



# SPONSORSHIP OPPORTUNITIES

PREMIER  
PARTNER  
STRATEGIC  
SUPPORTING

**Your Valuable Sponsorship Enables The BIA Of Greater Louisville to  
Carry Out Our Mission Statement Below**

*The Building Industry Association of Greater Louisville is the voice of the building industry by  
providing advocacy, member services, professional standards and signature events.*

# BIA CORE PACKAGE

*No matter which package you choose, you get to enjoy ALL of the following benefits.  
Depending upon what package you choose you may receive additional benefits.*

## **All Premier, Partner, Strategic, and Supporting Sponsors Receive:**

- Tiered company name/logo in sponsorship recognition page of our BIA publications.
- Tiered company name/logo on special Thank You" signage/recognition at our Signature Events.
- Tiered company name/logo on the Homepage of [www.bialouisville.com](http://www.bialouisville.com).
- Tiered company name/logo on special "Thank You". signage/recognition at other BIA sponsored events.
- First right of refusal to purchase tickets for the annual Day at the Downs event.
- Social Media mentions throughout the year.
- First right of refusal to host a BIA promoted campaign (i.e. education class, networking event, new member orientation etc. at your place of business or other venue as agreed upon). Please note extra costs may be incurred by sponsor.



**FOR MORE INFORMATION CONTACT:**

**KATIE HALLER**

**[katie@bialouisville.com](mailto:katie@bialouisville.com) | 502.429.6102**

# PREMIER SPONSORSHIP PACKAGE

**\$15,000**

*All the benefits of the Core Package plus you receive the added benefits listed below.  
This is truly your best package if you're looking for the highest visibility and ROI.*

Example of tiered logo/company names

## ADDITIONAL PREMIER PACKAGE BENEFITS:

- Logo on tiered basis in other BIA publications.
- Logo on tiered basis displayed at every BIA event.
- Logo on tiered basis on BIA Website with url link to your home page.
- Logo on inside of orientation folder and option of an 8.5 x 11 company flyer in orientation folder.
- Logo on tiered basis on BIA email newsletters.
- Logo on tiered basis on BIA front office screen.
- \$7,500 to spend on sponsorships at BIA Events including Signature Event(s). Some exclusions apply.
- 2 Page Company Highlight article in one BIA Publication.
- 10 VIP tickets to Homearama Preview Party.
- 16 admissions to BIA Sponsored Events. Not to exceed 6 to any single event. This excludes the Day at the Downs, Golf Outing & Clay Shoot.
- 2 Member to Member marketing emails.
- 24 Complimentary Drink Tickets to be used throughout the year at various events.
- Education and Orientation Sponsor on tiered level (Logo).
- Logo co-located on lanyards to be used at events throughout the year.

**Premier:**



**Partner:**



**Strategic:**



**Supporting:**

Company Name

### **BIA Core Package**

- Tiered company name/logo in sponsorship recognition page of our BIA publications.
- Tiered company name/logo on special "Thank You" signage/recognition at our Signature Events.
- Tiered company name/logo on the Homepage of [www.bialouisville.com](http://www.bialouisville.com).
- Tiered company name/logo on special "Thank You". signage/recognition at other BIA sponsored events.
- First right of refusal to purchase tickets for the annual Day at the Downs event.
- Social Media mentions throughout the year.
- First right of refusal to host a BIA promoted campaign (i.e. education class, networking event etc. at your place of business or other venue as agreed upon). Please note extra costs may be incurred by sponsor.

# PARTNER SPONSORSHIP PACKAGE

**\$10,000**

*All the benefits of the Core Package (listed on right) plus you receive the added benefits listed below.  
The perfect package if you're looking for high visibility and great ROI.*

## ADDITIONAL PARTNER SPONSOR PACKAGE BENEFITS:

- Logo on tiered basis in BIA publications.
- Logo on tiered basis at every BIA event.
- Logo on tiered basis on BIA Website with url link.
- Logo on tiered basis on BIA email newsletters.
- Logo on tiered basis on front office screen.
- \$3,500 to spend on sponsorships at BIA Events.
  - Including Signature Event(s) some exclusions to apply.
- 1 Page Company Highlight article in a BIA Publication
- 4 VIP tickets to Homearama Preview Party.
- 10 admissions to BIA Sponsored Events. Not to exceed 6 to any single event. This excludes the Day at the Downs, Golf Outing & Clay Shoot.
- 20 Complimentary Drink Tickets to be used throughout the year at varies events.
- Education Sponsor on tiered level logo.

Example of tiered logo/company names

**Premier:**



**Partner:**



**Strategic:**



**Supporting:**

Company Name

**ALL PUBLICATION ADVERTISING IS  
HANDLED THROUGH OUR  
PARTNERSHIP WITH INNOVATIVE  
PUBLISHING 502.423.7272**

### **BIA Core Packagee**

- Tiered company name/logo in sponsorship recognition page of our BIA publications.
- Tiered company name/logo on special "Thank You" signage/recognition at our Signature Events.
- Tiered company name/logo on the Homepage of [www.bialouisville.com](http://www.bialouisville.com).
- Tiered company name/logo on special "Thank You" signage/recognition at other BIA sponsored events.
- First right of refusal to purchase tickets for the annual Day at the Downs event.
- Social Media mentions throughout the year.
- First right of refusal to host a BIA promoted campaign (i.e. education class, networking event etc. at your place of business or other venue as agreed upon). Please note extra costs may be incurred by sponsor.

# STRATEGIC SPONSOR PACKAGE

\$5,000

*All the benefits of the Core Package (listed on right) plus you receive the added benefits listed below. The perfect package if you're looking for high visibility and great ROI.*

## ADDITIONAL STRATEGIC PACKAGE BENEFITS:

- Logo on tiered basis in BIA publications
- Logo on tiered basis at every BIA event
- Logo on tiered basis on BIA Website with url link
- Logo on tiered basis on BIA email newsletters
- Logo on tiered basis on front office screen
- \$1,000 to spend in sponsorships at BIA Events including Signature Event(s). The exact details will be determined closer to the event(s)
- 2 VIP tickets to Homearama Preview Party
- 4 Tickets to one of our Signature Events. You may split between events.
- 12 Complimentary Drink Tickets to be used throughout the year at various events.

Example of tiered logo/company names

**Premier:**



**Partner:**



**Strategic:**



**Supporting:**

Company Name

### BIA Core Package:

- Tiered company name/logo in sponsorship recognition page of our BIA publications.
- Tiered company name/logo on special "Thank You" signage/recognition at our Signature Events.
- Tiered company name/logo on the Homepage of [www.bialouisville.com](http://www.bialouisville.com)
- Tiered company name/logo on special "Thank You" signage/recognition at other BIA sponsored events.
- First right of refusal to purchase tickets for the annual Day at the Downs event
- Social Media mentions throughout the year.
- First right of refusal to host a BIA promoted campaign (i.e. education class, networking event etc. at your place of business or other venue as agreed upon). Please note extra costs may be incurred by sponsor

*All the benefits of the Core Package (listed on right) plus you receive the added benefits listed below. The perfect package if you're looking for high visibility and great ROI.*

## ADDITIONAL SUPPORTING PACKAGE BENEFITS:

- Company name listed in Louisville Builder and other publications
- Company name listed at every BIA event
- Company name listed on BIA email newsletters
- Company name listed on front office screen
- \$500 to spend on sponsorship at BIA Event(s) excluding signature events. The exact details will be determined closer to the event(s).
- 6 Complimentary Drink Tickets to be used throughout the year at various events.

### BIA Core Package:

- Tiered company name/logo in sponsorship recognition page of our BIA publications.
- Tiered company name/logo on special "Thank You" signage/recognition at our Signature Events.
- Tiered company name/logo on the Homepage of [www.bialouisville.com](http://www.bialouisville.com)
- Tiered company name/logo on special "Thank You" signage/recognition at other BIA sponsored events.
- First right of refusal to purchase tickets for the annual Day at the Downs event



Example of tiered logo/company names

Premier:



Partner:



Strategic:



Supporting:

Company Name