HOME BUILDERS ASSOCIATION
OF WESTERN MICHIGAN

2022 Marketing & Sponsorship GUIDE

Marketing With The HBA

The possibilities are endless

Home Builders Association of Western Michigan
5700 W. Michigan Ave. • Kalamazoo, MI 49009
269.375.4225 • www.HBAWMI.com

When Thinking About Your 2022 Advertising/Sponsorship Budget

Think HBA First!

OUR EVENTS

- **Premier Events:** ***Home & Garden Expo*** , ***Fall Home & Community Expo*** *and* ***Parade of Homes*** attracts **THOUSANDS** of attendees from a broad demographic.

- **Membership Events:** "Member to Member" events include ***General Membership Meetings***, ***Annual Summer Cookout*** and ***Holiday Buffet***, and enable you to promote your company to HBA members.

- **Sporting Events :** *Annual* ***Hard Hat Open*** and ***Sporting Clays Shoot*** are two of many great ways to meet in a fun environment with our builders and other members.

Mega Message Packages

Be involved with two of HBA's biggest events and throughout the year. These packages are designed to make your life easier and can be customized anyway you would like.

Publications & E-Marketing

There are many opportunities to showcase your business in print and online. Ads are available in The ***Home & Garden Expo Show Guide, Fall Home & Community Expo Show Guide, Parade of Homes Official Guide Book and App, Home Resource Guide & Member Directory, website banner ads*** and across a variety of online based publications including our weekly e-newsletter, ***The Builder Bulletin!***

Signature Sponsorships

Tailored to meet your business needs. In addition to the year-long presence, all Signature Sponsors are recognized on a traveling banner that will be at all HBA events.

Contact us **TODAY** and we will work with you to clearly define your marketing objectives and help you ***surpass your 2022 marketing goals***.

Marie Frank • marief@hbawmi.com call 269.375.4225

Premier Events & Publications

PARADE of HOMES

August 4-7 & 11-13, 2022

Premier Event!

PRESENTING SPONSOR — $10,000
- Exclusive logo on all Parade directional signs (60 -100 signs)
- Logo on all print ads
- Back cover 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

TICKET SPONSOR — $6,000
- 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
- 100 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 *(HBA website, Official Guidebook, Tickets, Print advertising)*
- 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
- 40 Comp Tickets

RESTAURANT SPONSOR — $2,000
- Logo with coupon printed on all tickets
- Logo on all print ads and in Official Guidebook
- Click through logo on event website
- Restaurant icon on both the Guidebook Map and Parade App map
- 30 Comp tickets

AWARDS SPONSOR — $1,500
- Logo on all print ads
- Logo in Official Guidebook
- Click through logo on event website
- Banner ad on Parade App
- 24 Comp Tickets

PARADE HOME SPONSOR* — $750
- Display booth in Parade home garage throughout Parade * (must have done work in that home to qualify or be unrelated to the building industry)

GUIDEBOOK MAP SPONSOR — $650
- Exclusive logo placement on center map in the official Guidebook & App
- Click through logo on event website
- 10 Comp tickets

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 website — $350**

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. ***Ad space is open to HBA members only!***

Advertising Sizes and Rates

Size	Dimensions	Members Only
¼ page	4.875 x 3.625	$665
½ page	4.875 x 7.5	$925
½ page	10 x 3.625	$925
Full page	11 x 8.5	$1,375
Outside Back Cover		$2,800
Inside Back or Front Cover		$1,850
Inside Back or Front Cover Facing		$1,850
Center Map Front (right) or Front Facing (left)		$1,650
Center Map Back (left) or Back Facing (right)		$1,650

Premier Publication

For advertising information or to reserve your advertising space contact: Marie Frank at mariefr@hbawmi.com or call 269-375-4225 #101.

Premier Events & Publications

Premier Event!

Fall HOME & COMMUNITY Expo SEPT 23–25, 2022

HOME & GARDEN EXPO March 10-12, 2023

PRESENTING SPONSOR — $12,000
- Two 10' x 10' Expo booth spaces
- Logo on event tickets and all print and digital ads
- Company name mentioned in radio event ads & promos
- Click through logo on event website
- Radio interview opportunities
- Promoted on social media outlets as the Presenting Sponsor
- Listed exclusively as Presenting Sponsor in TV advertisement
- First choice of Expo seminar presentation schedule
- 125 complimentary tickets
- Full Page Advertisemnt (back cover) in the Expo Show Guide

GARDEN SPONSOR — $5,000
- Logo on event tickets and in all print ads
- Company name mentioned in radio event ads/promos
- Click through logo on event website
- Radio interview opportunities
- Promoted on social media outlets
- Signage in Garden Area
- 50 Comp tickets

SUPPORTING SPONSOR (3) — $5,000
- Logo on event tickets and in all print ads
- Company name mentioned in radio event ads/promos
- Click through logo on event website
- Radio interview opportunities
- Promoted on social media outlets
- Signage in sponsor area
- 50 Comp tickets

PASSPORT (TO PRIZES) SPONSOR — $3,500
- Your logo/small ad on Expo Map *(given to all attendees)*
- Logo in all print ads
- Promoted on social media outlets
- Click through logo on event website
- Radio interview opportunities
- 36 Comp tickets

OFFICIAL SHOW BAG SPONSOR — $2,000
Branding & frequency on every isle!
- Logo in print ads
- Click through logo on event website
- Bags are passed out to each adult attendee at entrance*
- 18 Comp tickets

**Sponsor to provide bags*

EXHIBITOR BADGE LANYARD SPONSOR — $1,500
- Logo on Exhibitor Lanyards
- Click through logo on event website
- 28 Comp tickets

INFORMATION BOOTH SPONSOR — $1,500
- Logo in print ads
- Click through logo on event website
- Company representation at info booth
- 24 Comp tickets

EXHIBITOR LOUNGE SPONSOR — $1,200
- Click through logo on event website
- Exclusive use of the exhibitor lounge (near garden area).*

**Must provide refreshments for exhibitors*
- 20 Comp tickets

**Sponsor to provide bags*

Fall Home & Community Expo Guidebook

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

Advertising Sizes and Rates

Size	Dimensions	$ Member	$ Non-Member
¼ page	3.625 x 4.875	$675	$900
½ page H	7.5 x 4.875	$900	$1,200
½ page V	3.625 x 10	$900	$1,200
Full page	8.5 x 11	$1,350	$1,800
Outside Back Cover		$2,800	N/A
Inside Back or Front Cover		$1,850	$2,500
Inside Back or Front Cover Facing		$1,800	$2,500

Premier Publication

For advertising information or to reserve your advertising space contact: Marie Frank at marief@hbawmi.com or call 269-375-4225 xt 101. DEADLINE IS AUGUST 22,2022

GENERAL MEMBERSHIP MEETINGS
(Jan., Feb., April, May, Sept., Oct., Nov.)

NETWORKING EVENT

GOLD SPONSOR — $350
- Table display (table provided by HBA)
- Recognition from Board President
- Table tent recognition
- Printed materials on tables
- 5 minutes at the microphone
- 3 additional dinners

SILVER SPONSOR — $275
- Table display (table provided by HBA)
- Recognition from Board President
- Table tent recognition
- Printed materials on tables
- 2 additional dinners

BRONZE SPONSOR — $225
- Table display (table provided by HBA)
- Recognition from Board President
- Table tent recognition
- 1 additional dinner

STUDENT OF THE MONTH SPONSOR (Annual) — $300
- Present Student with gift card
- Recognition from president
- Logo on table tops

SOLD

SUMMER COOKOUT — MEMBER APPRECIATION
July 2022

NETWORKING EVENT

EVENT SPONSOR — $1000
- Table top for marketing materials
- Logo at each table
- Large Sponsor Sign

ANNUAL HOLIDAY BUFFET & FOOD DRIVE
December 2022

NETWORKING EVENT

EVENT SPONSOR — $1000
- Table top for marketing materials
- Logo at each table
- Logo/sign at food drive table

SPORTING EVENT

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 — $225
- Logo on beverage tickets
- One station sponsorship

STATION SPONSOR — $100
- Logo sign at shooting station

Hard Hat Open
ANNUAL GOLF TOURNAMENT

SPORTING EVENT

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

KEG/BEER ON THE COURSE SPONSOR - $2100
- Signage/logo at 2 Keg locations on the course
- Company logoed beer cups (250) proved by the HBA
- Pour keg beer and sponsorship signs/table at 2 locations on the course
- Listed as a Hard Hat Open Sponsor in event program
- 1/2 page ad in 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

SOLD

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 an d listed in the event rogram

***PLEASE NOTE - ALL SPONSORSHIPS** will • be announed during the event, • be listed in the Builder Bulletin prior to and after the event, • and listed on the golf outing online sign-up.*

JUST GOLF FOR ME THANKS!
• Team of 4 golfers - **$400** • Single golfer - **$100** (will be placed on a team)

HBAWMI Membership Directory & Website

Advertise in the 2023 Home Resource Guide & Membership 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 HOme Resource Guide & Member Directory is distributed by the thousands at the annual Home & Garden Expo, Fall Home & Communty Expo and the Parade of Homes.

Advertising Sizes and Rates

Size	Dimensions	Price
❑ 1/8 page	5.5 x 1.25	$195
❑ ¼ page	5.5 x 2.375	$395
❑ ½ page	5.5 x 4.25	$595
❑ Full tab page	6 x 9	$1,195
❑ Facing page to inside front cover		$1,495
❑ Inside front or back cover		$1,495

❑ 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 & quarter page

Ad Requirements:

Company: _____

Contact: _____

Phone: _____ Email: _____ Fax: _____

Please select the ad size in the chart above and mail this form with your ad or request for design services to: Marie Frank, HBAWMI, 5700 W. Michigan Ave., Kalamazoo 49008.
Or email it to: **marief@hbawmi.com. Questions? Call Marie at (269) 375-4225 xt. 101**.

DRIVE TRAFFIC TO YOUR WEBSITE

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

Display Ad

Place a display ad on the home page of the HBA website with a direct link to your company website.

❑ 12 Months— $450 ❑ 6 Months— $275

Company: _____

Contact: _____

Phone: _____ Email: _____ Fax: _____

❑ I HAVE MY OWN AD
❑ I WOULD LIKE HBAWMI TO PROVIDE AN AD *(WITH MY APPROVAL)*

Please select the online ad and duration you'd like above, then email this form with your ad or request for HBA to create an ad to: marief@hbawmi.com. Or Mail this request to: Marie Frank, HBAWMI, 5700 W. Michigan Ave., Kalamazoo 49008.
Questions? Call Marie at (269) 375-4225 xt. 101 or email: marief@hbawmi.com

Every Wednesday the Builder Bulletin is emailed to over 1,100 (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 2022!

As a one-time or even an 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**. I will call you regarding date/dates you are interested in.
Questions? Call Marie at (269) 375-4225 xt. 101

MEGA MESSAGE PACKAGES CAN MAKE IT EASY!

If you want to be involved with **the HBA's biggest events and throughout the year**, take a look at these suggested inclusive annual packages. We can also design a marketing package that works for you and your business.

FALL HOME & COMMUNITY EXPO or SPRING HOME & GARDEN EXPO HARD HAT PACKAGE — $15,000

- Fall Home & Community Expo Presenting Sponsor ($12,000 — see page 3 for details)
- Hard Hat Open Major Event Sponsor, Title Sponsor ($2,500)
- Builder Bulletin Sponsor (6 months - $1,040)
- One General Membership Meeting Sponsor ($350)
- Back Cover full page/full color advertisement in the Membership Directory ($2,195)
- Scrolling click through banner ad on the HBA website (12 months $650)

PARADE OF HOMES POWER PACKAGE — $12,000

- Parade of Homes Presenting Sponsor ($10,000 - see page 4 for details)
- Hard Hat Open "Hard Hat Sponsor" (valued at $1,950)
- Builder Bulletin Sponsor (6 months $1,040)
- One General Membership Meeting Sponsor ($350)
- Premium Placement full page/full color advertisement in the Membership Directory ($1,495)
- Scrolling click through banner ad on the HBA website (12 months $650)

HAMMER & NAILS PACKAGE — $5,000

- Full page/full color premium placement advertisement in the Membership Directory ($1,495)
- Hard Hat Open Keg Sponsor with a sign at the Keg locations ($2,100)
- One General Membership Meeting Sponsor ($350)
- Scrolling click through banner ad on HBA website for 12 months ($650)
- Builder Bulletin Sponsor for 12 months ($720)
- Team of 4 golfers - Hard Hat Open ($400)

LEVEL & TAPE MEASURE PACKAGE — $2,500

"Keep your marketing bubble in between the lines with this package."

- Full page/ full color advertisement in the Membership Directory ($1,195)
- Hard Hat Open tee sponsor with table at the tee and team of 4 golfers ($600)
- Banner advertisement on the HBA website for 6 months ($350)

NUTS & BOLTS PACKAGE — $1,500

"Just give me the basics, please!"

- Full page/ full color advertisement in the Membership Directory ($1,195)
- Hard Hat Open tee sponsor with table at the tee ($300)
- Banner advertisement on the HBA website for 6 months ($350)

We are always happy to hear about new ideas and taylor any of these packages to your business and marketing needs. Let us know how we can help you meet your marketing goals this year!

HBAWMI Signature Sponsorships

Lock in your year-long presence with a **HBA Signature Sponsorship**. In addition to the benefits listed below, all Signature Sponsors are recognized **on a traveling banner and in the HBA Membership Directory & Building and Remodeling Reference Guide.**

	RUBY	PLATINUM	GOLD	SILVER	BRONZE
Member Touch Program *(Business Category Exclusive)***	YES				
HBAWMI.com Banner Ad	YES (12 mos.)	YES (12 mos.)	YES (12 mos.)	YES (12 mos.)	YES (12 mos.)
General Membership Meetings	One GMM Sponsorship	One GMM Sponsorship			
Hard Hat Open Golf Tournament	Major Event Sponsor	Hard Hat Sponsor	***Hard Hat Sponsorship	Tee Sponsorship	Tee Sponsorship
Builder Bulletin	Click through Ad 52 Weeks	Click through Ad 26 Weeks	Click through Ad 12 Weeks	Click through Ad 6 Weeks	Click through Ad 3 Weeks
Affiliate Membership	4 Affiliate Member-ships	3 Affiliate Member-ships	2 Affiliate Member-ships	1 Affiliate Member-ships	
Membership Directory	Full Page Prime Placement	Full Page	1/2 Page Ad	1/4 Page Ad	1/8 Page ad
	$8,500	**$6,500**	**$3,500**	**$1,500**	**$750**

**The HBAWMI Member Touch Program is an annual communication tool used to "touch" our members with a variety of communications throughout the year. Members will receive both electronic and physical mail designed to enhance their member experience based on the members renewal month and the HBA events schedule. Newer members receive more 'touches' than longer-term members making this a great way to have higher visibility with members that may not be as familiar with your organization. Member Touch Sponsorship is exclusive by category (for example, only ONE roofing company or title company, etc.) and, is only open to the first two Ruby Signature Sponsors each year with right-of-first refusal for renewal.

*** Refer to the Hard Hat Open Sponsorship levels ($1,000) on page 4

Call or email or Marie Frank to reserve your spot!
marief@hbawmi.com
269.375.4225