

# 2026 MARKETING GUIDE

YOUR GUIDE TO ASSOCIATION MARKETING OPPORTUNITIES!



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## MARKETING:

Your Springfield Area Home Builders Association membership is your chance to market your business to other businesses and consumers that are in the market for your services. To get the most out of your membership, participate in meetings/events, join a committee and take advantage of the advertising/sponsorship opportunities. Your company can only benefit from your membership if other members know about you!

## THE VALUE OF EVENT SPONSORSHIP:

Event sponsorship is considered the fastest growing marketing tool in the United States. The success of this strategy is attributed to the high-impact exposure it provides for a relatively low price. By supporting events that your target market finds attractive, you can boost your company's image in the community, while getting your name out to a wider range of audiences than otherwise possible. How could your company benefit from SAHBA's event sponsorship opportunities?



## USE THIS GUIDE TO:

- Identify your audience: builders, developers, subcontractors, consumers or everyone.
- Determine the right opportunities to fit your product or service.
- Choose which level of investment fits you and your business.

**PLAN AHEAD!** Many SAHBA opportunities are reserved quickly! Once you decide which opportunities fit your company best, contact the SAHBA office at (217) 698-4941.

## WHY DO COMPANIES SPONSOR EVENTS?

### EVENT SPONSORSHIP:

1. Enhances the reputation and image of the sponsoring company through association.
2. Gives product brands high visibility among key audiences.
3. Provides a focal point for marketing efforts and sales campaigns.
4. Generates publicity and media coverage.



# THE 2026 SAHBA CAPITAL CLUB

**We are now accepting 2026 Capital Club Members!  
This is open only to 5 SAHBA MEMBERS, first come, first serve.**

## **Looking for a way to stand out and be featured at ALL of SAHBA's events?**

Consider joining the Capital Club. This 6' x 3' display will be featured at all SAHBA events during 2026. Your SAHBA membership signifies a commitment to quality and abiding to building codes and regulations - highlight that membership as part of an elite group, the 2026 Capital Club.



**\$500 per company per year (Limited to 5)**

## **Benefits:**

### **Visibility at all 2026 SAHBA Events**

- New Home & Remodeling Show
- General Membership Meetings
- Installation Banquet
- Golf Outing
- Sport Clay Shoot

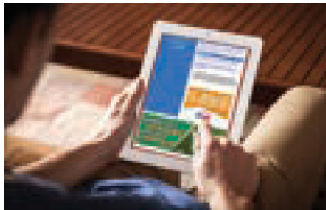
### **Capital Club Recognition**

- Member Directory
- Monthly E-Newsletter
- SAHBA Website

**Deadline:** March 15th, 2026

# SAHBA DIGITAL SPONSORSHIP PACKAGE: REACH THOUSANDS AT A LOW COST!

The Digital Sponsorship Package is a great way to reach an audience already interested in the industry and in the market for your product. Reach your customers where they are: the digital marketplace! Plus, add credibility by promoting your SAHBA membership. The best part is that we do all the work of getting the word out about your business in the digital world. You don't even need to have a website or a Facebook page to reap the benefits of digital marketing. This is a combined package and cannot be separated.



## E-NEWSLETTER AD:

Present your company in the official SAHBA e-newsletter that goes out to over 500 people every month! Your full color banner ad will be displayed four times a year. (\$250 value)

**82% of consumers open emails from companies.**



## WEBSITE AD:

You will receive a banner ad at the top of the SAHBA website home page for an entire year and have your ad seen by your target customers each month! (\$500 value)

**92% of homebuyers use the internet during their house hunt.**



## FEATURED DIGITAL MEMBER DIRECTORY AD:

The SAHBA website features a complete online member directory. Your company will be the featured member for one month. Your logo and directory information will be highlighted on the Member Directory search page so that anyone who uses the Member Directory will see it. (\$100 value)

**85% of consumers report that they now use the internet to find local businesses.**



## FACEBOOK SPONSORED POST:

Four times per year the SAHBA Facebook page will do a sponsored post targeted to homeowners in the Springfield and surrounding area highlighting and promoting your business. Potential reach is 30,200 customers! (\$400 value)

**47% of Americans say Facebook is their #1 influencer of purchases.**

**Digital Sponsorship Package (only 12 Available): \$1,000 Total (\$1,250 Value)**

# ANNUAL SPONSORSHIP PACKAGES

The Annual Sponsorship Packages are a great way to get involved in a variety of SAHBA events at discounted rates! Be the first in line for these advertising opportunities... plus you'll be set for the whole year!

PACKAGE LEVEL	PACKAGE COST
PLATINUM	<b>\$2,500</b> (up to \$2,800 value)
DIAMOND	<b>\$1,500</b> (up to \$1,700 value)
GOLD	<b>\$1,200</b> (up to \$1,375 value)
SILVER	<b>\$750</b> (up to \$900 value)
BRONZE	<b>\$500</b> (up to \$600 value)
PEWTER	<b>\$250</b> up to \$300 value)

## OPTIONS TO CHOOSE FROM BASED ON YOUR PACKAGE LEVEL

Please pick the sponsorships you would like to do that add up to equal the value of your package level.

### \$150 SPONSORSHIPS

Golf Outing - Hole Sponsor  
Sport Clay – Score Sheet Sponsor  
Sport Clay – Station Sponsor

### \$200 SPONSORSHIPS

Home Show – Banner Sponsor

### \$250 SPONSORSHIPS

Banner Ad for E-Newsletter  
Golf Outing - Cigar Sponsor  
Sport Clay - T-Shirt Sponsor  
Sport Clay - Food Sponsor  
Sport Clay - Saloon Sponsor  
Home Show – Vendor Lounge Sponsor

### \$300 SPONSORSHIPS

Golf Outing - Beverage Cart Sponsor  
Golf Outing - Lunch/Dinner Food Sponsor  
Golf Outing - Golf Cart Sponsor  
Golf Outing - Deluxe Beverage Hole Sponsor  
Sport Clay - Snack Cart Sponsor  
Sport Clay - Award Sponsor  
Installation Banquet - Table Sponsor  
Installation Banquet - Program Sponsor  
Installation Banquet - Social Sponsor  
Installation Banquet - Dinner Sponsor  
Home Show - Tote Bags Sponsor

### \$500 SPONSORSHIPS

GMM Sponsor  
Website Sponsor  
Capital Club Sponsor  
Golf Outing - Title Sponsor  
Sport Clay - Title Sponsor  
Installation Banquet - Title Sponsor  
Home Show - After Hours Party Sponsor  
Home Show - Facebook Ad Sponsor

### \$750 SPONSORSHIPS

Home Show – Food Court Sponsor

### \$850 SPONSORSHIPS

Home Show - Facebook Ad Sponsor

### \$1,000 SPONSORSHIPS

Digital Sponsorship Package  
Home Show – Admission Sponsor

### \$3,000 SPONSORSHIPS

Home Show - Title Sponsor

*Please note that although the above plans are pre-classified, we can also customize advertising packages for you that will incorporate discounted rates! Contact the SAHBA office to learn more!*

**Please refer to the following pages for more information on each of the opportunities included in the Annual Sponsorship Packages. Also, don't forget about our new Digital Sponsorship Package!**

# INDIVIDUAL SPONSORSHIP PROGRAMS

Choose from the events below for your opportunity to be recognized and to support the industry.



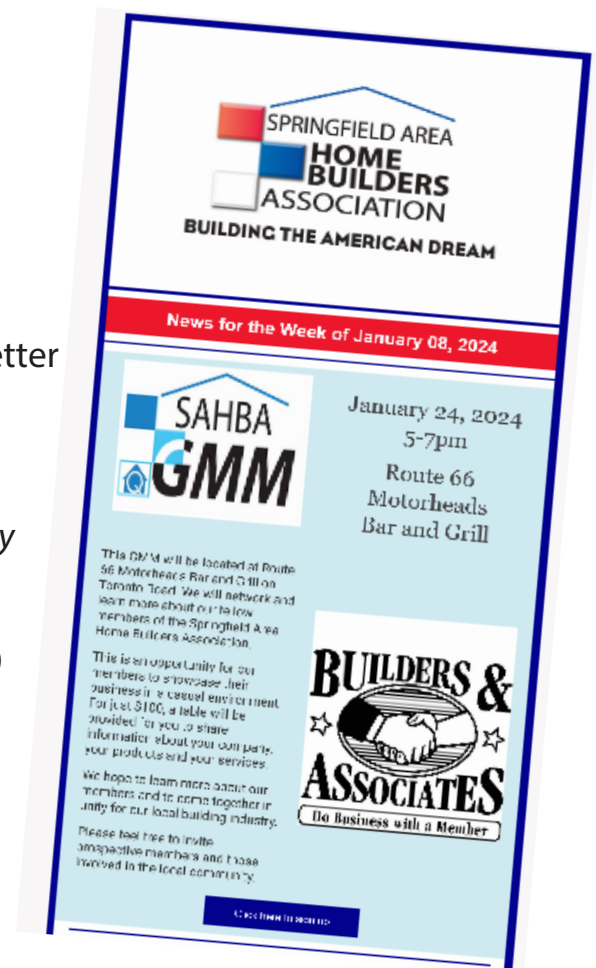
I want to be a **SPONSOR** and stand among those who support our industry!

## E-NEWSLETTER:

Present your company in the official SAHBA e-newsletter that goes out to over 500 people every month!

*Your ad will be displayed at minimum once a month and your company logo will be displayed in our monthly newsletter!*

Full Color Banner Ad (4 Available): \$250



## WEBSITE SPONSOR:

For just \$500, website sponsors will receive a banner ad at the top of the SAHBA website home page for an entire year.

Only 12 ad spots available, so don't delay! Sign up for your ad space on the new website today and have your ad seen by your target customers each month!

# MEMBER EVENTS:

Don't forget to leave room in the budget and your calendar for:

## GENERAL MEMBERSHIP MEETING:



Our monthly general membership meetings are a great way for members to network and to learn about the happenings of the association. It's also a great way to reach a large majority of our members at one time.

### Sponsorship Includes:

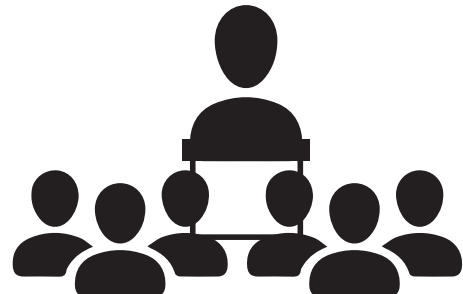
- Recognition before and after the event in member newsletters, e-updates and SAHBA website
- Table Top Display at the meeting
- Opportunity to address all attendees at the meeting

Sponsorship Opportunities Per Meeting @ \$500 each



### General Membership Meeting Schedule:

- January 28, 2026
- March 25, 2026
- May 27, 2026
- September 23, 2026
- November 18, 2026





# MEMBER EVENTS:

Don't forget to leave room in the budget and your calendar for:

## INSTALLATION BANQUET DECEMBER 10



Each year members are invited to attend the Installation Banquet when the upcoming year's officers are sworn in. Attendees enjoy a social evening of food, networking, and the presentation of prestigious awards – a perfect end to the year!

### SPONSORSHIP OPPORTUNITIES

All Sponsorships Include – Your logo in the program and on the website for everyone to see!

**Title Sponsor .....\$500**

You'll have the opportunity to speak in front of all attendees and your logo will be on signage, a 1/2 page ad will be in the program and you'll receive 1 event tickets to attend.

**Program Sponsor .....\$300**

Your logo will be on the front podium and in the program for all to see during the event.

**Table Sponsor.....\$300**

Your 5x7 ad will be on each table for everyone to see! Just supply the ad and we'll print them!

**Social Sponsor.....\$300**

Your logo will be on signage at the event and you will be mentioned as a sponsor during the welcome speech.

**Dinner Sponsor ..... \$300**

Your logo will be on the signage at the event and you will be mentioned as a sponsor during the welcome speech.

# MEMBER EVENTS:

Don't forget to leave room in the budget and your calendar for:



## GOLF OUTING MAY 20

This isn't your typical Sunday golf outing! Just take a look at the pictures from last year's outing and you'll see what we mean! Betting holes, raffles, mulligans and much, much more! This member event is a big draw and includes a day of golf with dinner and prizes.

### SPONSORSHIP OPPORTUNITIES

**Title Sponsor**..... \$500  
Includes your own 5x7 ad on all the tables during dinner, signage at the event, your logo on all golfers registration forms, plus registration for 2 attendees!

#### STATIONARY SPONSORS:

**At the Hole/Tee Signage** ..... \$150  
**Deluxe Beverage Holes** ..... \$300 each  
Includes signage and your personnel to meet, greet and serve golfers (7 available, includes Margarita Hole and Grown Up Lemonade Stand)

**Lunch/Dinner Food Sponsor**..... \$300  
**Cigar Sponsor** ..... \$250

#### MOBILE SPONSORS:

**Beverage Carts**..... \$300 each  
Roam the course and share the cool drinks supplied (3 available)  
**Golf Cart Sponsor** ..... \$300  
Your name and logo prominently displayed on every golfer's cart



## SPORT CLAY SHOOT AUGUST 19

This is a member event where members can test their aim in a sport clay shoot. The trap house will be open all day and Annie Oakley games will follow the shoot. The day also includes a steak dinner and prizes! This is an annual event that members enjoy every year!

### SPONSORSHIP OPPORTUNITIES

**Title Sponsor**..... \$500  
Includes your own 5x7 ad on all the tables during dinner, signage at the event, your logo on all clay shooters registration forms, plus registration for 2 attendees!  
**Award Sponsor** ..... \$300  
Your logo on all awards and be part of the presentation ceremony  
**Snack/Soda Cart Sponsor** ..... \$300  
Signage & opportunity to meet with all shooters  
**Grub Sponsor** ..... \$250 each  
2 opportunities to address guests at meal time and signage at the event

**Saloon Sponsors**..... \$250 each  
2 opportunities to serve the thirsty and be recognized with signage  
**T-Shirt Sponsors**..... \$250  
Your logo placed on all t-shirts given to shooters  
**Score Sheet Sponsor** ..... \$150  
Your logo on all score sheets  
**Station Sponsor** ..... \$150  
Signage at the shooting stations

**All Sponsors will receive recognition in the SAHBA Newsletters & Website.**

# COMMUNITY EVENTS

Don't forget to leave room in the budget and your calendar for...

## 2026 NEW HOME & REMODELING SHOW

SAT.FEBRUARY 14TH 9AM-6PM & SUN.FEBRUARY 15TH 10AM-4PM

AT THE ORR BUILDING AT THE ILLINOIS STATE FAIR GROUNDS

The New Home & Remodeling Show is the place to check out the latest technologies and innovations in the building and home improvement community. This annual community-wide event attracts thousands of people every year! It's a great place to present your company to thousands of buyers who are in the market for your product. Opportunities for involvement include event sponsorship, booth space and advertising in the New Home & Remodeling Show publication. Partial proceeds from the show always go to local not-for-profit organizations such as the APL, Habitat for Humanity and St. Martin de Porres.



## SPONSORSHIP OPPORTUNITIES

**Title Sponsor: 3 available.....\$3,000**

Your business name will be included in all advertising, marketing and references as a title sponsor! This also includes a full page advertisement in the show guide, banner display at show and much more.

**Admission Sponsor: 3 available .....\$1,000**

Your business name will be included in advertising when marketing FREE admission courtesy of the Admission Sponsors! This also includes a 25% discount on advertisement in show guide and more.

**Food Court Sponsorship: 1 available.....\$ 750**

Your logo will be displayed on large banner at Food Court Entrance.

**Facebook Ad Sponsor: 1 available .....\$ 850**

Company name in all paid advertising through Facebook (over \$1,500 in ads) with up to two sentences describing your company's offerings. Your company will get an estimated 160,000 impressions on Facebook!

**After Hours Private Party: 2 available.....\$ 500**

The After Hours Private Party is held on Saturday night after the doors close. It is a time for exhibitors to network, view the other displays and enjoy a little down time after the first day. Food and beverages will be available for all to take pleasure in. (\*Fee covers food and beverages only. If sponsor elects to provide entertainment during the party, sponsor is responsible for any associated costs.)

**Reusable Tote Bag Sponsor: 5 available .....\$ 300**

A popular item! Every attendee will receive a tote bag and 500 will feature your company. And best of all, these tote bags will be used many times throughout the community. Must provide 500 bags that are approved by SAHBA.

**Vendor Lounge Sponsor: 4 available .....\$ 250**

Recognition for providing cold drinks and snacks for vendors, signage at the event.

**Banner Sponsor: .....\$ 200**

Prominently display your company's message where every attendee will see it! Banners will be hung around the Exposition Building's mezzanine. Must provide banner (4' wide by 20' long max) that is approved by SAHBA.

# CONTRACT

Please fill out the information below to reserve your sponsorship today. Please mail this form to SAHBA, P.O. Box 255, Rochester, IL 62563 or email to [Kathy@springfieldareahba.com](mailto:Kathy@springfieldareahba.com).

## Annual Sponsorships:

Package Level:

Cost:

Sponsorships Chosen: (Please refer to page 5 of this marketing guide for options)

Event	Sponsorship	Price	Comments

Total: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Payment enclosed (make checks payable to Springfield Area Home Builders Association) Charge to Visa/Mastercard (Enter card information below):

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Security Code: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

If you would like more information on any of the marketing opportunities please give the SAHBA office a call at (217) 698-4941.