



2018

Cornerstone Club, Marketing & Advertising Opportunities





“Your support of our industry through HBAR has been and will continue to be the engine that enables us to offer what our members have come to expect—and deserve.”

Dear HBAR Member,

You are part of the most vibrant Association of the home building industry in the Greater Richmond area, the Home Building Association of Richmond (HBAR). Many of our members make the decision to support us as a partner—demonstrating their strong commitment to HBAR through generous sponsorship opportunities and enhancing their membership. In the association world, that is a significant show of membership engagement—and a critical component of HBAR, and the housing industry’s resurgence in Richmond and the Commonwealth as a whole.

This tremendous support allows us to provide additional educational opportunities, improve business networking events, and greater advocacy for our members in legislative affairs. We hold over 10 major events every year. We have councils and committees to serve the ever-widening interests of our varied members , and we continue to see our participation grow— meaning even greater returns on investment.

We are excited to continue with a more customized experience with our membership enhancement program, Cornerstone Club, and our successful marketing and advertising opportunities that allow more flexibility in planning. Please take a moment to look through our member opportunities, and contact any of the staff at (804) 282-0400 with your questions.

Your support of our industry through HBAR has been and will continue to be the engine that enables us to offer what our members have come to expect—and deserve. We look forward to growing with you!

Sincerely,

Danna Markland, CEO
Home Building Association of Richmond



Cornerstone Club Membership —BUILDERS & DEVELOPERS

Enhance your membership while simultaneously supporting our industry!

Benefits	Diamond	Platinum	Gold
Annual Cost	\$10,000	\$5,000	\$2,500
Membership Dues Included \$645	Yes	Yes	Yes
Permit Dues Included \$40	100	50	10
Affiliate Memberships Included	6	4	2
Reservations to All Events Below			
General Assembly Breakfast	6	4	2
Local Forecast Seminar	6	4	2
MAME Awards Gala	6	4	2
Homearama Preview Gala	6	4	2
Homearama Show	6	4	2
Builder Bash	6	4	2
Parade of Homes Awards Breakfast	6	4	2
President's Dinner	6	4	2
Meet the Builder (Bi-Annual)	6	4	2
Golf Outing Team	Yes	Yes	Yes
Ad in Membership Directory	Half Page	Half Page	Half Page
Ad in Parade of Homes Plan Book	Half Page	No	No
Ad in Richmond Homearama Plan Book	Half Page	No	No
Newsletter Ad	12	8	No
Rotating Logo on HBAR.org	Yes	No	No
Cornerstone Reception invites with HBAR Executive Board	6	4	2
Recognition on Sign of Distinction at HBAR Office	Standalone Sign	Group Sign	Group Sign
Select Box:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Complimentary reservations are not transferrable and not automatically reserved at each event. Be sure to register before sold out. Above is based on a calendar year; January 1—December 31. **Inquires: Danna Markland, dmarkland@hbar.org**



Cornerstone Club Membership—ASSOCIATES

Enhance your membership while simultaneously supporting our industry!

Benefits	Diamond	Platinum	Gold
Annual Cost	\$10,000	\$5,000	\$2,500
Membership Dues Included	Yes	Yes	Yes
Affiliate Memberships Included	6	4	2
Reservations to All Events Below			
General Assembly Breakfast	6	4	2
Local Forecast Seminar	6	4	2
MAME Awards Gala	6	4	2
Homearama Preview Gala	6	4	2
Homearama Show	6	4	2
Builder Bash	6	4	2
Parade of Homes Awards Breakfast	6	4	2
President's Dinner	6	4	2
Meet the Builder (Bi-Annual)	6	4	2
Golf Outing Team	Yes	Yes	No
Ad in Membership Directory	Half Page	Half Page	Half Page
Ad in Parade of Homes Plan Book	Half Page	No	No
Ad in Richmond Homearama Plan Book	Half Page	No	No
Newsletter Ad	12	8	No
Rotating Logo on HBAR.org	Yes	No	No
Cornerstone Reception invites with HBAR Executive Board	6	4	2
Recognition on Sign of Distinction at HBAR Office	Standalone Sign	Group Sign	Group Sign
Select Box:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Complimentary reservations are not transferrable and not automatically reserved at each event. Be sure to register before sold out. Above is based on a calendar year; January 1—December 31. **Inquires: Danna Markland, dmarkland@hbar.org**

HOME SHOWS

Marketing & Advertising Opportunities		Investment	CHECK BOX
RICHMOND HOMEARAMA® May	Single-site new home show showcasing the latest in interior decorating ideas plus trends & innovations in new home construction . Developer hosts the show with up to 10 fully furnished and decorated new homes by builder members, and the site includes special events, a concession area and exhibits.		
Presenting Sponsor	Booth inside a showcase home's garage or under outdoor tent, recognition on site signage, print materials, website, and advertising, 20 tickets to the Preview Gala, 45 General Admission tickets, inside front cover full page ad of Event Guide	\$15,000	<input type="checkbox"/>
Premium Sponsors	Booth inside a showcase home's garage, recognition on site signage, print materials, and website, 12 tickets to the Preview Gala, 30 General Admission tickets, full page ad of Event Guide	\$10,000	<input type="checkbox"/>
Welcome Sponsor	Provide carry bags with your logo for visitors entering the show, set up a booth inside a showcase home's garage, recognition on signage, print materials, and website, 12 tickets to Preview Gala, 30 General Admission tickets, full page ad in Event Guide	\$10,000	<input type="checkbox"/>
Auto Dealer Sponsor	Park new cars in driveways of each showcase home during the entire show, have representation at the show, recognition on signage, website, and print materials, 6 tickets to Preview Gala, 15 General Admission tickets	\$5,000	<input type="checkbox"/>
Preview Gala Sponsors	The Preview Gala sponsor will host the private celebration before the opening of the show and will be featured on all Preview Gala advertisement.	\$2,500	<input type="checkbox"/>
Special Event Sponsors	Set up an outdoor display during specific special event, 10 General Admission tickets, recognition at the specific special event and on print materials and website.	\$2,500	<input type="checkbox"/>
Exhibitor	Exhibitor booths can be manned during public show hours.	\$1,600	<input type="checkbox"/>
<u>Print Ad</u>	<i>Over 24,000 quality Event Guides are given free to those who attend the show and placed in stores like Food Lion, Kroger and Wawa.</i>		
Center Spread	<i>Event Guide is sized 8 3/8 " x 10 7/8". Ad rates are net and do not reflect non-member rates</i>	\$3,000	<input type="checkbox"/>
Back Cover	<i>Inside Front Cover currently reserved for Presenting Sponsor.</i>	\$2,750	<input type="checkbox"/>
First Page		\$2,300	<input type="checkbox"/>
Inside Back Cover		\$2,300	<input type="checkbox"/>
Full Page		\$1,995	<input type="checkbox"/>
Half Page		\$1,495	<input type="checkbox"/>

Dates, member pricing & participation levels are subject to change.

Inquires: Victoria Moody, vmooddy@hbar.org

HOME SHOWS

Marketing & Advertising Opportunities		Investment	CHECK BOX
PARADE OF HOMES® October	Free scattered-site new home show throughout the Greater Richmond area for builder members to showcase their products & services to consumers. The new home tour is open for three to four weekends, and remodeled entries are open one of the weekends.		
New Home & Remodeled Entries (Builder Members)	Two-sided yard sign, 5 lead-in signs, 50 magazines, colorized rendering & floor plan for your marketing purposes. New home entries have a chance to be recognized as an Award Winner!	\$2,395 each	<input type="checkbox"/>
Community Weekend Sponsors (Developer & Builder Members)	<ul style="list-style-type: none"> Banner ad at RichmondParadeofHomes.com linked to your website. Full page, color ad in the Parade of Homes Plan Book RTD Homes full color, center spread ad featuring show details on the left and your ad on the right, circulated the Saturday of your sponsored weekend Featured promotion of the sponsored weekend with the Parade of Homes advertising, social media and PR campaign, valued at over \$100,000. Special section at RichmondParadeofHomes.com featuring your community and linked to your website Community signage at the entrance featuring your Parade sponsorship Recognition at the Awards Breakfast in addition to 10 complimentary reservations. 	\$12,500	<input type="checkbox"/>
Presenting Sponsor (Associate Member)	<ul style="list-style-type: none"> Recognition as the show's sponsor with the Parade of Homes extensive advertising, social media & PR campaign, valued at over \$100,000. Parade of Homes Plan Book premium position ad---inside front cover*, full page, color ad & logo on cover of the Parade of Homes Plan Book. Banner ad at RichmondParadeofHomes.com linked to your website. Recognition at the Awards Breakfast in addition to 10 complimentary reservations. 	\$12,500	<input type="checkbox"/>
Awards Breakfast Sponsors	Recognition at the Awards Breakfast, 10 complimentary reservations at Awards Breakfast	\$2,500	<input type="checkbox"/>
<u>Print Ad</u> Inside Front Cover*	Over 24,000 full color Plan Books are circulated throughout the Greater Richmond area in stores like Food Lion, Kroger & Wawa and all tour homes.	\$2,300	<input type="checkbox"/>
Center Spread	<i>Plan Book is sized 8 3/8 " x 10 7/8".</i> <i>Ad rates are net and do not reflect non-member rates</i>	\$3,000	<input type="checkbox"/>
Back Cover		\$2,750	<input type="checkbox"/>
First Page		\$2,300	<input type="checkbox"/>
Inside Back Cover		\$2,300	<input type="checkbox"/>
Full Page		\$1,995	<input type="checkbox"/>
Half Page	Dates, member pricing & participation levels are subject to change. Inquires: Victoria Moody, vmoodys@hbar.org	\$1,495	<input type="checkbox"/>

3

MAIN EVENTS

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
GENERAL ASSEMBLY BREAKFAST January	Virginia General Assembly overview on the housing industry for the upcoming session, and members have the opportunity to speak directly with Senators & Delegates.		
Platinum Sponsors	8 comps; recognition at the event and online registration, and reserved table	\$2,000	<input type="checkbox"/>
Gold Sponsors	4 comps; recognition at the event and online registration, and reserved seating	\$1,000	<input type="checkbox"/>
Silver Sponsors	2 comps; recognition at the event and online registration, and reserved seating	\$500	<input type="checkbox"/>
LOCAL FORECAST SEMINAR February	Features housing economic forecast & customer preference trends, as well as the top ten builder members with the highest sales from the previous year.	1 re- maining	
Sponsors	8 comps; recognition at the event and online registration, and reserved seating	\$1,500	<input type="checkbox"/>
MAME AWARDS GALA March	Sales & Marketing Council's Major Achievements in Marketing Excellence and Excellence in Remodeling honors outstanding marketing and sales by member firms and their employees		
Premier Sponsor	10 comps; recognition at the event and online registration, and reserved table	\$3,000	<input type="checkbox"/>
Dinner Sponsors	4 comps; recognition at the event and online registration, and reserved seating	\$1,250	<input type="checkbox"/>
BUILDER BASH June	Annual membership picnic complete with a live band and a wide variety of food, beverages & fun activities provided by booth sponsors. This event is also utilized by many of our members as their company outing and a way to thank their cliental. Over 1,000 attendees! Sponsorships include recognition at the event and online.		
Welcome Sponsors	12 comps	\$1,500	<input type="checkbox"/>
Beer Truck Sponsors	12 comps, may provide cups (limited to two)	\$1,500	<input type="checkbox"/>
Band Sponsors	8 comps	\$1000	<input type="checkbox"/>
Booth Sponsors	6 comps, provide food (300) or a fun activity for attendees and add beverages if wish	FREE	<input type="checkbox"/>

Complimentary reservations are not automatically reserved at each event. Be sure to register online before seats are full.

Dates, member pricing & participation levels are subject to change.

Inquires: Victoria Moody, vmooddy@hbar.org

MAIN EVENTS

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
GOLF OUTING September	HBAR's annual membership golf outing which includes an afternoon shotgun start and an Awards Dinner.		
Awards Dinner Sponsor	Signage at event & recognition at dinner. Includes four from firm to network at Awards Dinner.	\$1,000	<input type="checkbox"/>
Own the Hole Sponsors	Signage at hole, and includes two from firm to network at Awards Dinner. Firm can provide beverages, snacks and/or giveaways. Hole-in-One welcome!	\$400	<input type="checkbox"/>
Course Refreshment Sponsor	Signage at event & recognition at dinner. Includes 4 from firm to network at Awards Dinner.	\$1,500	<input type="checkbox"/>
Putting Contest Sponsor	Signage at putting green & recognition at dinner. Includes two from firm to network at Awards Dinner.	\$600	<input type="checkbox"/>
Cart Sponsor	Recognition at the event, opportunity to provide golf goodie bags or an item on each cart (two players per cart), and the opportunity for three from your firm to network and attend Awards Dinner.	\$600	<input type="checkbox"/>
PRESIDENT'S DINNER December	HBAR's most prestigious event of the year that includes installation of the incoming President, recognition of the leadership, & presentation of the Ernest E. Mayo Member of the Year, Guy B. Hazelgrove, Jr. Membership Development, and T.E.A.M. Awards.		
Presenting Sponsors	10 comps; recognition at the event and online registration, remarks from podium, and reserved table	\$5,000	<input type="checkbox"/>
Celebration Sponsors	6 comps; recognition at the event and online registration, and reserved seating	\$2,500	<input type="checkbox"/>

Complimentary reservations are not automatically reserved at each event. Be sure to register online before seats are full.

Dates, member pricing & participation levels are subject to change.

Inquires: Victoria Moody, vmood@hbar.org

4

Member-to-Member Advertising

MEDIUM/ FREQUENCY	ADVERTISING DESCRIPTION	COST	CHECK BOX FOR AD
MEMBERSHIP DIRECTORY	The HBAR Membership Directory is printed and mailed to 600 members. It is also updated once a year electronically and emailed to all members. The electronic version is available to all members on the HBAR website, www.hbar.org , as well.		
Center Spread		\$1,650	<input type="checkbox"/>
Half Page		\$650	<input type="checkbox"/>
Full Page		\$1,000	<input type="checkbox"/>
First Page		\$1,500	<input type="checkbox"/>
Back Cover		\$2,000	<input type="checkbox"/>
Inside Front		\$1,500	<input type="checkbox"/>
Inside Back		\$1,500	<input type="checkbox"/>

Dates, member pricing & participation levels are subject to change.

Inquires: Shannon Amerson, samerson@hbar.org

Member Socials

Event	DESCRIPTION	COST	CHECK BOX TO SPONSOR
SMC New Community Social Quarterly	The new home community hosting the social will provide the heavy hors d'oeuvres, wine/beer or full bar and prizes for the guests. Typically the social is held in a community clubhouse or model home.	\$0.00	<input type="checkbox"/>
SMC Holiday Social December	The new home community hosting the social will provide the heavy hors d'oeuvres, wine/beer or full bar and prizes for the guests. Typically the holiday social is held in a community clubhouse due to high attendance.	\$0.00	<input type="checkbox"/>

Dates, member pricing & participation levels are subject to change.

Inquires: Shannon Amerson, samerson@hbar.org



Home Building Association of Richmond

400 N. Ridge Road | Henrico, Virginia 23229

Phone: 804.282.0400 | Email: info@hbar.org



Send it in!

CONTACT INFORMATION

NAME:

COMPANY:

STREET ADDRESS:

CITY, STATE, ZIP:

TELEPHONE:

EMAIL:

PAYMENT INFORMATION

☐ Please Bill Me ☐ Check Enclosed

☐ Credit Card

ACCOUNT NUMBER:

EXP. DATE:

NAME AS IT APPEARS ON CARD:

SIGNATURE:

