

# 2019

## MARKETING GUIDE



***YOUR GUIDE TO ASSOCIATION MARKETING OPPORTUNITIES***

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## MARKETING:

Your Springfield Area Home Builders Association membership is your chance to market your business to other businesses and consumers that are in the market for your services. To get the most out of your membership, participate in meetings/events, join a committee and take advantage of the advertising/sponsorship opportunities. Your company can only benefit from your membership if other members know about you!

## THE VALUE OF EVENT SPONSORSHIP:

Event sponsorship is considered the fastest growing marketing tool in the United States. The success of this strategy is attributed to the high-impact exposure it provides for a relatively low price. By supporting events that your target market finds attractive, you can boost your company's image in the community, while getting your name out to a wider range of audiences than otherwise possible. How could your company benefit from SAHBA's event sponsorship opportunities?



## USE THIS GUIDE TO:

- Identify your audience: builders, developers, subcontractors, consumers or everyone.
- Determine the right opportunities to fit your product or service.
- Choose which level of investment fits you and your business.

**PLAN AHEAD!** Many SAHBA opportunities are reserved quickly! Once you decide which opportunities fit your company best, contact the SAHBA office at (217) 698-4941.

## WHY DO COMPANIES SPONSOR EVENTS?

### EVENT SPONSORSHIP:

1. Enhances the reputation and image of the sponsoring company through association.
2. Gives product brands high visibility among key audiences.
3. Provides a focal point for marketing efforts and sales campaigns.
4. Generates publicity and media coverage.

# THE 2019 SAHBA CAPITAL CLUB

**We are now accepting 2019 Capital Club Members!**  
**This is open to only 15 SAHBA MEMBERS, first come, first serve.**

## **Looking for a way to stand out and be featured at ALL of SAHBA's events?**

Consider joining the Capital Club. This 6' x 3' display will be featured at all SAHBA events during 2019. Your SAHBA membership signifies a commitment to quality and abiding to building codes and regulations - highlight that membership as part of an elite group, the 2019 Capital Club.



**\$400 per company per year (Limited to 15)**

### **Benefits**

#### **Visibility at all 2019 SAHBA Events**

- Home Expo
- Trivia Night
- General Membership Meetings
- Installation Banquet
- Golf Outing
- Sport Clay Shoot

#### **Capital Club Recognition**

- Member Directory
- Weekly E-Newsletter
- SAHBA Website

**Deadline:** January 15th, 2019



# SAHBA DIGITAL SPONSORSHIP PACKAGE: REACH THOUSANDS AT A LOW COST!

The Digital Sponsorship Package is a great way to reach an audience already interested in the industry and in the market for your product. Reach your customers where they are: the digital marketplace! Plus, add credibility by promoting your SAHBA membership. The best part is that we do all the work of getting the word out about your business in the digital world. You don't even need to have a website or a Facebook page to reap the benefits of digital marketing. This is a combined package and cannot be separated.



## E-NEWSLETTER AD:

Present your company in the official SAHBA e-newsletter that goes out to over 400 people every week! Your full color banner ad will be displayed four times a year. (\$150 value)

**82% of consumers open emails from companies.**



## WEBSITE AD:

You will receive a banner ad at the top of the SAHBA website home page for an entire year and have your ad seen by your target customers each month! Your ad can also link to your website or Facebook page. (\$500 value)

**92% of homebuyers use the internet during their house hunt.**



## FEATURED DIGITAL MEMBER DIRECTORY AD:

The SAHBA website features a complete online member directory. Your company will be the featured member for one month. Your logo and directory information will be highlighted on the Member Directory search page so that anyone who uses the Member Directory will see it. (\$100 value)

**85% of consumers report that they now use the internet to find local businesses.**



## FACEBOOK SPONSORED POST:

Four times per year the SAHBA Facebook page will do a sponsored post targeted to homeowners in the Springfield and surrounding area highlighting and promoting your business. Potential reach is 30,200 customers! (\$400 value)

**47% of Americans say Facebook is their #1 influencer of purchases.**



## FACEBOOK REGULAR POST:

Two times per year we will feature your business as one of our regularly scheduled posts. The SAHBA Facebook page has over 1000 followers. (\$100 value)

**Digital Sponsorship Package (only 12 Available): \$1,000 Total (\$1,250 Value)**

# ANNUAL SPONSORSHIP PACKAGES

The Annual Sponsorship Packages are a great way to get involved in a variety of SAHBA events at discounted rates! Be the first in line for these advertising opportunities... plus you'll be set for the whole year!

PACKAGE LEVEL	PACKAGE COST
PLATINUM	<b>\$2,500</b> (up to \$2,800 value)
GOLD	<b>\$1,500</b> (up to \$1,700 value)
SILVER	<b>\$750</b> (up to \$900 value)
BRONZE	<b>\$500</b> (up to \$600 value)
PEWTER	<b>\$250</b> (up to \$300 value)

## OPTIONS TO CHOOSE FROM BASED ON YOUR PACKAGE LEVEL:

Please pick the sponsorships you would like to do that add up to equal the value of your package level.

### \$50 SPONSORSHIPS:

- Trivia Night - Prize Sponsor
- Installation Banquet - Photography Sponsor

### \$100 SPONSORSHIPS:

- Golf Outing - Tee or Hole Sponsor (add \$25 for logo on sign)
- Sport Clay - Score Sheet Sponsor
- Sport Clay - Station Sponsor
- Trivia Night - Table Sponsor
- Installation Banquet - Silent Auction Sponsor
- Expo - LEGO® Prize Sponsor
- Expo - LEGO® Bucket Sponsor

### \$110 SPONSORSHIPS:

- Expo-Vendor Hospitality Suite Sponsor

### \$150 SPONSORSHIPS:

- Expo - Banner Sponsor B
- Expo - LEGO® Refreshment Sponsor

### \$250 SPONSORSHIPS:

- Banner Ad for E-Newsletter
- Golf Outing - Deluxe Beverage Hole Sponsor
- Golf Outing - Beverage Cart Sponsor
- Golf Outing - Golf Cart Sponsor
- Golf Outing - Lunch/Dinner Sponsor
- Golf Outing - Cigar Sponsor
- Golf Outing - Photography Sponsor
- Sport Clay - T-Shirt Sponsor
- Sport Clay - Food Sponsor
- Sport Clay - Saloon Sponsor
- Sport Clay - Photo Sponsor
- Trivia Night - Drink Sponsor
- Trivia Night - Food Sponsor
- Installation Banquet - Social Sponsor
- Installation Banquet - Dinner Sponsor
- GMM Sponsor

### \$275 SPONSORSHIPS:

- Expo - Tote Bags Sponsor

### \$300 SPONSORSHIPS:

- Sport Clay - Award Sponsor
- Sport Clay - Snack Cart Sponsor
- Installation Banquet - Table Sponsor
- Installation Banquet - Podium & Program Sponsor
- Expo - LEGO® Event Sponsor

### \$500 SPONSORSHIPS:

- Golf Outing - Title Sponsor
- Sport Clay - Title Sponsor
- Trivia Night - Event Sponsor
- Installation Banquet - Title Sponsor
- Website Sponsor

### \$550 SPONSORSHIPS:

- Expo - People's Choice Sponsor

### \$750 SPONSORSHIPS:

- Expo - Banner Sponsor A

### \$825 SPONSORSHIPS:

- Expo - Facebook Ad Sponsor

### \$1,000 SPONSORSHIPS:

- Digital Sponsorship Package

### \$1,100 SPONSORSHIPS:

- Expo - Kids Under 12 Free/Face Painting Sponsor
- Expo - After Hours Party Sponsor

### \$1,650 SPONSORSHIPS:

- Expo - Admission Ticket Sponsor

### \$2,200 SPONSORSHIPS:

- Expo - Admission Discount Sponsor

Please note that although the above plans are pre-classified, we can also customize advertising packages for you that will incorporate discounted rates! Contact the SAHBA office to learn more!

Please refer to the following pages for more information on each of the opportunities included in the Annual Sponsorship Packages. Also, don't forget about our new Digital Sponsorship Package!

# INDIVIDUAL SPONSORSHIP PROGRAMS

Choose from the events below for your opportunity to be recognized and to support the industry.



*I want to be a **SPONSOR** and stand among those who support our industry!*

## E-NEWSLETTER:

Present your company in the official SAHBA e-newsletter that goes out to over 400 people every week!

*Your ad will be displayed at minimum once a month and your company logo will be displayed in every weekly newsletter!*

Full Color Banner Ad (4 Available): \$250



## WEBSITE SPONSOR:

For just \$500, website sponsors will receive a banner ad at the top of the SAHBA website home page for an entire year.

Only 12 ad spots available, so don't delay! Sign up for your ad space on the new website today and have your ad seen by your target customers each month!



# MEMBER EVENTS

Don't forget to leave room in the budget and your calendar for...

## GENERAL MEMBERSHIP MEETING:



Our monthly general membership meetings are a great way for members to network and to learn about the happenings of the association. It's also a great way to reach a large majority of our members at one time.

### Sponsorship Includes:

- Recognition before and after the event in member newsletters, e-updates and SAHBA website
- Table Top Display at the meeting
- Opportunity to address all attendees at the meeting

Sponsorship Opportunities Per Meeting @\$250 each

## MEMBER MIXER

The Member Mixer is a great way to get people into your showroom and get exposure! This is a quarterly event so hurry and reserve your spot today! No fees to host! Just provide the food and drinks of your choosing and SAHBA will do all the advertising to get people into your showroom for an evening of drinks and networking!

***Remember, there is **NO COST**  
to host a Member Mixer!***





# MEMBER EVENTS

Don't forget to leave room in the budget and your calendar for...

## INSTALLATION BANQUET

DECEMBER



Each year members are invited to attend the Installation Banquet when the upcoming year's officers are sworn in. Attendees enjoy a social evening of wine and networking, the presentation of prestigious awards and the opportunity to participate in our silent auction – a perfect end to the year!

## SPONSORSHIP OPPORTUNITIES

All Sponsorships Include – Your logo in the program and on the website for everyone to see!

**Title Sponsor..... \$500**

You'll have the opportunity to speak in front of all attendees and your logo will be on signage, a 1/2 page ad will be in the program and you'll receive 2 event tickets to attend.

**Podium & Program Sponsor ..... \$300**

Your logo will be on the front podium and in the program for all to see during the event.

**Table Sponsor..... \$300**

Your 5x7 ad will be on each table for everyone to see! Just supply the ad and we'll print them!

**Social Sponsor ..... \$250**

Your logo will be on signage at the event and you will be mentioned as a sponsor during the welcome speech.

**Dinner Sponsor..... \$250**

Your logo will be on signage at the event and you will be mentioned as a sponsor during the welcome speech.

**Auction Sponsor..... \$100**

Your logo will be on the bid sheets at the event.

**Photo Sponsor ..... \$50**

Your logo will be on all commemorative photos taken at the event and will also be posted on SAHBA's website.

# MEMBER EVENTS

Don't forget to leave room in the budget and your calendar for...



## GOLF OUTING

**JUNE**

This isn't your typical Sunday golf outing! Just take a look at the pictures from last year's outing and you'll see what we mean! Betting holes, raffles, mulligans and much, much more! This member event is a big draw and includes a day of golf with dinner and prizes.

## SPONSORSHIP OPPORTUNITIES

**Title Sponsor.....\$500**  
Includes your own 5x7 ad on all the tables during dinner, signage at the event, your logo on all golfers registration forms, plus registration for 2 attendees!

### STATIONARY SPONSORS:

**At the Hole/Tee Signage.....\$100**  
(add \$25 for logo on sign)

**Deluxe Beverage Holes..... \$250 each**  
Includes signage and your personnel to meet, greet and serve golfers (7 available, includes Margarita Hole and Grown Up Lemonade Stand)

**Lunch/Steak Dinner Sponsor .....\$250**

**Cigar Sponsor.....\$250**

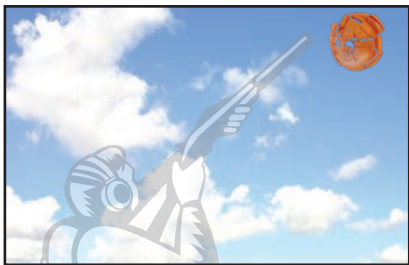
### MOBILE SPONSORS:

**Beverage Carts ..... \$250 each**  
Roam the course and share the cool drinks supplied (3 available)

**Golf Cart Sponsor.....\$250**  
Your name and logo prominently displayed on every golfer's cart

### MEMORIES SPONSORS:

**Photography .....\$250**  
Each photo will include your logo for each foursome to share with family & friends from the event...plus they will be posted on the SAHBA website.



## SPORT CLAY SHOOT

**SEPTEMBER**

This is a member event where members can test their aim in a sport clay shoot. The trap house will be open all day and Annie Oakley games will follow the shoot. The day also includes a steak dinner and prizes! This is an annual event that members enjoy every year! All proceeds benefit the SAHBA Foundation and Robert E. von Behren Scholarship Program.

## SPONSORSHIP OPPORTUNITIES

**Title Sponsor.....\$500**  
Includes your own 5x7 ad on all the tables during dinner, signage at the event, your logo on all clay shooters registration forms, plus registration for 2 attendees!

**Award Sponsor .....\$300**  
Your logo on all awards and be part of the presentation ceremony

**Snack/Soda Cart Sponsor .....\$300**  
Signage & opportunity to meet with all shooters

**Grub Sponsor ..... \$250 each**  
2 opportunities to address guests at meal time and signage at the event

**Saloon Sponsors..... \$250 each**  
2 opportunities to serve the thirsty and be recognized with signage

**T-Shirt Sponsors.....\$250**  
Your logo placed on all t-shirts given to shooters

**Photography Sponsor.....\$250**  
Each photo will include your logo for shooters to share with friends & family from the event...plus they will be posted on the SAHBA website.

**Score Sheet Sponsor .....\$100**  
Your logo on all score sheets

**Station Sponsor.....\$100**  
Signage at the shooting stations

**All Sponsors will received recognition in the SAHBA Newsletters & Website.**

# COMMUNITY EVENTS

Don't forget to leave room in the budget and your calendar for...

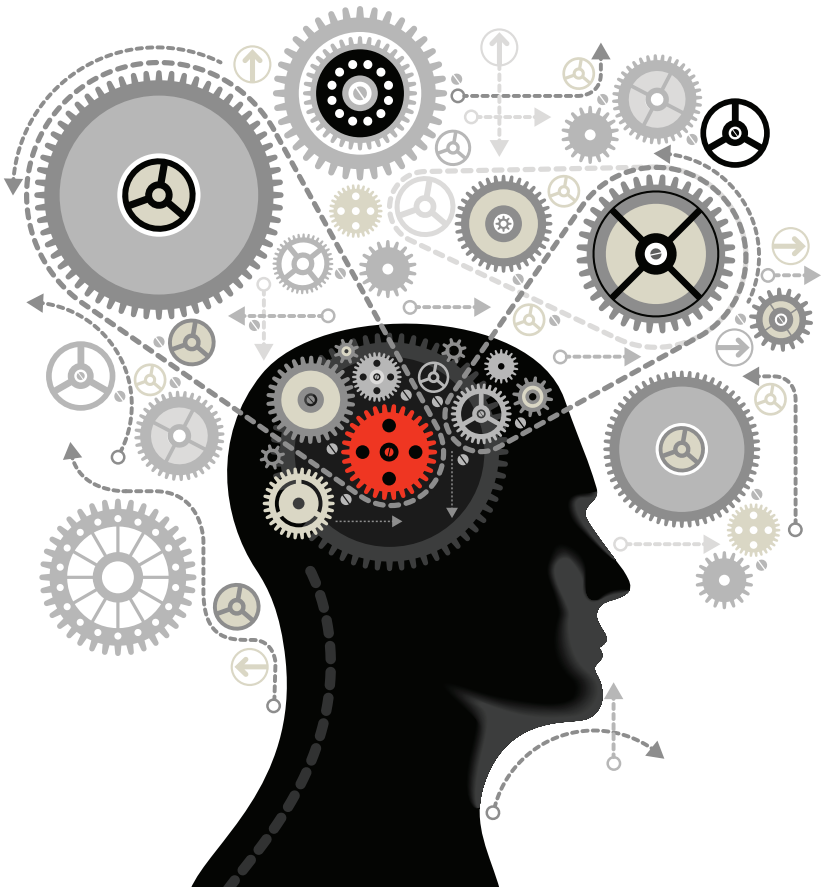
## TRIVIA NIGHT

### APRIL

Join us for a fun-filled trivia night with proceeds going toward the Political Action Committee that advocates on behalf of the home building industry! This event is open to the public.

## SPONSORSHIP OPPORTUNITIES

- Event Sponsor** ..... \$500  
Your logo will be on signage at the event and all materials to promote the event. You will also be recognized as a sponsor during the welcome speech.
- Beverage Sponsor** ..... \$250  
Your logo will be on signage at the event and you will be recognized as a sponsor during the welcome speech.
- Food Sponsor** ..... \$250  
Your logo will be on signage at the event and you will be recognized as a sponsor during the welcome speech.
- Table Signage Sponsor** ..... \$100  
Your 5x7 ad will be on each table for everyone to see! Just supply the ad and we'll print them!
- Prize Sponsor** ..... \$50  
Your logo will be on signage at the event.



# COMMUNITY EVENTS

Don't forget to leave room in the budget and your calendar for...

## DATES:

**FRI. FEBRUARY 22ND**  
2PM-8PM

**SAT. FEBRUARY 23RD**  
9AM-6PM

**SUN. FEBRUARY 24TH**  
10AM-4PM



## AT THE BANK OF SPRINGFIELD CENTER!

The 2019 Home Expo is the place to check out the latest technologies and innovations in the Building and Home Improvement Community. This annual community-wide event attracts over 4,000 people every year! The Home Expo has grown so tremendously that it now takes place at the The Bank of Springfield Center. It's a great place to present your company to thousands of buyers who are in the market for your product. Opportunities for involvement include event sponsorship, booth space and advertising in the Home Expo publication. Partial proceeds from the Home Expo always go to local not-for-profit organizations such as the APL, Habitat for Humanity and St. Martin de Porres.

## AFTER HOURS PARTY

**Friday night after the doors close all exhibitors are invited to stay for FREE:**

- Food
- Drinks
- Networking
- View other booths
- Or just sit back and relax for a while

## SPONSORSHIP OPPORTUNITIES

### ADMISSION DISCOUNT SPONSOR ..... \$2,200

Your business name will be included in all advertising, marketing and references as a sponsor of one of three admission discount offers: Senior's Day (Friday), Hero's Day (Saturday) or Educator's Day (Sunday). These three categories of attendees will receive \$1.00 off admission to the Expo. This sponsorship also includes a full page advertisement in the Home Expo publication, banner display at the Expo and much more.

### ADMISSION TICKETS ..... \$1,650

The ticket stubs retained by attendees is the perfect place for a special offer from your business because they will be referring to them during their visit for prizes being offered! Offer a price discount, sale notification or simply information you want them to know about your business.

### AFTER HOURS PRIVATE PARTY ..... \$1,100

Your company will be credited via signage for The After Hours Private Party that is held on Friday night after the doors close. It is a time for exhibitors to network, view other displays and enjoy a little down time after the first day. Hor d'oeuvres and beverages will be available for all to take pleasure in.

### KIDS UNDER 12 FREE/FACE PAINTING ..... \$1,100

Your company will be credited for the free admission for all kids under 12 years old. Your company name and logo will also appear at all ticket booths for everyone to see. Your company name and/or logo will be mentioned in all advertising for the show promoting free admission for kids under 12 courtesy of...you!

### FACEBOOK AD SPONSOR ..... \$825

SAHBA will be spending \$2,000 in paid advertising through Facebook to promote the Home Expo this year! Your company's name and up to 2 sentences describing your company's offerings will be included with every paid Facebook ad that SAHBA posts for the Home Expo. Not only will you be associated with the best Home Show in Central Illinois, but your company will also get an estimated 156,000 impressions on Facebook!

### BANNER SPONSOR A ..... \$750

Prominently display your company's message where every attendee will see it! Banners will be hung around the Prairie Capital Convention Center's mezzanine. Must provide 10' wide by 20' long banner that is approved by SAHBA.

### PEOPLE'S CHOICE SPONSOR ..... \$550

Your logo will appear on all voting forms and signage at the event for consumers to vote for their favorite booth. Your logo will also appear on the plaque the winner receives.

### REUSABLE TOTE BAG SPONSOR ..... \$275

A popular item! Every attendee will receive a tote bag and 1,000 will feature your company. And best of all, these tote bags will be used many times throughout the community. Must provide 1,000 bags that are approved by SAHBA.

### BANNER SPONSOR B ..... \$150

Same as Banner Sponsor A, but with 10' wide by 4' long banner.

### VENDOR HOSPITALITY SUITE ..... \$110

Your company will be credited via signage for the Vendor Hospitality Suite at the Expo, which is a place for exhibitors (over 200 last year) to go to relax, take a break, talk and have a refreshment.

### LEGO CONTEST SPONSORSHIPS

#### EVENT SPONSOR ..... \$300

Your company's logo will be prominently displayed for all to see at the event. Your logo will also be included on all LEGO competition promotions, including the Home Expo Guide that is inserted in the SJR!

#### REFRESHMENT SPONSOR ..... \$150

Your company's logo will be displayed on the snack table that will offer refreshments to all of the participants. Your logo will also be displayed on signage at the event.

#### PRIZE SPONSOR ..... \$100

Your company's logo will be included on each individual prize, as well as all certificates of participation that every participant will receive. Your logo will also be displayed on signage at the event.

#### BUCKET SPONSOR ..... \$100

Your company's logo will be displayed on every LEGO Bucket recognizing you as a "Bucket Sponsor". (A LEGO Bucket is provided to each child to use during the contest). Your logo will also be displayed on signage at the event.

## Advertising Opportunities

Be sure to save room in the budget for ad space in the 2019 Home Expo Guide!



# COMMITTEES

The best way to get the most out of your membership is to get involved!

## **Education/Designation Committee**

This committee heads up the Robert E. von Behren Scholarship Program and the SAHBA Foundation – this includes working with local area schools to get information in the hands of students and coordinating fundraisers to help fund these programs. This committee also coordinates designation courses – planning the courses and setting the schedule.

## **Golf Committee**

This committee coordinates the annual Golf Outing and plans the course activities.

## **Governmental Affairs Committee**

This committee works to keep an eye on what is happening in the political arena. They deal with local, state and national issues to keep everyone aware of what is coming up. They lobby in the best interest of the building community in Central Illinois while keeping all sides talking about the issues. The dedication of this committee provides for the good of our industry.

## **Home Expo Committee**

This committee coordinates the entire efforts of the SAHBA's largest community event – the Home Expo. This group strives to continue to make the Expo an even larger event that is beneficial to the exhibitors as well as the community.

## **Membership Committee**

Membership is the most important aspect of the association! Recruitment and retention are vital, and this committee strives to build our membership.

## **Public Relations/Marketing/Website Committee**

Marketing can have a tremendous impact on the success of an event, and therefore the association. PR/Marketing works with local media to promote the association and its events. They also track activity on the SAHBA website and work to keep this great resource updated and user-friendly.

## **SAHBA PAC Committee**

The Political Action Committee supports candidates and elected officials who advocate home-ownership, protect real estate property rights and provide awareness concerning housing issues.

## **Sport Clay Committee**

The Sport Clay Shoot is a fundraiser for the Robert E. von Behren Scholarship Program and the SAHBA Foundation. This committee plans this event and develops unique ideas to make the event even bigger each year.

## **Social Committee**

The Social Committee organizes social events, such as Trivia Night and Installation Banquet, and the General Membership Meetings; all to establish and build good relationships with SAHBA members.

## **LEGO® Event Committee**

This committee works to plan the LEGO® event at the Home Expo.

If you would like to join a committee please indicate which committee you are interested in joining and the SAHBA office can provide you with more information.  
You can also call the office at (217) 698-4941 or email [LeeAnn@springfieldareahba.com](mailto:LeeAnn@springfieldareahba.com)

Committee Name(s): \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

# CONTRACT

Please fill out the information below to reserve your sponsorship today. Please fax this form to the SAHBA office at (217) 698-4942 or email LeeAnn@springfieldareahba.com.

Annual Sponsorships:			
Package Level:		Cost:	
Sponsorships Chosen: (Please refer to page 5 of this marketing guide for options)			
Event	Sponsorship	Price	Comments

Total: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Payment enclosed (make checks payable to Springfield Area Home Builders Association)

Charge to Visa/Mastercard (Enter card information below):

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_

Exp: \_\_\_\_\_ Signature: \_\_\_\_\_

If you would like more information on any of the marketing opportunities please give the SAHBA office a call at (217) 698-4941.