HBA Capitol City VIRGINIA

The VOICE of the Home Building Industry to State Government



2019

KEYSTONE CLUB

Marketing and Sponsorship Opportunities

2019 Home Builders Association of Virginia Marketing and Sponsorship Opportunities

The Home Builders Association of Virginia (HBAV) is a 3100-member statewide organization of home builders and firms that provide products and services to the home building industry. HBAV members work together to further the building industry and protect the industry for the benefits of the members as well as the protection of home buyers.

HBAV allows firms the opportunity to market their services to members through sponsorships of HBAV programs. This tremendous support allows HBAV to provide greater advocacy, additional educational opportunities, and improved business networking events for our members.

Available sponsorships include:

Become an HBAV Keystone Member

A Keystone is defined by a central stone at the summit of an arch, locking the whole together or the central principle on which all else depends. Keystone members invest in a year-long partnership program and are given the opportunity to have their company associated with all HBAV events and activities. From exclusive recognition at board meetings to featured status on the HBAV website, our business partners increase their brand awareness among our members.

Sponsor the HBAV Annual Conference and Installation of Officers

Reach home builders throughout Virginia at the HBAV Annual Conference and Installation of Officers by sponsoring this event to be held June 20-23, 2019 at The Greenbrier Resort. This one of a kind event which includes a welcome reception, industry education, an evening designed for business development, fun leisure activities, and our annual installation of officer's dinner.

Exhibit at the 2019 Virginia Builders Summit and Expo

In September of 2019 HBAV will host the inaugural Virginia Builders Summit and Expo in Richmond, Virginia. This event will feature builder education as well as a Trade Expo. The expo will give builders an opportunity to visit with vendors and suppliers of the top building products and suppliers and learn about the latest industry developments.

Advertise in the HBAV Annual Report

The HBAV Annual Report is published annually and is distributed to more than 3,000 builder and association members. Readers include home builders, multifamily builders, remodelers, land developers, architects, designers, sales professionals and subcontractors and more. Consider the impact the HBAV Annual Report can have in your efforts to reach your current and prospective customers across Virginia.

Sponsor the 2019 Virginia Reception at the International Builders Show

Virginia home builders and key decision-makers will attend this annual reception, held during the International Builders Show. This year's reception will be held on Tuesday, February 19, 2018 from 5:00 p.m. to 6:30 p.m. in Las Vegas, NV.

Support the HBAV Koebig Classic Golf Tournament

Each year HBAV hosts the Koebig Classic Golf Tournament to raise money to support NAHB's legislative and regulatory affairs. Over 80 golfers from local home builders' associations in Virginia attend this annual event held each fall. Sponsorships range from dinner sponsors, golf hole sponsors, to golf teams.

HBAV Housing Advocacy Fundraiser

HBAV's primary mission is to promote and protect the housing industry in Virginia to state law makers and regulators. To effectively carry out its mission, HBAV must have the appropriate resources. Each spring HBAV holds a fundraiser to fund HBAV's advocacy efforts. Over 100 attendees from local home builders' associations in Virginia attend this one of a kind event.

2019 Home Builders Association of Virginia Marketing and Sponsorship Opportunities

1. Enhance your membership while simultaneously supporting our industry when your firm becomes an exclusive **HBAV Keystone Club Member!**

HBAV Keystone Club - Benefits

	Diamond	Platinum	Gold
HBAV Board of Directors Meetings (March, and September)			
Complimentary registration to attend the HBAV Board of Directors Meetings	✓	✓	✓
Signage at Board Meetings	✓	✓	✓
Recognition from Podium at HBAV Board Meetings	✓	✓	
HBAV Annual Conference			
Complimentary Registration to attend the HBAV Annual Meeting and Installation	✓✓	✓	✓
Signage at HBAV Annual Meeting	✓	✓	✓
Opportunity to include branded materials in Annual Conference Registration Bag	✓	✓	
Recognition and benefits of HBAV annual conference Host sponsor	✓	✓	
Three nights double occupancy stay in standard room	✓		
Virginia Builders Summit and Expo			
8x10 Exhibit Booth	✓	✓	✓
HBAV Events			
Golf Team or Hole sponsor at the annual HBAV Koebig Classic golf tournament	✓	✓	✓
Tickets for the spring HBAV Advocacy Fundraiser	✓✓	✓✓	✓✓
Virginia reception sponsor at the NAHB Builders Show	✓		
HBAV Website			
Listing as annual sponsor on HBAV annual sponsorship page	✓	✓	✓
HBAV website banner ad	✓	✓	
Annual Report			
Recognition in the annual edition of the HBAV Annual Report mailed to 3,000 members	✓	✓	✓
Print Ad in annual edition of the HBAV Annual Report mailed to all HBAV members	Full	Half	
HBAV Social Media			
Facebook Posts on the HBAV Facebook Pagerecognizing your firm	✓✓✓✓	✓✓✓	✓✓
Membership List			
Receive a spreadsheet of all current members with contact info (Excludes email addresses)	✓	✓	✓
Annual Cost	$15,000	$10,000	$5,000
Select Box:	☐	☐	☐

2. **Check off the HBAV item you wish to sponsor!**

2019 HBAV Sponsorship and Marketing Opportunities

HBAV Annual Conference Sponsorships - June	Benefits	Select Bod
Recognition in Annual Conference on-site program	✓	
Opportunity to set up a table top display in meeting rooms	✓	
Opportunity to provide branded materials in registration welcome bag	✓	
Associates Committee Event Sponsor	✓	
Recognition on on-site Signage	✓	
Associates Sponsor	$2,500	☐
All Associate Sponsor Benefits plus the following	✓	
Complimentary Registration for Two to Annual Conference	✓	
Recognition from the podium before the Breakfast Speakers	✓	
Opportunity to address attendees at Breakfast	✓	
Recognition in Installation of Officers Event Program	✓	
Breakfast Sponsor	$5,000	☐
All Associate Sponsor Benefits plus the following	✓	
Complimentary Registration for Two to Annual Conference	✓	
Recognition as Golf Outing Sponsor	✓	
Opportunity to address Golfers	✓	
Recognition in Installation of Officers Event Program	✓	
Golf Tournament Sponsor	$5,000	☐
All Associate Sponsor Benefits plus the following	✓	
Complimentary Registration for Two to Annual Conference	✓	
Recognition as Welcome Reception Sponsor	✓	
Opportunity to address attendees at Welcome Reception	✓	
Recognition in Installation of Officers Event Program	✓	
Recognition on attendee conference registration form	✓	
Welcome Reception Sponsor	$10,000	☐
All Associate Sponsor Benefits plus the following	✓	
Complimentary Registration for Two to Annual Conference	✓	
Recognition from the podium at Installation of Officers Dinner	✓	
Opportunity to address attendees at Installation of Officers	✓	
Recognition in Installation of Officers Event Program	✓	
Recognition on attendee conference registration form	✓	
Installation of Officers Dinner Sponsor	$10,000	☐

2019 Home Builders Association of Virginia Marketing and Sponsorship Opportunities

HBAV Koebig Klassic Golf Tournament to support NAHB BuildPAC - October		
Team Sponsor	$800	☐
Beverage Cart Sponsor	$600	☐
Hole Sponsor	$300	☐
Putting Contest	$600	☐
Lunch Sponsor	$1,000	☐
Dinner Sponsor	$2,000	☐
Prize Sponsor	$2,500	☐
Housing Advocacy Fundraiser - April 2019		
Individual Tickets	$100	☐
Company Sponsor - 10 Tickets	$800	☐
Bar Sponsor	$2,500	☐
Dinner Sponsor	$2,500	☐
Auction Sponsor	$2,500	☐
Presenting Sponsor	$5,000	☐
Virginia Builders Summit and Expo - September 2019		
8X10 Exhibit Booth	$1,095	☐
Premium 8x10 Exhibit Booth	$1,595	☐
Education Speaker Sponsor	$2,500	☐
Wifi Sponsor	$2,500	☐
Breakfast Sponsor	$5,000	☐
Lunch Sponsor	$5,000	☐
Reception Sponsor	$5,000	☐
Presenting Sponsor	$10,000	☐
HBAV International Builders Show Reception	**Host Sponsor**	**Reception Sponsor**
	$5,000	$1,500
Recognition on all reception invites and marketing materials	✓	
Opportunity to set up a table top display at the reception	✓	
Recognition on the on-site event signage	✓	✓
Recognition from the podium	✓	✓
Select Box:	☐	☐
Digital Ads		
HBAV website banner ad	$500	☐
Monthly E-Builder Newsletter Ad	$250 per month	☐
Total Sponsorship		

RETURN YOUR COMPLETED FORM TO:

Home Builders Association of Virginia
707 E. Franklin Street, Richmond, Virginia 23219
804.643.2797

Questions?
Craig Toalson, ctoalson@hbav.com
Chief Executive Officer
Kathy Harley, kharley@hbav.com

3. Send it in!

CONTACT INFORMATION	
Name:	
Company:	
Street Address:	
City, State, Zip:	
Telephone:	
Email:	

PAYMENT INFORMATION	
o Please Bill Me	o Check Enclosed
o Credit Card	o Visa o Master Card o Amex
Card Number:	
Exp Date:	Security Code:
Name on card:	
Signature:	