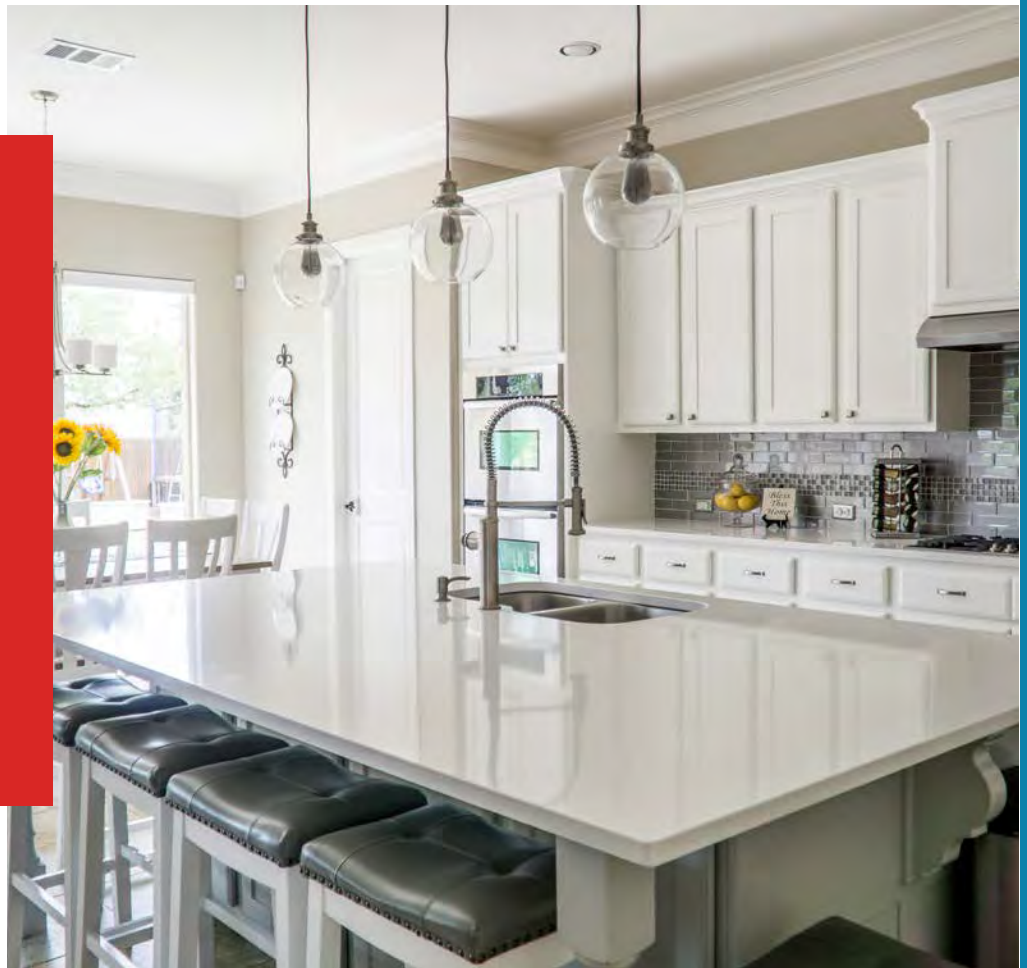




Marketing Guide

BIG COUNTRY HOME BUILDERS ASSOCIATION

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Build a Customized Marketing Plan with
this complete guide to all HBA
Sponsorships, Events and Activities.



As An HBA Partner you will

Enjoy

- Increased Brand Loyalty
- Differentiating your company from competitors
- Interaction with Prospects
- Stimulated Sales & Product Sampling
- Captured Leads
- Showcasing Community Involvement

The 2021 Marketing Guide was developed specifically to provide you one handy "toolbox" with all the resources you need to make the most of your HBA Membership while effectively and cost efficiently marketing and growing your business..

With this guide, you can easily plan your marketing investments for the entire year. Every opportunity is clearly spelled out so you understand the events, what they have to offer, the different levels of investment and what you can expect to gain from your investment.

At the HBA, we're always here for you. Our sole focus is to help you gain the most VALUE out of your membership. Talk to us, share you feedback and get involved in driving the direction of the HBA. Join a committee. Volunteer for an event. You'll benefit from networking with your industry peers and gain greater exposure to potential customers who can use your services.

Bottom line? The more engaged you are with the HBA, the more you and your business stand to benefit.

Thank You for your continued support.

Here's to an exceptional year,

Terah Ward

Terah Ward
Executive Officer

WHATS IN IT FOR ME? WHY SHOULD I PAY EARLY?

1. First choice of advertising on all HBA affiliated outings and events.
2. Billboard posting at HBA office and Luncheons with HBA partners, Logo featured on ALL outgoing email campaigns, inclusion in the monthly newsletter by way of logo or print ready ad supplied to the HBA by the sponsor partner.
3. Your business will be advertised with logo inclusion and link on the HBA Website to help promote and grow your business.
4. All Partners will receive dedicated Social Media posts with the option to be a "Featured Spotlight Member" should they choose.
5. Please note Partnerships do NOT include Annual Membership Dues



FOUNDATION PARTNER \$5000

Includes company logo on HBA Signage for 2020, verbal recognition at all luncheons, company logo and link on the HBA website, social media recognition and logo featured on all email signatures for HBA mass email blasts and promotions. As a Foundation Partner you will also receive dedicated sponsorship of one of the monthly luncheons, rotating dedicated social posts throughout the year and a "Feature Spotlight" in the HBA newsletter. A Foundation Partner will have the opportunity to be visible at ALL key HBA events should they choose to allocate their sponsorship's accordingly.

CLOSING PARTNER \$3000

Includes company logo on HBA Signage for 2020, verbal recognition at all luncheons, company logo and link on the HBA website, social media recognition and logo featured on all email signatures for HBA mass email blasts and promotions. As a Closing Partner you will receive rotating dedicated social posts throughout the year and a "Feature Spotlight" in the HBA newsletter. A Closing Partner will have the opportunity to be visible at key HBA events depending on how you choose to allocate your sponsorship dollars.

BUILDER PARTNER \$2500 (OPEN TO BUILDER MEMBERS ONLY)

Includes company logo on HBA Signage for 2020, verbal recognition at all luncheons, company logo and link on the HBA website, social media recognition and logo featured on all email signatures for HBA mass email blasts and promotions. As a Builder Partner you will receive rotating dedicated social posts throughout the year and a "Feature Spotlight" in the HBA newsletter. As a Builder Partner you have the opportunity to be visible at key HBA events depending on how you choose to allocate your sponsorship dollars. In addition to these perks, ALL builders who are planning to participate in the 2021 Parade of Homes will be permitted to use \$1000 towards their builder entry fee, leaving \$1500 to be spread across the remaining HBA Events.

HOW IT WORKS...

- Select your Partnership Sponsor Option (\$5000 / \$3000 / \$2500)
- Pick and Choose the events you wish to have included in your Marketing Plan adding up to the tier of sponsorship you have selected. (\$5000/\$3000/\$2500/
- Email the Form(s) to the HBA Office with a signature of intent.
- Verbal Commitments to Sponsor are Due December 11, 2020
- Payments are Due in Full by January 11, 2021
- Please indicate your Company Name and Payment Method on the last page of this guide. Payments can be made by Check or Credit Card.



\$5000

Foundation Partner

\$3000

Closing Partner

\$2500

Builder Partner

A LOOK BACK AT OUR

2020 Partners



"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve conditions within his sphere"

Theodore Roosevelt

MEMBERSHIP...

Builder Dues: \$620  Associate Dues: \$550  Affiliate Dues: \$270

Members provide critical support to the HBA while taking advantage of opportunities to market their products and services. Members gain meaningful exposure while supporting the HBA's efforts:

REFERALLS:

The HBA is actively marketing the HBA to inform the community of our industry professionals, driving business to our members.

NETWORKING:

Attend Monthly General Membership meetings. Get involved in events, volunteer, or sit on a committee or board.

EDUCATION:

The HBA offers educational courses for members to keep current on topics that are vital to the construction and home building industry.

LEGISLATIVE WATCHDOG:

The HBA actively lobbies and monitors local, state and federal legislative and regulation to ensure that our members' business interests are well-represented and protected.

LEGAL:

Members have access to free legal advice, available through both the State and National HBA.

MARKETING:

Sponsorship opportunities, prominent listing and website link on the HBA website all included with membership.

MEMBER DISCOUNTS:

Local, state and national retail discounts exclusively for members.



PARADE of HOMES



GRAND TOUR PRESENTING SPONSOR - \$3000 (LIMIT 3)

- Exclusive Opportunity - only ONE Business Per Industry - to avoid competing businesses; ie: 1 bank, 1 insurance, 1 builder etc.
- Logo featured on the cover of the POH Magazine/Full Page Color ad in the POH Publication
- Website and FB recognition throughout the event advertising campaign with co-sponsorship privileges on FB
- Listing on ALL major event signage and advertising (Logo to be featured on ALL commercial spots)
- 20 Pre Party Tickets and 20 POH Event Tickets to share with family/friends and clients
- Thank You notice and recognition at the Kick Off Party, POH and the luncheon following the event.



EXCLUSIVE AUTO DEALERSHIP SPONSOR \$3000 (LIMIT 1)

- Exclusive Auto Dealer will have the option to have vehicles on display at various homes along the parade route.
- Website and Facebook recognition throughout event advertising campaign.
- Business listing in the POH Magazine on the Featured Sponsor Page. 1/2 page color ad in the OH Publication
- 10 Pre-Party Tickets and 10 Event Tickets to share with family/friends or clients.
- Thank You notice and recognition at the Kick-Off Party, POH Event and the luncheon following the event.



ROOFTOP SPONSOR - \$2000

- Website and Facebook recognition throughout event advertising campaign
- Business Listing in POH Magazine on the Featured Sponsor Page / 1/2 Page Color Ad in the POH Publication
- 10 Pre-Party Tickets and 10 Event Tickets to share with family/friends and clients
- Thank You notice and recognition at the Kick Off Party, POH and the luncheon following the event.



KICK- OFF PARTY SPONSOR - \$1000

- Website and Facebook recognition throughout event advertising campaign
- Business Listing in POH Magazine on the Featured Sponsor Page / 1/4 Page Color Ad in the POH Publication
- 8 Pre-Party Tickets and 8 Event Tickets to share with family/friends and clients
- Thank You notice and recognition at the Kick Off Party, POH and the luncheon following the event.



PARADE of HOMES



POST EVENT BUILDER BREAKFAST - \$1500 (LIMIT 1)

- Exclusive Opportunity to get in front of the participating builders of the 2020 Parade of Homes.
- Business Listing in POH Magazine on the Featured Sponsor Page
- 10-15 minute speaking opportunity to engage with the builders at the post event breakfast
- 5 Pre-Party Tickets and 5 Event Tickets to share with family/friends and clients



VENDOR DISPLAY - \$500

- Your company will be permitted (upon Builder Approval) to be featured inside a Parade Home. Parade home location is issued on a first come first served basis.
- The participating builder must be notified by the vendor and approved prior to setting up in the home.
- Business Listing in POH Magazine on the Featured Sponsor Page
- 3 Pre Party Tickets and 5 Event Tickets



FOOD AND BEVERAGE PARTNER - \$300

- Your company name and logo will be featured at the food and beverage stations at the 2020 Kick-Off Party
- Business Listing in POH Magazine on the Featured Sponsor Page
- 2 Pre-Party Tickets and 2 Event Tickets

POH MAGAZINE ADVERTISING OPTIONS



\$675



\$3400



Centerfold - 2 Full Color Pages



\$1050



\$2200



Inside Cover - Premium Placement



\$1800



\$2200



Page 3 - Premium Placement



\$2400



Back Cover - Premium Placement



CLAY SHOOT BENEFITING HABITAT FOR HUMANITY



EXCLUSIVE EVENT SPONSOR - \$5000

Exclusive Opportunity - Limit 1

15 shooters (3) 5 Man teams. 15 Souvenir Packages and 30 dinner tickets for guests at a reserved table during the Awards Dinner Event. Sponsorship Includes your company logo on ALL advertising material including billboards, TV/Radio, event banner, social media and print promotions. Verbal recognition during the awards program. Logo to be featured on all shooter scorecards. Access to Friday Night Preview Party



EXCLUSIVE DINNER SPONSOR - \$3000

Exclusive Opportunity - Limit 1

10 shooters (2) 5 Man teams, 10 Souvenir Packages and 20 dinner tickets for guests at a reserved table during the Awards Dinner Event. Sponsorship Includes your company logo on ALL advertising material including billboards, TV/Radio, event banner, social media and print promotions. Verbal recognition during the awards program. Access to Friday Night Preview Party



TITANIUM SPONSOR - \$2000

8 shooter entries, 8 Souvenir Packages and 16 dinner tickets for guests at a reserved table during the Awards Dinner Event. Sponsorship Includes your company logo on ALL advertising material including billboards, TV/Radio, event banner, social media and print promotions. Access to Friday Night Preview Party



PLATINUM SPONSOR - \$1500

6 shooter entries, 6 Souvenir Packages and 12 dinner tickets for guests at a reserved table during the Awards Dinner Event. Sponsorship Includes your company logo on ALL advertising material including billboards, TV/Radio, event banner, social media and print promotions. Verbal recognition during the awards program



ENTERTAINMENT SPONSOR - \$1500

Exclusive Opportunity - Limit 1

4 shooter entries, 4 Souvenir Packages and 8 dinner tickets for guests at the Awards Dinner Event (**Reserved Table NOT Included**). Sponsorship Includes your company name and logo on all photo booth strip prints, social media uploads and SMS Text messages throughout the event. Post event Facebook post with your company name mentioned with a customized online gallery of photos from the event to be used for your personal marketing needs.

CLAY SHOOT BENEFITING HABITAT FOR HUMANITY



GREEN BIRD GAME SPONSOR - \$1500

Exclusive Opportunity - Limit 1

4 shooter entries, 4 Souvenir Packages and 8 dinner tickets for guests at the Awards Dinner Event (**Reserved Table NOT Included**). Sponsoring company will host the Green Bird Gaming Station where they will be permitted to set up promotional items, host a give-away and have 1 on 1 access to over 250 shooters. Business permitted to set up a tent/canopy, customized signage and logo'd items at their discretion.



GOLD SPONSOR - \$1000

4 shooter entries, 4 Souvenir Packages and 8 dinner tickets for guests at the Awards Dinner Event (**Reserved Table NOT Included**). Sponsorship Includes your company logo on ALL advertising material including billboards, TV/Radio, event banner, social media and print promotions.



STATION SPONSOR - \$500

2 shooter entries, 2 Souvenir Packages and 4 dinner tickets for guests at the Awards Dinner Event (**Reserved Table NOT Included**). Sponsorship Includes your company name on a station sponsor sign provided by the HBA. Logo on ALL advertising material including billboards, TV/Radio, event banner, social media and print promotions.



INDIVIDUAL SHOOTER FEE - \$150

Includes one shooter fee and dinner admission for 2 at the Awards Dinner Event (Reserved Table NOT Included)





GOLF TOURNAMENT



LUNCH SPONSOR - \$2000

Includes Team of 4 Golfers, Signage on a golf hole, featured logo on all promotions and large event banner displayed during the tournament. Verbal recognition at the Awards Lunch.



TITLE SPONSOR - \$1000

Includes Team of 4 Golfers, Signage on a golf hole, featured logo on all promotions and large event banner displayed during the tournament. Verbal recognition at the Awards Lunch



BEER KEG PARTNER - \$1000

Exclusive Limit ONE - Includes Team of 4 Golfers, featured logo on all promotions and large event banner displayed during the tournament. Signage near the keg station and the permission to provide logo'd cups or koozies to all golfers. Includes, verbal recognition at the Awards Lunch



GOLF CART FLEET - \$1000

Exclusive LIMIT ONE - Includes Team of 4 golfers. Company Logo to be advertised on all 60 golf carts and golfer score cards.



CORPORATE SPONSORSHIP - \$750

Includes 2 Golf Entries, featured logo on all promotions and large event banner displayed during the tournament. Additional golfers can be added at \$100 each (@ \$25 savings)



BREAKFAST PARTNER - \$500

Limit 2 Sponsors - Includes recognition on all event promotions, banners and the breakfast station the morning of the golf tournament. Sponsoring company is permitted to work the breakfast line and interact with 140 golfers. Golf Entry NOT Included. Additional golfers can be added at \$100 each (\$25 savings)



CRAZY HOLE #1 - \$500

Limit 1 sponsor - Representatives from your company may spot the hole/host a gimmick game and hang your own exclusive signage representing your company. This company is encouraged to "customize" this hole. Set up a tent, host a give away or drawing. It's yours to go as BIG as you'd like too. Expect to network with 140 golfers in your target market. Golf Entry NOT included. Additional golfers can be added at \$100 each (\$25 savings)



GOLF TOURNAMENT



LONGEST DRIVE SPONSOR - \$500 (1)
DRIVING RANGE SPONSOR - \$500 (2)
PUTTING GREEN SPONSOR - \$500 (2)

Sponsor is free to setup, display and interact with the players on the course for the duration of the tournament. Company featured on the large event banner. Company is recognized as the sponsor at Awards Luncheon where prizes are given to the winning players which are valued at \$100 each. Hole Sponsor sign is included. Companies are encouraged to "Go All Out" with these holes. Set up a tent, host a give-away, its yours to customize. Expect to network with 140 golfers through the day. **Golf Entry NOT Included - additional golfers can be added at \$100 each (\$25 savings)**



HOLE SPONSOR - \$300

Companies are encouraged to "customize" these holes. Set up a tent, host a give-away, its yours to customize. Expect to network with 140 golfers through the day. **Golf Entry not included - additional golfers can be added at \$100 each (\$25 savings)**



DOOR PRIZE PARTNER - \$100

Company makes a donation for a door prize valued at a \$100 minimum value to be given away at the Awards Luncheon. Company will be recognized as the DP sponsor at the time of giveaway.



GOLF FOURSOME TEAM OF 4 - \$500

Includes cart, green fees, range balls, entry to door prize drawings, a catered lunch and cold beer under the pavilion. Register your team NOW and don't miss your chance to play in this FUN tournament that sells out FAST.



STRIKES AGAINST HUNGER

- ☐ **EXCLUSIVE KING PIN SPONSOR - \$1000**
Includes 4 bowlers, company name and logo prominently displayed on the invitation, all event signage, company name and logo on all print and social media promotions. King Pin Sponsor is permitted to put promotional items on all lane tables and bowler areas. The King Pin Sponsor will also be present on the day of the HBA check presentation to the CSCA and will be named as the main event sponsor, we will request TV/news coverage to be present for the presentation.
- ☐ **PIZZA PARTNER - \$500 (LIMIT 2)**
Includes 2 bowler entries. Includes company name and logo at the pizza station, all event signage, company name and logo on all print and social media promotions. Additional Bowlers can be purchased at \$40 each (\$10 savings)
- ☐ **BEVERAGE PARTNER - \$500 (LIMIT 2)**
Includes 2 bowler entries. Includes company name and logo at the beverage station, all event signage, company name and logo on all print and social media promotions. Additional Bowlers can be purchased at \$40 each (\$10 savings)
- ☐ **LANE SPONSOR - \$200 (LIMIT 8)**
1 Bowler included. Company name and logo at designated lane and all event signage, company name and logo on all print and social media promotions. Additional Bowlers can be purchased at \$40 each. (\$10 savings)
- ☐ **BOWLING TEAM ENTRY - \$200**
Includes team of 4 (full teams only)
Enjoy bowling, billiards, shoe rental, pizza, soda's and cold beverages to enjoy.
- ☐ **DOOR PRIZE PARTNER - \$50**
The HBA will purchase a door prize on the sponsor companies behalf. The sponsor company will be verbally recognized at the time of the give away.



CHRISTMAS PARTY

- ☐ **EXCLUSIVE EVENT SPONSOR - \$2000**
Company name and logo prominently featured on invitation, event banner, table program, all promotional materials including social media and HBA Website. Exclusive Event Sponsor has table rights for promotional/marketing materials to guests in attendance at all of the banquet tables. This sponsorship comes with a reserved table for 8 guests at the event.
- ☐ **DINNER SPONSOR - \$1200**
Company name and logo featured on signage in Buffet line, program and all promotional materials including social media and HBA Website. This sponsorship comes with reserved seating for up to 6 guests at the event.
- ☐ **SPIRITS SPONSOR - \$500**
Company logo featured on signage, bar station, program and all promotional material.
- ☐ **PHOTOBOOTH SPONSOR - \$500**
Exclusive Photo Booth Sponsor with signage included at photo booth, program and all promotional materials including social media and the HBA Website.
- ☐ **ENTERTAINMENT SPONSOR \$500**
Help us get into the holiday spirit with your sponsorship towards a band or other entertainment feature to be determined. Name and logo to be featured on signage, program and all promotional materials including social media and HBA Website.
- ☐ **DOOR PRIZE PARTNER - \$100**
Company makes a donation for a door prize valued at a \$100 minimum value to be given away the evening of the banquet. The company will be verbally recognized as the DP sponsor at the time of giveaway. We want EVERYONE to leave with something special.





CONTACT

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Abilene Texas 79602

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SOCIAL MEDIA

f @BCHBA

PAYMENT AGREEMENT

By signing below, I confirm that I have reviewed the sponsorship selections and affirm they are accurate and that I have the authority to make this commitment to the Big Country Home Builders Association. I understand that this commitment and the appropriate forms are due to the HBA Office by **December 11, 2020** to be recognized as a 2020 Partner Sponsor. I also understand that the payment for this partnership is due (paid in full) by **January 31, 2021** or my annual sponsorship recognition will be withdrawn. This agreement in its entirety, can be mailed or scanned to terahw@bigcountryhba.com for convenience. **Partnerships do NOT include annual membership dues.**

Authorized Signature: _____

Date: _____

PAYMENT INFORMATION

Billing Contact: _____

Address: _____

Payment Method

☐

Check
(Payable to BCHBA)

☐

Credit Card

CARD INFORMATION

Card Number _____

Expiration Date _____

Security Code _____

Name on Card _____

Address Associated
with card _____

Authorized Signature: _____

Date: _____

Thank You for your

Partnership