May 9 - \$150 if at HBA offices; Option to hold at your location and provide refreshments

Wednesday, July 18 - \$150 if at HBA offices; Option to hold at your location and provide refreshments

Wednesday, September 12 - \$150 if at HBA offices; Option to hold at your location and provide refreshments

Wednesday, November 14 - \$150 if at HBA offices; Option to hold at your location and provide refreshments

---

## **Awards Night 2018 - Wednesday, December 5, 2018**

**Expected Audience of 400+**

### **Platinum ~ \$1,000**

- 2 Tickets to the event
- Mention in all PR
- Recognition in monthly magazine
- Opportunity to provide a giveaway to each guest
- Signage at the event
- Table sign on each table with your logo
- Logo included in Awards PowerPoint
- Guest list and contact info after the event

### **Gold ~ \$500**

- 1 Ticket to the event
- Recognition in monthly magazine
- Signage at the event
- Table sign on each table with your logo
- Logo included in Awards PowerPoint

### **Silver ~ \$250**

- Recognition in monthly magazine
- Signage at the event
- Table sign on each table with your logo
- Logo included in Awards PowerPoint

## **Novi Home Shows**

### **Event Sponsorship**

Attendance of 7,000 - 10,000 consumers per show. Shows are promoted with \$70,000 of print, radio and TV advertising. Held at **Suburban Collection Showplace.**

April 6 - 8, 2018 - \$10,000

October 12 - 14, 2018, 2018 - \$10,000

**ROSALIE LAMB : 248-862-1018**

---

## **SE MI Residential**

### **Building Activity Report**

Detailed analysis of current residential construction permit activity for the 9-county area. Reaches over 300 builders and remodelers each month by email.

Member Subscriptions: \$335/year

Annual Presenting Sponsor (1 available) \$12,000/year

Annual Contributing Sponsor (3 available) \$3,000/year

Advertising Square 160 pixels x 160 pixels - \$200/month

Advertising Skyscraper 160 pixels x 480 pixels - \$400/month

Advertising Horizontal 800 pixels x 160 pixels - \$600/month

---

## **Building Business & Apartment Management Monthly Magazine**

The voice of the Home Builders Association. 12 issues printed & published online. Circulates to HBA and AAM membership and non-member industry professionals. Ads priced from \$250.

**SUSAN ADLER SHANTEAU: 248-862-1016**

---

## **Parade of Homes - Call to reserve a sponsorship or place an ad: 248-862-1016**

**6/1/18 - 6/30/18**

Financial Institution Presenting Sponsor - **Lake Michigan Credit Union**

Real Estate Sponsor - **Re/Max of Southeastern Michigan**

Sponsorships from \$5,000

Magazine advertising from \$600

---