



Sponsorship Opportunities

Premium
Partner
Strategic
Supporting

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

*"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 the following benefits. Depending upon what package you choose you may receive additional benefits.

BIA Event Information

 HOME, GARDEN & REMODELING SHOW	Reach 15,000-20,000 consumers in one weekend
 HOMEARAMA	20,000-25,000 consumers tour this annual event
 THE TOUR OF REMODELED HOMES	Reach those who are in the market for a remodeling project
 THE TOUR OF NEW HOMES	Reach those who are looking to purchase a new home
 CHURCHILL DOWNS	600 tickets sold in under 36 hours each year
 2019 GOLF SCRAMBLE	Most anticipated event of the year (sold out every year)
 Holiday Party	Over 400 members in attendance each year

All Premier, Partner, Strategic & 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
- ◆ 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



FOR MORE INFORMATION CONTACT:

KATIE HALLER

katie@bialouisville.com | 502.429.6102

RACHEL COLANGELO

rachel@bialouisville.com | 502.429.0513

PREMIER SPONSORSHIP \$15,000

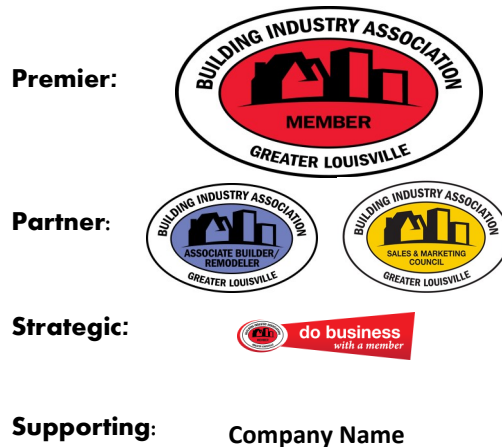
All the benefits of the Core Package plus you receive the added benefits listed below. This is truly your best package if you're looking for the highest visibility and ROI.

ADDITIONAL PREMIER PACKAGE BENEFITS:

- ◆ Logo on tiered basis in Louisville Builder and 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)
- ◆ 2 Page Company Highlight article in the Louisville Builder and re-printed in one of the following:
 - ◆ Relocation Guide **OR**
 - ◆ Home, Garden, and Remodeling Publication
- ◆ 10 VIP tickets to Homearama Preview Party
- ◆ 6 tickets to the Annual Holiday Party
- ◆ Your choice of one of the following:
 - ◆ 10 Tickets to Home, Garden, and Remodeling Show
 - ◆ 10 Tickets to Tour of Remodeled Homes
 - ◆ 10 Tickets to Tour of New Homes
- ◆ Education and Orientation Sponsor on tiered level (Logo)
- ◆ Logo co-located on lanyards to be used at events throughout the year

*Tickets can be customized as needed

Example of tiered logo/company names



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
- ◆ 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

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PARTNER SPONSORSHIP \$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 Louisville Builder and other 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
- ◆ \$2,500 to spend on sponsorships at BIA Events Including Signature Event(s)
- ◆ 1 Page Company Highlight article in the Louisville Builder
- ◆ 1 Page Company Highlight article in the Homearama Plans Book
- ◆ 5 VIP tickets to Homearama Preview Party
- ◆ 5 Tickets to Home, Garden, and Remodeling Show
- ◆ 5 Tickets to Tour of Remodeled Homes
- ◆ 5 Tickets to Tour of New Homes
- ◆ Education Sponsor on tiered level

*Tickets can be customized as needed

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



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
- ◆ Tiered company name/logo on special "Thank You" signage/ recognition at other BIA sponsored events.
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STRATEGIC SPONSORSHIP \$5,000

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ADDITIONAL STRATEGIC PACKAGE BENEFITS:

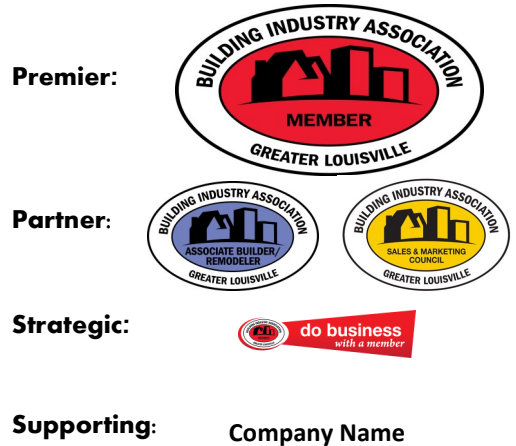
- ◆ Logo on tiered basis in Louisville Builder and other publications
- ◆ Logo on tiered basis at every BIA event
- ◆ Logo on tiered basis on BIA Website with URL link
- ◆ Logo on tiered basis on BIA email newsletters
- ◆ Logo on tiered basis on front office screen
- ◆ \$1,000 to spend in sponsorships 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
- ◆ 2 Tickets to Home, Garden, and Remodeling Show
- ◆ 2 Tickets to Tour of Remodeled Homes
- ◆ 2 Tickets to Tour of New Homes

*Tickets can be customized as needed

BIA Of Greater Louisville's Strategic Plan

Advocacy	Member Services	Signature Events	Professional Standards	BIA Sustainability
<p>Represent member interests with elected officials and government entities in zoning, codes, land development, and other industry issues.</p> <ul style="list-style-type: none"> • Industry Influence • Property Use Rights • Collaborations and Coalitions • Political Action Committees <ul style="list-style-type: none"> • Building Industry Political Action Committee • Housing Industry Political Action Committee of Kentucky • BUILD-PAC 	<p>Delivering value to a diverse membership through association programs and services.</p> <ul style="list-style-type: none"> • Programs and Services • Connections • Consumer Relations • Federated Structure 	<p>Connecting members to the community and customers through public events and public relations.</p> <ul style="list-style-type: none"> • Connect with the Community • Charitable Connection • Public Awareness • Brand Strength 	<p>Providing education that supports professionalism and standards of excellence.</p> <ul style="list-style-type: none"> • Enforced Accountability • Education and CE • Commercial Designation • Workforce Development • Builder Permitting • Non-Builder Permitting • Technology 	<p>Providing industry and association leadership to remain a model NAHB chapter.</p> <ul style="list-style-type: none"> • Financial Stewardship • Membership Growth • Committees, Councils, and Task Forces • Member Mentorship • Governance • Professional Staffing • BIA Headquarters

Example of tiered logo/company names



BIA Core Package:

- ◆ Tiered company name/logo in sponsorship recognition page of our BIA publications.
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SUPPORTING SPONSORSHIP \$2,500

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).

*Tickets can be customized as needed

BIA Signature Events



Example of tiered logo/company names

Premier:



Partner:



Strategic:



Supporting:

Company Name

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