

2018 PARTNERSHIP & MARKETING OPPORTUNITIES

ATTN Members & Community Partners!

The Hill Country Builders Association offers a number of avenues for networking and marketing your products and services. Our sponsorships and advertising options provide the opportunity to engage in targeted marketing to other businesses and homeowners throughout the Central Texas Hill Country. Reach the right audience through a variety of mediums and earn credibility via online/print/radio, social media, fundraiser event sponsorships and more.

SHOW US THE LOVE – WE SHOW IT BACK!

Your annual sponsorship contributions to the HCBA add up, and we're all about recognizing our supporters!

New this year is our sponsor package levels. Earn recognition through having your business logo and link featured on the HCBA homepage and in Hill Country Life magazine with your qualifying annual contributions!



GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR

GOLD LEVEL → \$4k+ annual contributions

SILVER → \$3-4k

BRONZE → \$2-3k

DEADLINE FOR ANNUAL SPONSORSHIP PACKAGES WITH GOLD, SILVER OR BRONZE RECOGNITION IS MON JAN.15

JOIN THE FUN & SPONSOR FUNDRAISING EVENTS!

Highland Lakes Golf Tourney

June (date TBD). 4-person scramble at nationally-ranked Horseshoe Bay Resort with awards reception. Tourney sold out last year with player waitlist. Benefits the Burnet and Marble Falls high school building trades education programs. *All sponsorships include company logo on website & event banners, 1 reception meal & 4 drink tix. Prizes for 'Closest to the Pin' and Best Score. Handicapped.



- **Title Sponsor... \$2500**
Company name & logo included in event title, literature & promotions and golfer goody bags. Comp 4 players. 4 meals and drink tix
- **Beer Cart Sponsor... \$500 (4 avail)**
Advertisement & logo on beer cart signage
- **Golfer Snacks Sponsor. \$300 (1 avail)**
Logo and acknowledgement on welcome note in bags. Includes company literature in bags.
- **Hole-in-One Sponsor... \$500 (1 avail)**
Reps can staff hole and offer demos/ displays of products & services. Logo on hole signage.
- **Hole Sponsor... \$450 (17 avail)**
Reps can staff hole and offer demos/ displays of products & services. Logo on hole signage.
- **Meal Sponsor... \$500 (2 avail)**
Dining area logo table tents and area banner.
- **Golf Cart Fleet Sponsor... \$700 (1 avail)**
Logo and company message displayed on all golf carts.
- **Supporting Trades Sponsor... \$100 (unlimited)**
Logo on tournament banner & HCBA website. (*meal and drink tickets not included)
- **Raffle item donations**
Recognition/logo on HCBA website & raffle table
- **Player... \$125**
1 round of golf, meal, goody bag and 4 drink tix

Wine Country Bowling Tourney

Fall (date TBD). Family-friendly event held at BB's in Fredericksburg. 10 lanes with 10 teams of 4. Fundraiser benefits the FBG High School Building Trades Education project. Prizes for highest & lowest score.

- **Lane Sponsor... \$200 (10 avail)**
Company name displayed on lane banner
- **Beverage Sponsor... \$250 (2 avail)**
Table tents with sponsor logo
- **Food Sponsor... \$300**
Table tents with sponsor logo
- **Strike Now Sponsor... \$200**
Logo on strike now banner
- **Raffle item donations**
Recognition/logo on raffle table
- **Team of 4... \$200 (10 team slots)**
Incl. 2 rounds of bowling, 2 drink tix and pizza



Sporting Clays Tourney

May (date TBD). Fundraiser supporting the FBG High School Building Trades education program. Held in the spring at the private Neilsen Ranch in Stonewall. BBQ lunch provided at awards reception, BYOB. Grand Prize last year was heli hog hunt!



- **Title Sponsor... \$2000 SOLD**
Company name & logo included in event title, logo included in all social media, web and print advertising, logo on t-shirts
- **Sponsor Shooter Teams of 4... \$500 (12 avail)**
Shooting station sponsor with banner & logo
- **Snacks Sponsor... \$300**
Logo and acknowledgement on welcome note in snack bags. Incl your company literature in bags.
- **Trophies Sponsor... \$200**
Logo on event banners, website and trophies
- **Breakfast Sponsor... \$250 (2 avail.)**
Logo on event banners, table tents & website
- **Lunch Sponsor... \$500 (2 avail.)**
Logo on lunch area banner, event banners, table tents & website
- **T-shirt Sponsor... \$TBD**
Company logo on staff shirts & banners & website
- **Gun raffle item donations**
Recognition/logo on HCBA website & raffle table
- **Shooter only teams of 4... \$360**
12 stations, BBQ lunch, beverages, BYOB

BBQ Cook Off

Feb. 16-17. Two-day BBQ competition held at the beautiful Schumann Ranch in Stonewall. Last year first annual BBQ had 22 teams competing for best of categories + jackpots & chili contest. BYOB. Cash prizes. Friends & Family Fri and open to the public Saturday.



- **Title Sponsor... \$2000 SOLD**
Company name & logo in event title, logo on social media & print ads, flyers, signage, awards, t-shirts
- **Awards Sponsor... \$500**
Includes logo on awards and HCBA website
- **Koozies Sponsor... \$500 SOLD**
- **T-shirt Sponsor... \$1500**
Logo on all BBQ team participant and staff shirts
- **Sponsorship Table... SOLD**
Staff the raffle table and have a chance to meet all of the BBQ attendees. Logo on raffle table.
- **Porta Potty / Trash Sponsor... \$ SOLD**
- **Liquor Wagon Sponsor... \$500**
- **Gun Sponsors... \$500 each**
Recognition/logo on HCBA website and raffle table
- **Judges Tent Sponsor... \$250 SOLD**
Logo & recognition on tent signage, tables and HCBA website.
- **Partner Sponsors... \$150**
Logo on tournament banner & HCBA website
- **Washer Tourney Sponsor... \$TBD**
Logo & recognition on tourney signage, awards and HCBA website.

Raffle item donations

Recognition/logo on HCBA website and raffle table

- Wine wagon... \$200 SOLD
- Liquor wagon... \$300 SOLD
- Green egg... \$500
- Donation _____

BBQ Team Entry Fee... \$200

Reserved parking and pit setup area. Entry into chicken, ribs, brisket.

- **Jackpot entries \$25 each...** chili, beans, margarita, cooks choice & dessert

DISPLAY YOUR LOGO ON HCBA'S WATER BOTTLES

The HCBA uses thousands of water bottles annually to stock the offices, fundraiser events, mixers, board meetings and education classes. Contributing to our annual water needs allows your company's logo and message to reach all of our members and event guests throughout the year... **\$1000 for 65 cases (2 avail.)**

HOST A MIXER

Sponsor a mixer and showcase/demo your products. Great way to network and get your products/services in front of builders and associates. Mixers may be hosted at HCBA offices, at your business or an event venue.

- **HCBA Mixer Host... \$250 (+ cost of food/bevs)**
Mixer title sponsor, logo on event flyers, recognition online, representation at event
- **HOMEPAK Fundraiser Washer Tourney Mixer**
Highland Lakes... reserved
Wine Country... reserved
Guadalupe... open

PROMOTE YOUR BUSINESS ONLINE

- **Website homepage slideshow slots... \$100/mo**
- **E-newsletter ad slots... \$80/mo (3 avail)**

ADVERTISE IN OUR PRINT PUBLICATIONS

Hill Country Life... Full color glossy magazine, online and print, includes feature article content on wide range of consumer interests including home financing; building/remodeling; home and garden care; Find-A-Contractor listings. Distributed in late spring to retailers, restaurants and member businesses throughout Highland Lakes, Fredericksburg and Kerrville. Circulation of 5000 – 43 PAGE

Parade of Homes... Fall, full color glossy magazine now with editorial content, online and print, distributed during Parade of Homes Tour to all attendees, features Parade Home Tour map, Parade Builder bios and relevant content in articles. Circulation of 3000 – 48 PAGE

... See attached rates sheet for pricing & size options

PROVIDE MEMBER EDUCATION

Lunch & Learns / Builder Breakfast... \$250. Opportunity to showcase your product or service and/or opportunity to hold an education class. Sign up a lunch co-sponsor to help cover the cost of providing lunch and drinks. 1 hour slots.

GET INVOLVED IN THE "PARADE OF HOMES"

Be a featured Parade Builder! What better way to showcase your expertise and design directly to over 1500 tour visitors that walk through the Parade homes over 2 weekends in October. Parade builders average 4+ new project leads. Compete among other homes in your price category for the renowned Parade Builder Awards. Includes logo and bio on HCBA website and branding presence online/ Facebook/ print/ radio/ parade signage. Earn brand recognition by touching over **134,000** on social media and reach thousands via radio and print ads.

Showcase your offerings – become a Parade Partner!

Display your craftsmanship and products/services directly to over 1500 interested Parade attendees. Reps may staff the home(s) and demo/display their products and services. Includes presence on HCBA website/ Twitter/ Facebook/ print/ radio/ parade signage and more.

- **Title sponsor... \$5k**
- **Corporate sponsor... \$1000 (5 avail)**
- **Parade Builder... \$2500 per home**
- **Parade builder partner... \$350 per home**

Let us help you reach your 2018 marketing goals! We're happy to discuss your individual business' wants and needs and will work within your budget to create the perfect outreach plan. Contact the HCBA today!

Jen Rome

Executive Director

o. 830.798.2266

jen@hillcountrybuilders.org

Lindsey Rodriguez

Admin & Marketing

o. 830.798.2266

lindsey@hillcountrybuilders.org

About the HCBA

The Hill Country Builders Association (HCBA) is a nonprofit professional member organization dedicated to promoting, advocating and supporting the building and trades industries. The three HCBA divisions (Marble Falls, Fredericksburg and Kerrville) provide community education programs which focus on industry best practices and career development initiatives within the Central Texas Hill Country region.

**...SIGN UP NOW TO
RESERVE YOUR SPOT!**

HCBA 2018 Sponsorship Request Form

Name _____ Company _____

Email _____ Phone _____

Address (city,st,zip) _____

Highland Lakes Golf Sponsorship _____ Cost \$ _____

Wine Country Bowling Sponsorship _____ Cost \$ _____

Sporting Clays Sponsorship _____ Cost \$ _____

BBQ Cook-Off Sponsorship _____ Cost \$ _____

e-Newsletter Advertising _____ Cost \$ _____

Parade of Homes Mag Advertising _____ Cost \$ _____

Hill Country Life Mag Advertising _____ Cost \$ _____

Member Education _____ Cost \$ _____

Other _____ Cost \$ _____

Parade of Homes Builder (\$2500/home)... ☐ # of homes _____

Parade of Homes Sponsor or Partner... ☐ Yes, I am interested in _____

To host a mixer (\$250), contact: Wine Country... Phil - plhiser@mooresupply.com
Highland Lakes... Tami - trandolph@fcbtexas.com
Guadalupe... Mark - mark@hillcountrylighting.com

TOTAL \$ _____

Gold \$4k+ ☐ Silver \$3-4k ☐ Bronze \$2-3k ☐

Fill out form and return to the HCBA at jen@hillcountrybuilders.org; or 1401 Broadway B1, Marble Falls, 78654.

IMPORTANT →

Deadline for annual sponsorship packages (gold, silver, bronze recognition) is Mon. Jan. 15.
Invoices are billed and due in full when the HCBA offices receive your sponsorship form.
2017 sponsors are given first right of refusal.

Why purchase advertising with the Hill Country Builders Association?

- Homeowners and business owners in the Hill Country are looking for your services
- Customers want to do business with a member of a credible professional association
- Our targeted distribution reaches thousands of local residents and business owners that frequent retailers such as restaurants, banks, building materials suppliers, title companies, doctors' offices, the Parade of Homes, etc.

About our publications

The Hill Country Builders Association offers two annual printed publications. The magazines are printed on heavy weight glossy paper in full color and are distributed throughout the 10 county region of the Marble Falls, Fredericksburg and Kerrville areas as well as online.

Hill Country Life is a new annual 43 page publication that debuted last spring! This consumer go-to guide includes the popular 'Find a Contractor' listings as well as editorial content and promotions which focus on all aspects of home ownership and living in the Texas Hill Country region. *Hill Country Life* is designed to reach a broader consumer audience and serves as a comprehensive and credible consumer resource guide that lists our 300+ HCBA contractors and retail member partners. All HCBA members are listed in the directory.

Parade of Homes is the official publication of the premiere Hill Country Parade of Homes Tour in October. Parade of Homes features all of the homes in the 2018 Parade Tour and was handed out to a record 1400+ attendees in 2017. The 48 page publication features expert tips and a range of editorial content, reaching Parade go-ers from local areas as well as visitors from across Texas.



<u>Ad Size</u>	<u>Dimensions</u>	<u>Hill Country Life</u>	<u>Parade of Homes</u>
2-Page Spread	17" x 11.125" Bleed 16.75" x 10.875" Trim	\$1299	\$3099
Front Cover	8.625" x 11.125"	\$2000	n/a
Back Cover	8.625" x 11.125"	\$899	\$2599
Page Three	8.625" x 11.125"	\$899	\$2199
Inside Front/Back	8.625" x 11.125"	\$799	\$1899
Full Page	8.625" x 11.125"	\$649	\$1399
Half Page	7.325" x 4.875" Horz. 3.625" x 9.875" Vertical	\$499	\$759
Half Page Advertorial (limit 4)	7.325" x 4.875" Horz.	\$499	\$499
Quarter Page	3.625" x 4.875"	\$349	\$459
What's Hot Section	new products/services feature	n/a	\$250
Ad production	Based on graphic complexity	\$100	\$100

***Discounts available: Purchase an ad in both the Hill Country Life and Parade of Homes magazines and receive a 10% discount.**

Acceptable formats include PDF, TIF and JPG. Please outline or embed all fonts and keep all content in the ad at resolution of 300dpi at full size or higher. Do not email files greater than 6mb. Advertiser understands that rates listed are for camera ready ads only and all rates are net. No advertisement will be run unless full payment has been made. Ad design fees are subject to change.

**Contact us today to purchase your advertisements and learn more about how we can help you grow your business.
Call or email Lindsey at 830-798-2266 or lindsey@hillcountrybuilders.org**

I am purchasing an ad in Hill Country Life ☐

I am purchasing an ad in the Parade of Homes ☐

Both ☐

HCBA Advertising Agreement



Publication _____ Dimensions _____ Horizontal ☐ Vertical ☐

Ad Design Services (\$100) ☐

I will provide the artwork, no design services needed ☐

Ad design requests _____

ALL LOGOS AND PHOTOS MUST BE HIGH RESOLUTION (300 dpi or greater). Acceptable formats include PDF, TIF and JPG. Please outline or embed all fonts. Do not email files greater than 6mb. Advertiser understands that rates listed are for camera ready ads only and all rates are net. No advertisement will run unless full payment has been made.

Company Name _____

Company Contact Name _____

Email Address _____

Mailing Address _____

Physical Address (if different) _____

Phone _____

Payment information:

____ Invoice ____ Cash ____ Check ____ Visa ____ MasterCard ____ Amex ____ Discover

Name on Credit Card _____

Credit Card Number _____

____ \$ _____
Expiration Billing Zip Code Total

I authorize payment for total amount listed above and understand there are no refunds once transaction is complete.

Signature _____ Date _____

* Advertorial submissions are accepted and will be proofed. Please include text, photos, logos and business contact info.

**Ad design services are available for \$100 per ad, based on graphic complexity.

For ad design, please send photos, logo and verbiage to Lindsey@hillcountrybuilders.org.