

Are you planning your **2024** Marketing Budget?



*Let us help you piece together a plan
that hits your target market!*



Consider these **GREAT**
marketing opportunities with
the Home Builders Association
of Western Michigan!

SEE DETAILS INSIDE!

The possibilities are endless

2024
MARKETING
& SPONSORSHIP
GUIDE

Premier Events & Publications



Presenting Sponsor – \$12,000

- Two 10' x 10' Expo booth spaces
- Logo on all print, digital ads & billboards
- Company name mentioned in radio event ads & promos
- Click through logo on event website
- Radio interview opportunities
- Promoted on social media as the Presenting Sponsor
- Listed exclusively as Presenting Sponsor in TV ads
- First choice of Expo seminar presentation schedule
- 125 complimentary tickets
- Discounted premium full-page ad in the Expo Show Guide

Garden Sponsor – \$5,000

- Logo on all print ads
- Company name mentioned in radio event ads/promos
- Click through logo on event website
- Promoted on social media outlets
- 1/2 page ad in Show Guide
- Signage in Garden Area
- 50 Comp tickets

Supporting Sponsor (3) – \$5,000

- Logo on in all print ads
- Company name mentioned in radio event ads/promos
- Click through logo on event website
- 1/2 page ad in Show Guide
- Promoted on social media outlets
- Signage in Sponsor area
- 50 Comp tickets

Official Show Bag Sponsor – \$2,000

Branding & frequency on every isle!

- Click through logo on event website
- Bags are passed out to each adult attendee at entrance*
*Sponsor to provide bags
- 18 Comp tickets

Exhibitor Badge Lanyard Sponsor – \$2,500

- Logo on Exhibitor Lanyards
- Click through logo on event website
- 28 Comp tickets

Information Booth Sponsor – \$750

- Logo in print ads
- Click through logo on event website
- Company representation at info booth
- 24 Comp tickets

Exhibitor Lounge Sponsor – \$750

- Click through logo on event website
- Exclusive use of the exhibitor lounge*
*Must provide refreshments for exhibitors
- 20 Comp tickets

Home & Garden Expo Show Guide

Showcase your products and services to over **50,000 targeted households** prior to the Home & Garden Expo! The Show Guide highlights everything Expo including the great garden & home improvement seminar series and Expo map with vendor locations, giving attendees everything they need to plan a great day at the Expo!

Advertising Sizes and Rates

Size	Dimensions	\$ Member	\$ Non-Member
Highlighted Map Listing		\$79	\$100 (FREE with ad)
1/4 page	3.625 x 4.875	\$675	\$900
1/2 page H	7.5 x 4.875	\$900	\$1,200
1/2 page V	3.625 x 10	\$900	\$1,200
Full page	8.5 x 11	\$1,350	\$1,800
Inside Back or Front Cover		\$1,850	\$2,500
Inside Back or Front Cover Facing		\$1,850	\$2,500
Outside Back Cover		\$2,800	N/A

For advertising information or to reserve your advertising space contact:

Marie Frank at marief@hbawmi.com



Premier Events & Publications

Presenting Sponsor – \$10,000

- Exclusive logo on all Parade directional signs (up to 200)
- Logo on all print ads
- Full Page ad in Official Guidebook
- Click through logo on Event Website
- Verbal mention on radio promos
- Radio interview opportunities
- Click through banner ad on Parade App
- 160 Comp Tickets

Supporting Sponsor – \$10,000

- Parade App Sponsorship (see listed marketing benefits).
- Logo on all print ads
- Full Page ad in Official Guidebook
- Click through logo on Event Website
- Verbal mention on radio promos
- Radio interview opportunities
- Click through banner ad on Parade App
- 160 Comp Tickets

Parade App Sponsor – \$2,500

- Exclusive logo placement on the introductory page of the App and on everything promoting the Parade App download on the App Store
- Click through banner ad that appears on the top of the page throughout navigation
- Logo on the HBA Parade website (highest visits each year!) listing your business as the App Sponsor
- 25 Comp Tickets

Ticket Sponsor – \$5,000

- Logo prominently displayed on all tickets
- Logo on all print ads
- Click through logo on event website
- Logo in Official Guidebook
- Verbal mention on radio promos
- 50 Comp tickets



PARADE
of HOMES
August 1-3 & 8-10, 2024



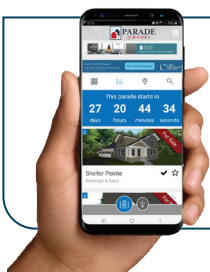
Parade of Homes Official Guidebook

Showcase your products and services to **thousands of area consumers!** Parade of Homes Official Guidebook is distributed to ticket buyers at the Parade as a guide to each home and at selected HBA member retail locations prior to the Parade. This is a great opportunity to reach potential homebuyers, remodelers and builders.

Advertising Sizes and Rates

Size	Dimensions	Member	Non-Member
1/4 page	4.875 x 3.625	\$665	\$865
1/2 page	4.875 x 7.5	\$925	\$1,200
1/2 page	10 x 3.625	\$925	\$1,200
Full page	10 x 7.5	\$1,375	\$1,785
<i>(with bleeds 11.25x8.75)</i>			
Outside Back Cover		\$2,800	Members Only
Inside Back or Front Cover		\$1,850	Members Only
Inside Back or Front Cover Facing		\$1,850	Members Only
Page before Map		\$1,650	Members Only
Page after Map		\$1,650	Members Only

For advertising information or to reserve your advertising space contact:
Marie Frank at marief@hbawmi.com



PARADE APP ADVERTISING

Parade App advertising runs through the Parade and is on the App throughout the year. The Parade App is an HBA branded product that is FREE to download all year. It has multiple convenient features including: home & builder information, maps and directions, route and day planner, Idea Book, Shop the Parade and so much more.

- **Banner ad placement – tap to full screen – \$600**
- **Banner ad placement – tap to website – \$350**

Directory, Website & E-Newsletter

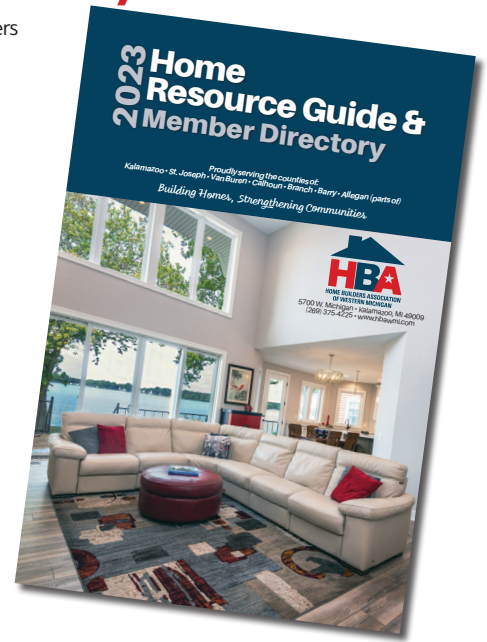
Advertise In The 2024 Home Resource Guide & Member Directory!

Showcase your business to your fellow members as well as to thousands of consumers, specifically homeowners and potential home owners! Each year, the HBA Directory is distributed by the thousands at the annual Home & Garden Expo and Parade of Homes. Includes a digital copy on the HBA website.

Advertising Sizes and Rates

Size	Dimensions	Price
<input type="checkbox"/> Enhanced Listing (logo & tagline)		\$79
<input type="checkbox"/> 1/8 page	5.5 x 1.25	\$195
<input type="checkbox"/> 1/4 page	5.5 x 2.375	\$395
<input type="checkbox"/> 1/2 page	5.5 x 4.25	\$595
<input type="checkbox"/> Full tab page	6 x 9	\$1,195
<input type="checkbox"/> Facing page to inside front cover		\$1,495
<input type="checkbox"/> Inside front or back cover		\$1,495
<input type="checkbox"/> Back cover		\$2,495

- I HAVE MY OWN AD
 - I NEED AN AD DESIGNED
- We can help with ad design!**
We will work with you on an effective and attractive advertisement.
- Design fees:** \$75 full page
\$55 half page
\$40 1/4 & 1/8 page



Ad Requirements:

Digital file format (300 dpi) AI, PDF or EPS. All Ads are subject to publisher's approval.

DRIVE TRAFFIC TO YOUR WEBSITE

Thousands of people interested in your products and services visit the Home Builders Association website each year! The HBA online Business Directory is a great marketing tool for promoting your business and for driving traffic to your website!

Link to Your Website

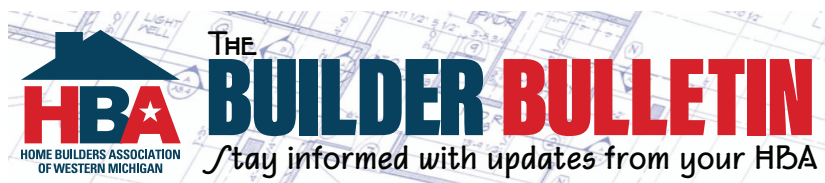
With a scrolling display banner ad, your business is highlighted on **every page!** (size 468 x 60)

- 12 Months— \$650
- 6 Months— \$350

Stand Out in Your Primary Category

A click through Banner takes potential buyers right to your website.

- 12 Months— \$450
- 6 Months— \$275



Email Marie at: marief@hbawmi.com to take advantage of any of these GREAT OFFERS!

Every Wednesday the Builder Bulletin is emailed to over 1,400 (and growing) members, member representatives and prospective members. **The Builder Bulletin** is a weekly newsletter highlighting upcoming events and meetings, continuing education classes, invitations to bid, NAHB NOW highlights, HBA of Michigan news, and more! Everything that our members need right at their fingertips.

BE A BUILDER BULLETIN SPONSOR in 2024!

As a one-time or annual sponsor you will have your company logo or small advertisement listed in the Bulletin with a click through to your website.

- Per week sponsorship — \$60
- Annual Sponsor (52 weeks) — \$2,600

Company: _____

Contact: _____

Phone: _____ Email: _____ Fax: _____

Please select from the options above and email this form to: **Marie Frank at marief@hbawmi.com**. She will call you about the dates you prefer.

Network & Sporting Events

Sponsor one or more of our Member to Member events including:

General Membership Meetings – \$450

(Jan., April, July, Oct.)

- Table display
- Printed materials on tables
- 5 minutes at the microphone
- 2 additional dinners

Student Of The Month Sponsor (Annual) – \$300

- Present Construction Trade Student with gift card
- Recognition from president

Summer Cookout/Member Appreciation – \$450

July 2023

- Table top for marketing materials
- Large Sponsor Sign

Annual Holiday Buffet & Food Drive – \$500

December 2023

- Table top for marketing materials
- Logo/sign at food drive table

FALL 2024



— Ken Klok Memorial —
**SPORTING CLAYS
FUNDRAISER**

Event Sponsor – \$500

- Banner at registration
- 2 Station sponsorships
- Group of 6 shooters (\$300 value)

Lunch Sponsor – \$250

- Banner at lunch
- One station sponsorship

Beverage Sponsor – \$200

- Logo at beverage station
- One station sponsorship

Station Sponsor – \$100

- Logo sign at one shooting station

HARD HAT OPEN

Home Builders Association Annual Golf Tournament

Title Sponsor – \$2500

- Team of 4 golfers
- Sign and table at check-in
- Custom Sleeve of golf balls for all players with your business logo on them
- Signage/table at check-in & Tee Sponsorship with table
- Full page ad in the Hard Hat Open Program

Hard Hat Sponsor – \$1950

- Team of 4 golfers
- Tee sponsorship — sign and table at the tee of choice
- Custom golf tee pack with your business logo on them for all golfers
- Signage at check-in
- 1/2 page ad in the Hard Hat Open Program

Lunch At The Turn Sponsor – \$1200

- Signage at the turn (“Lunch provided by”)
- Table and signage at the turn
- 1/2 page ad in the Hard Hat Open program

Beverage Cart Sponsor – \$1125

- Company recognized on beverage cart with signage/logo
- Company logo on beverage tickets
- Tee sponsorship – table and sign at the tee
- 1/2 page ad in event program

Bloody Mary Sponsor – \$850

- Greet guests at check-in with a table and signage & pass out drink tickets
- Company name on Bloody Mary tickets
- Company name and logo on sponsor sign at Bloody May Bar
- Listed as a Hard Hat Open Sponsor in event program

Awards Banquet & Taco Bar Sponsor – \$750

- Signage on all the banquet tables
- Signage at the Taco Bar
- 1/4 page ad in event program

Golf Cart Sponsor – \$600

- Signage/logo on ALL golf carts
- Listed as a Hard Hat Open Sponsor in event program

Tee Sponsor With 4 Golfers – \$600

- Team of 4 golfers
- Tee sponsorship – table and sign at the tee and listed in the event program

Gift Bag Sponsor – \$450

- Provide logoed bags for snacks (provided by the HBA) to be placed in golf carts
- Listed as a Hard Hat Open Sponsor in event program

Tee Sponsor – \$300

- Tee sponsorship – table and sign at the tee and listed in the event program

Just Golf For Me Thanks!

- Team of 4 golfers – \$500 • Single golfer – \$100 (will be placed on a team)

PLEASE NOTE - all sponsorships will be: announced during the event, listed in the Builder Bulletin prior to and after the event, listed on the golf outing online sign-up and in the program.

5700 W. Michigan Ave.
Kalamazoo, MI 49009



Think HBA First

