

Marketing with HBAC



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Maximize Your Impact with HBAC in 2024:

Sponsorship Opportunities Await!

In the world of business, we understand the importance of strategic partnerships and investments. The Home Builders Association of Columbia's Marketing Campaign for 2024 is your opportunity to maximize your impact, gain valuable exposure, and drive success in the heart of our thriving community.

HBAC is not your average community initiative. It's a results-driven platform that propels your brand forward while benefiting our local community. As a prominent business professional, you know the value of aligning your brand with initiatives that matter. HBAC's marketing opportunities can fulfill that initiative.

Our focus is clear: delivering tangible, measurable results that matter to your bottom line. Through strategic sponsorships, you gain exclusive access to a network of potential clients, industry peers, and decision-makers in our community. You're not just investing; you're connecting with a pool of potential customers and partners.

Why choose to market with HBAC in 2024? Because it's a smart business decision. Your support doesn't just fund our events; it fuels your brand's recognition and relevance in our region. We're here to help you gain that competitive edge and achieve your business goals.

Join us in maximizing your impact, expanding your network, and elevating your brand recognition. HBAC Marketing 2024 is where the future of your business meets the success of our community. It's more than an opportunity; it's an investment in growth, partnership, and prosperity.

Don't miss this chance to stand out among your peers and make a real impact. Sponsor HBAC in 2024 and watch your business thrive alongside our community.



Jami Clevenger
Executive Officer



HOME SHOW



Saturday - Sunday
March 16 - 17, 2024

The Home Builders Association of Columbia will produce the HBAC Home Show on March 16th and 17th, 2024. The event will have approximately 100 vendors and 3,000 attendees. It's the perfect opportunity to explore, discover, and connect.

Title Sponsor - \$7,500 - ~~1~~ Available (SOLD**)**

Benefits:

- Exclusive title sponsorship of the 2024 HBA of Columbia Home Show
- The company logo is prominently featured on all event materials, including posters, flyers, and tickets
- Exclusive naming rights for the event, e.g., "The [Your Company Name] 2024 HBA Home Show."
- Prominent placement of your logo on the event website and social media pages.
- Option of up to 4 dedicated booth spaces at the event to promote your business.
- Inclusion in press releases and media promotions
- Recognition on the event's webpage
- Recognition in event-related communications, including emails and newsletters



Presenting Sponsor - \$5,000 - ~~2~~ 1 Available (1 SOLD)

Benefits:

- Exclusive presenting sponsor for the event, e.g., "The 2024 HBA Home Shows, presented by [Your Company Name]"
- Prominent placement of your logo on event materials and marketing collateral
- Logo on the event website and social media
- Option of up to 2 booth spaces at the event to promote your company
- Inclusion in press releases and media promotions
- Banner ad on the event's website
- Recognition in event-related communications

Gold Sponsor - \$2,500 - ~~2~~ Available (SOLD)

Benefits:

- Recognition as a Gold Sponsor of the 2024 HBA of Columbia Home Show
- Logo placement on event materials and marketing collateral
- Logo on the event website
- Option of up to 2 booth spaces at the event to promote your company
- Banner ad on the event's website
- Inclusion in select event-related communications

Silver Sponsor - \$1,500 - ~~3~~ 1 Available (3 SOLD)

Benefits:

- Recognition as a Silver Sponsor of the 2024 HBA of Columbia Home Show
- Name placement on event materials
- Name on the event website
- Option for up to 1 booth space at the event to promote your company
- Mention in event-related communications

Bronze Sponsor – \$500 – 6 Available

Benefits:

- Recognition as a Bronze Sponsor of the 2024 HBA of Columbia Home Show
- Name placement on event materials
- Name on the event website
- Listing in event-related communications

Member Happy Hour Sponsor – \$3,000 – 1 Available

Benefits:

- Exclusive sponsorship of the Member Happy Hour held the evening before the show
- Sponsor recognized by the Board President during the event
- Your company's branding at the Happy Hour venue
- Logo on the event website
- Logo on the event's website
- Promotion in Member Happy Hour communications
- Company recognition on table tents at the event

Happy Hour Bar Sponsor – \$500 – 3 Available

Benefits:

- Recognition in event emails sent to the HBA membership
- Recognition signage at the event
- Sponsor recognized by the Board President during the event
- Sponsor is able to provide koozies or napkins for beverages

Consumer Bag Sponsor – \$500 – 1 Available

Benefits:

- Recognition as a Swag Bag Sponsor of the 2024 HBAC Home Show
- Name placement on event materials
- Name on the event website
- Sponsor to provide 5,000 branded swag bags for consumers to collect swag from booths

State Sponsor – \$3,000 – 1 Available

Benefits:

- Recognition as a Stage Sponsor of the 2024 HBAC Home Show
- Logo placement on event materials
- Logo on the event website
- Option of up to 2 booth spaces at the event to promote your company
- Listing in event-related communications

PARADE OF HOMES



Columbia's premier new Home showcase event. The Parade features homes and subdivisions throughout the Boone County area. The Official Parade of Homes Magazine is printed prior to the show and available at Parade entry homes. The website serves as an online resource for the public to revisit homes featured in the Parade. Our mobile app allows for additional advertising exposure and is the exclusive map of our Parade.

Title Sponsor - \$5,000 - 1 Available

Benefits:

- Logo recognition prominently featured on print advertisements including but not limited to flyers, website, social media, and major media outlets (budget permitting)
- Logo recognition on advertising and on the 'Meet our Sponsors' page of the Parade of Homes magazine
- Logo on our Parade app Homes Page as Title Sponsor
- Exclusive logo on the cover of the Parade of Homes magazine
- Two-page spread/ad in the Parade of Homes magazine (\$2,500 value)
- Logo prominently featured on every 4'x8' builder sign in front of parade homes
- Option to present the Best in Parade award at our annual Holiday & Awards Dinner



Gold Sponsor - \$3,000 - 3 Available Benefits:

- Logo to be prominently featured on print advertisements including but not limited to: flyers, website, social media, and major media outlets
- Logo and name recognition on advertising and on the 'Meet our Sponsors' page of the Parade of Homes magazine
- Banner ad on our Parade app Homes Page
- Full-page color ad in the Parade of Homes magazine (\$1,000 value, upgrade to premium placement for an additional \$250)
- Name and logo featured on every 4'x8' builder sign in front of Parade Homes

Silver sponsor - \$2,000 - 4 Available Benefits:

- Logo featured on the 'Meet our Sponsors' page of the Parade of Homes magazine and highlighted on social media prior to the parade.
- Banner ad on our Parade app Homes Page
- Half-page color ad in the Parade of Homes magazine. (\$750 value)

Bronze Sponsor - \$1,000 - 4 Available Benefits:

- Nsmr featured on the 'Meet our Sponsors' page of the Parade of Homes magazine and highlighted on social media prior to the parade.
- Quarter-page color ad in the Parade of Homes magazine (\$400 value, upgrade to a half-page ad for an additional \$250)

GENERAL MEMBERSHIP MEETINGS

Our general membership meetings take place quarterly for all HBA members. There are four meetings annually (tentatively planned January, April, July, and October). These events may offer dinner, networking, education and entertainment.

Sponsor may select a preferred month; based on availability. Please indicate first, second and third choices; meeting requests will be assigned based on the order in which contracts are received.



Presenting Sponsor - \$750 - 1 Available **Benefits:**

- Presenting Sponsor for the event of your choice (subject to availability)
- Table tent for product/information display (supplied by Sponsor, or can be provided by HBAC for an additional \$250)
- Logo recognition rotating on all screens at the event
- Sponsor's choice of either a five-minute video (to be provided by the sponsor) or five minutes at the podium to address all attendees as an agenda item at each event if desired
- Prominent banner/signage at the event (provided by Sponsor or for an additional expense by HBAC)
- A feature cover story in one issue of our Association e-Newsletter, content to be provided by Sponsor
- Logo recognition on event flyers and email promotion of the event
- Four admissions provided at the event you are sponsoring
- The company may also provide literature or advertisements on tables

Note: Please indicate your first, second and third choices for meeting months on the contract



Gold Sponsor - \$500 - 2 Available Benefits:

- Table tent for product/information display (provided by Sponsor) at sponsored event
- Logo recognition rotating on screens at the event (where applicable)
- Two admissions at the event you are sponsoring
- Company may provide a banner to HBA to hang at the event

Note: Please indicate your first, second and third choices for meeting months on the contract

Food/Bar Sponsor - \$400 - 4 Available Benefits:

- Logo signage on the main event center bar
- Logo signage on outdoor bar (weather permitting)
- Recognition from the podium to all event attendees
- Two admissions at the event you are sponsoring
- Company may provide promotional plates, cutlery, cups or napkins for event use

Note: Please indicate your first, second and third choices for meeting months on the contract

BUILDERS COUNCIL LUNCHEON



Our Builders Council Luncheons take place quarterly for our Builder members. There are four meetings annually (tentatively planned February, May, August, and November). These events offer lunch, networking, and education/presentation by an expert in areas that affect our Builder community directly.

Sponsor may select a preferred month; based on availability. Please indicate first, second and third choices; meeting requests will be assigned based on the order in which contracts are received.

Presenting Sponsor - \$1,000 - 1 Available

Benefits:

- Presenting Sponsor for the event of your choice (subject to availability)
- Table tent for product/information display (supplied by Sponsor)
- Logo recognition rotating on all screens at the event (when available)
- Sponsor's choice of either a five-minute video (to be provided by the sponsor) or five minutes at the podium to address all attendees as an agenda item at each event if desired
- A feature cover story in one issue of our e-Newsletter, content to be provided by Sponsor
- Logo recognition on all event flyers and email promotion of the event
- Four admissions provided at the event you are sponsoring
- Company may also provide literature or advertisements on tables

Gold Sponsor - \$500 - 2 Available

Benefits:

- Table tent for product/information display at event sponsored (supplied by Sponsor)
- Logo recognition rotating on screens and/or table tents at the event
- Two admissions at the event you are sponsoring

Note: Please indicate your first, second and third choices for meeting months on the contract



GOLF TOURNAMENT



Our annual golf tournament has the mission of allowing Members to network and raise funds for our chosen charity. This golf tournament is scheduled in the Spring/early Summer.

Title/Course Sponsor - \$5,000 - 1 Available

Benefits:

TRADE OPPORTUNITY - Sponsor to provide course, green fees, golf carts and driving range for one flight of golfers (up to 22 teams or 88 players) tournament.

- Course will host up to 88 building industry professionals
- Logo recognition in event flyers and signage
- Logo recognition in Association e-newsletter
- Sponsor fields a team for free
- Company may hang banners at the tournament site
- Course may include promotional information in giveaway bags
- Logo on tournament t-shirt

Presenting Sponsor - \$2,000 - 1 Available

Benefits:

- Logo recognition on event flyer and signage
- Logo recognition in Association e-newsletter
- Sponsor fields a team for free
- Company may include promotional information for giveaway bags
- Logo recognition (with HBA logo) on golf hat given to each player
- Recognition from podium preceding awards
- Logo on tournament t-shirt

Golf Gift Sponsor - \$1,500 - 1 Available

Benefits:

- Logo recognition (with HBA logo) on gift (divot tool, ball marker, etc.) given to each player
- Name recognition on event flyer and signage
- Logo on tournament t-shirt



Beverage Sponsor - \$750 - 1 Available

Benefits:

- Logo recognition on signage on beverage cart/station during tournament
- Name recognition on event flyer and signage
- Logo on tournament t-shirt

Closest to Pin Sponsor - \$250 - 2 Available

Benefits:

- Recognition on signage at tee box of contest hole, where a representative may greet players and hand out information or giveaways (no food/drink)
- HBA to provide a prize to “closest to pin” winner in sponsor’s name
- Logo on tournament t-shirt

Longest Drive Sponsor - \$250 - 2 Available

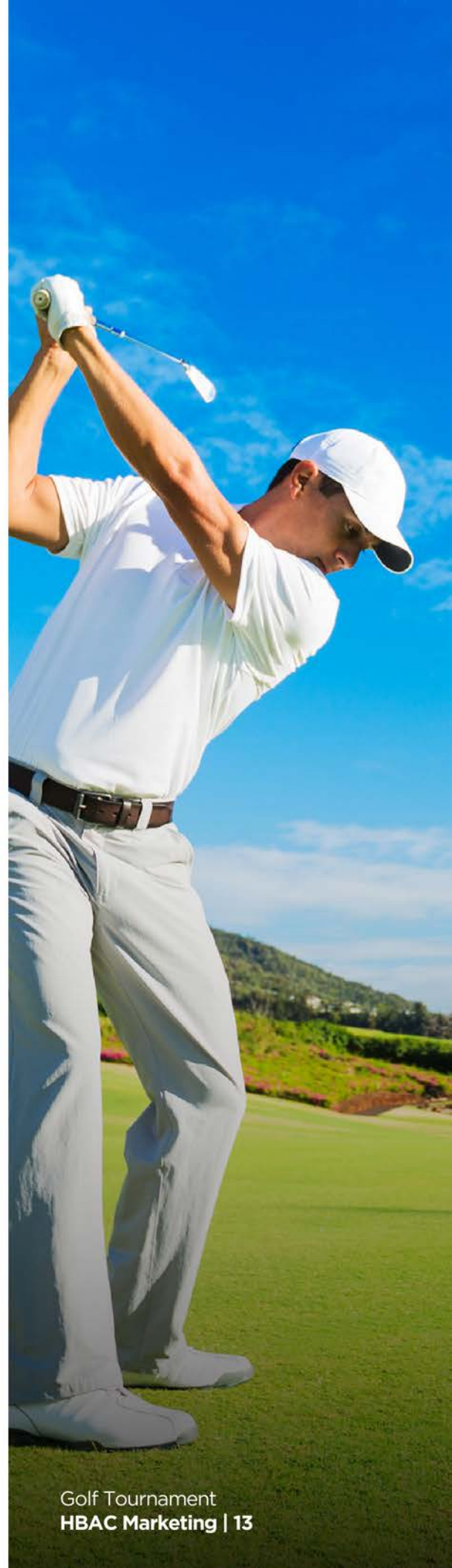
Benefits:

- Recognition on signage at tee box of contest hole, where a representative may greet players and hand out information or giveaways (no food/drink)
- HBA to provide prize to “longest drive” winner in sponsor’s name
- Logo on tournament t-shirt

Hole Sponsor - \$150 - 12 Available

Benefits:

- Recognition on signage at the assigned hole where a representative may meet and greet players and hand out promotional information or giveaways (no food/drink)
- Logo on tournament t-shirt



ANNUAL HOLIDAY AND AWARDS DINNER

This is the premier member event of the year and the annual holiday party for HBA members. As is tradition, the event will honor the outgoing and incoming Association Officers & award members for their contributions to the HBA during the year.



Title Sponsor - \$5,000 - 1 Available Benefits:

- Exclusive naming rights for the event, e.g., "The [Your Company Name] 2024 HBA Holiday Dinner and Awards Ceremony."
- Recognition in event invitation (if received by October 5), prominent placement on signage at the event, special recognition by the event's emcee, logo recognition on table tents, electronically on the presentation screen, in the Association e-newsletter, and on our event webpage
- Company will also receive a full-page ad in the event program
- Reserved premium table with company name to the event

Presenting Sponsor - \$2,500 - 2 Available

Benefits:

- Logo recognition in event invitations (if received by October 5), prominent placement on signage at the event, special recognition by the event's emcee, logo recognition on table tents, electronically on the presentation screen, in the Association e-newsletter, and on our event webpage
- Company will also receive a half-page ad in the event program
- Reserved premium table with company name and 8 tickets to the event

Table Sponsor - \$750 - 15 Available

Benefits:

- Reserved table for 8 with company name/logo on table signage at the event
- Company will receive recognition in the event program

Program Sponsor - \$500 - 4 Available

Benefits:

- Sponsor will have 1/2 page ad in the program distributed to all attendees

Entertainment Sponsor - \$500 - 4 Available

Benefits:

- Logo recognition on signage near the entertainment area
- Company will receive recognition in the event program

Bar Sponsor - \$1,000 - 4 Available

Benefits:

- Sponsor will receive signage at the bar
- Company will receive recognition in the event program

