

# 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 -30**

**Held at 8:00 a.m. either in HBA's Suite or the First Floor Conference Room**

- Unique opportunity to address HBA's newest members for 10 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, February 18 - \$200
  - Tuesday, May 19 - \$200
  - Tuesday, August 11 - \$200
  - Tuesday, November 17 - \$200
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### *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 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

- Friday, March 13 - \$300
  - Friday, June 12 - \$300
  - Friday, October 2 - \$300
  - Friday, December 4 - \$300
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### *Mid-Year Economic Forecast with CAM ~ Wednesday, June 24, 2020*

*7:30 - 10:30 a.m. • Wyndham Sterling Heights*

**EXPECTED ATTENDANCE: 300+**

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

- Tabletop Display at the event (Value: \$300)
- Two admissions to Program (Value: \$110)
- 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 12
- 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 - \$500**

- Two admissions to Program. (Value: \$110)
- 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 - \$300 - DEADLINE TO RESERVE A TABLE TOP: June 12**

- Includes 8' skirted table. • 1 admission to Program • Tabletops open from 7:30 a.m. - 9:00 a.m.
- Set-up begins at 6:00 a.m. • Tear down begins at 11:00 a.m.



***Annual Barbecue Wednesday, July 29, 2020 - Location to be announced***

**ONE SPONSORSHIP AVAILABLE - EXPECTED ATTENDANCE: 100**

**Lunch Sponsor - \$300**

- 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 17, 2020***

**TO RESERVE ANY OF THESE SPONSORSHIPS, PLEASE CONTACT FORREST WALL: 248-862-1004**

***Event Sponsorship***

**\$2500 Limit One**

- Complete Golf Package for FOUR Players • Named Event Sponsor
- Welcome Golfers at Dinner • Recognition at Dinner
- Signage at Registration and Dinner • Named in All Publicity
- Building Business & Apartment Management magazine publicity

***Lunch Sponsorship***

**\$500 One Available**

- Complete Golf Package for One Player • Signage at Lunch • Recognition at Dinner
- Building Business & Apartment Management magazine publicity

***Beverage Cart Sponsorship***

**\$250 One Available**

- Company Representative on Beverage Cart • Signage on Beverage Cart
- Building Business & Apartment Management magazine publicity

***Closest To The Pin***

**\$150 One Available**

- Signage at Designated hole • Representative at hole
- Building Business & Apartment Management magazine publicity

***Hole/Tee Sponsorship***

**\$50**

- Signage at Tee • Building Business & Apartment Management magazine publicity

***Longest Drive Sponsorship***

**\$150 One Available**

- Signage at Designated Hole • Representative at Hole
  - Building Business & Apartment Management magazine publicity
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***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, January 29 - Details to come - \$150

Wednesday, March 18 - Details to come - \$150

Wednesday, May 13 - Details to come - \$150

Wednesday, November 18 - Details to come - \$150



**Design Challenge Fundraiser ~ September 29, 2020**

**Visit [www.HBADesignChallenge.org](http://www.HBADesignChallenge.org) for Sponsorship Opportunities**



## *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, January 15 - \$150 if at HBA offices; Option to hold at your location and provide refreshments
  - Wednesday, March 11 - \$150 if at HBA offices; Option to hold at your location and provide refreshments
  - Wednesday, May 20 - \$150 if at HBA offices; Option to hold at your location and provide refreshments
  - Wednesday, July 15 - \$150 if at HBA offices; Option to hold at your location and provide refreshments
  - Wednesday, September 16 - \$150 if at HBA offices; Option to hold at your location and provide refreshments
  - Wednesday, November 11 - \$150 if at HBA offices; Option to hold at your location and provide refreshments
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## *Classic Car Rally - Date and Place will be announced*

### *Presenting Sponsor ~ \$2,000*

- Exclusive sponsorship with top billing in all HBA event promotion and signage.
- Opportunity to provide items for give away or drawings.
- Table top display at the event

### *“Muscle Car” Sponsor ~ \$1,000*

- Recognition in all HBA event promotion and signage.
- Opportunity to provide items for give away or drawings.
- Table top display at the event.

### *“Super Sport” Sponsor ~ \$500*

- Recognition in all HBA event promotion and signage.
- Sponsorship will be used to purchase items for drawings to raise money for the HBA Tiny Homes Builders Blitz.
- Opportunity to provide additional items for give away or drawings.

### *“Little Deuce Coupe” Sponsor ~ \$250*

- Sponsorship will be used to purchase items for drawings to raise money for the HBA Tiny Homes Builders Blitz.
  - Sponsor will be recognized at the event.
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## *Awards Night ~ Wednesday, December 9, 2020 - Location will be announced*

### *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

#### *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
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## *Great Lakes Design & Construction EXPO ~ February 12 & 13, 2020*

Expected Attendance Over 2,000 Industry Professionals

Held at **Suburban Collection Showplace.**

*Contact Brian Starrs for Sponsorship Opportunities*

**BRIAN STARRS : 248-862-1018**



## 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.**

- January 24 - 26, 2020 - \$10,000
- April 3 - 5, 2020 - \$10,000
- October 9 - 11, 2020 - \$10,000

**BRIAN STARRS : 248-862-1018**



## 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**



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 \_\_\_\_\_

### RETURN THIS RESERVATION FORM

**BY FAX TO: 248-538-4078**

**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**