

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

HBA 101: New Member Breakfast

ONE SPONSORSHIP AVAILABLE PER MEETING - EXPECTED ATTENDANCE: 15

Held at 9:00 a.m. in HBA's Suite

- Unique opportunity to address HBA's newest members for 5 minutes at the beginning of the meeting.
- Opportunity to provide a brochure or a giveaway item to each attendee.
- Sponsor may attend the meeting and may have a Table Top Display before and after the meeting

☐ Tuesday, March 10 - \$200

☐ Tuesday, May 12 - \$200

☐ Tuesday, August 11 - \$200

☐ Tuesday, November 10 - \$200

HBA Board of Directors

ONE SPONSORSHIP AVAILABLE PER MEETING - EXPECTED ATTENDANCE: 50+

Fridays at 9 a.m. in the First Floor Conference Room of HBA Offices

- Unique opportunity to address HBA's prestigious Board of Directors for 5 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

☐ Friday, March 13 - \$350- TK DESIGN & ASSOCIATES

☐ Friday, May 29 - \$350

☐ Friday, September 18 - \$350

☐ Friday, December 4- \$350

Mid-Year Economic Forecast with CAM ~ June 24, 2026

7:30 - 10:30 a.m. • Suburban Collection Showcase

EXPECTED ATTENDANCE: 300+

☐ **Platinum Sponsor - \$1,000**

- Tabletop Display at the event (Value: \$350)
- Two admissions to Program (Value: \$160)
- 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 10
- 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.

☐ **Gold Sponsor - \$750**

- Two admissions to Program. (Value: \$160)
- 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.



Annual Barbecue Links of Novi - Early August - DATE NOT YET CONFIRMED

FIVE SPONSORSHIPS AVAILABLE - EXPECTED ATTENDANCE: 100

☐ **Lunch Sponsor - \$500**

- 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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Golf Outing at Cherry Creek ~ September 10

PLEASE CONTACT RIVA GULLI: 248-862-1002

Professional Women in Building Council Lunch, Learn & Network Events

ONE SPONSORSHIP AVAILABLE PER MEETING - EXPECTED ATTENDANCE: 40

PLEASE CONTACT COUNCIL CHAIR BARB BURNHAM FOR DATES, DETAILS AND SPONSORSHIP COST 248-514-0688

Remodelers Council 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, February 10 - \$200

☐ Wednesday, May 5 - \$200

☐ Wednesday, September 16 - \$200

☐ Wednesday, November 11 - \$200

Awards Night ~ Wednesday, December 9 - Suburban Collection Showplace

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 after the event
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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 **Vibe Credit Union Showplace**.

☐ January 16 - 18, 2026

☐ April 24 - 26, 2026

☐ October 9 - 11, 2026

BRIAN STARRS : 248-202-7300

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

Sponsorship Reservation Form

NAME _____ COMPANY _____

BILLING ADDRESS _____ CITY/STATE/ZIP _____

PHONE _____ FAX _____ EMAIL _____

PAYMENT

☐ Enclosed is my check payable to HBA.

☐ Please charge \$_____ to my ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Account # _____ Exp _____ Signature _____

RESERVE YOUR SPONSORSHIP ONLINE AT: <https://www.builders.org/sponsorship-and-marketing-opportunities/>

OR, RETURN THIS RESERVATION FORM

BY FAX TO: 248-538-4078

OR E-MAIL TO: rivag@builders.org

MAIL TO: HBA • 30400 Telegraph Road, Suite 202, Bingham Farms, MI 48025

Questions? Call Susan Adler Shanteau at 248-862-1016