

Sponsorship & Marketing

OPPORTUNITIES FOR HBA MEMBERS

HOME BUILDERS ASSOCIATION OF SOUTHEASTERN MICHIGAN • 2075 WALNUT LAKE ROAD, WEST BLOOMFIELD, MI 48323 • 248-737-4477 • www.builders.org

Mid-Year Economic Forecast with CAM June 22, 2016

7:30 - 11 a.m. • Diamond Center At Suburban Collection Showplace

EXPECTED ATTENDANCE: 300+

☐ **Presenting Sponsor - \$1,000**

- Tabletop Display at the event (Value: \$200)
- Two admissions to Program (Value: \$100)
- Signage in the Registration area announcing Sponsorship
- Sponsor logo on screen as attendees enter the ballroom
- Sponsorship mentioned by the emcee during the program
- Sponsor logo on all electronic publicity for the event
- Sponsor logo on printed material if sponsorship is reserved and paid by our printing deadline of April 15
- 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: \$90)
- 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: June 3**

- 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.

Pistons Outing March 25, 2016

ONE SPONSORSHIP AVAILABLE - EXPECTED ATTENDANCE: 100

☐ **Event Sponsor - \$500**

- 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

Annual Barbecue July 27, 2016

ONE SPONSORSHIP AVAILABLE - EXPECTED ATTENDANCE: 35

☐ **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
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Golf Outing at Cherry Creek - September 15, 2016

Event Sponsorship

☐ **\$1000 Limit One**

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

Lunch Sponsorship

☐ **\$500 Two Available**

- TWO Complete Golf Packages for TWO Players
- Signage at Registration and Lunch
- Company Named in All Publicity
- Building Business & Apartment Management magazine publicity
- Recognition at Dinner

Beverage Cart Sponsorship

☐ **\$250 Two Available**

- Complete Golf Package for One Player
- Signage on Beverage Cart
- Building Business & Apartment Management magazine publicity

Hole/Tee Sponsorship

☐ **\$50**

- Signage at Tee
 - Building Business & Apartment Management magazine publicity
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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 18 - \$250

☐ June 17 - \$250

☐ September 15 - \$250* with Golf Outing at Cherry Creek (Thursday)

☐ December 2 - \$250

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 27 from 6 - 8 p.m. at Transitions Remodeling - \$150

☐ Wednesday, March 23 - Breakfast Event - \$150

☐ Wednesday, May 18 - Lunch Event - \$150

☐ Wednesday, September 21 - Lunch Event - \$150

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 11 - Lunch Meeting- \$150
- ☐ Wednesday, June 8 - Lunch Meeting- \$150
- ☐ Wednesday, September 14 - Lunch Meeting - \$150
- ☐ Wednesday, October 19 - Lunch Meeting- \$150
- ☐ Wednesday, November 9 - Lunch Meeting- \$150

Awards Night 2016 - Date to be announced - Early December

Expected Audience of 300+

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.**

- ☐ January 29-31 - \$10,000
- ☐ April 1 - 3 - \$10,000
- ☐ October 14 - 16 - \$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 Contributing Sponsor (3 available) \$3,000/year
- ☐ Advertising Skyscraper 160 pixels x 480 pixels - \$400/month
- ☐ Advertising Horizontal 800 pixels x 160 pixels - \$600/month
- ☐ Annual Presenting Sponsor (1 available) \$12,000/year
- ☐ Advertising Square 160 pixels x 160 pixels - \$200/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. Outside back cover is available on 6 of the issues for 2015.

SUSAN ADLER SHANTEAU: 248-862-1016

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

6/1/15 - 6/30/16

☒ Financial Institution Presenting Sponsor - **Bank of America Home Loans**

☐ Sponsorships from \$2,500

☐ Magazine advertising from \$600
