



HOME BUILDERS
ASSOCIATION
GRAND TRAVERSE AREA, INC.

MARKETING TOOLBOX

EVENTS | SPONSORSHIPS | ACTIVITIES

MAKE YOUR MARKETING
WORK AS HARD AS YOU DO

2018

COMMITTED TO A HIGHER STANDARD

ANTRIM | BENZIE | GRAND TRAVERSE | KALKASKA | LEELANAU

2018 HBAGTA OPPORTUNITY GUIDE

Please check the option below and return a copy to the HBAGTA. Some sponsorships and ad spaces are limited so please allow 48 hours for the HBAGTA staff to confirm availability.

MEMBERSHIP

| | |
|----------------------|-------|
| Annual Membership | \$525 |
| Affiliate Membership | \$50 |

MEMBERSHIP DIRECTORY Deadline Dec. 15, 2017

| | |
|---------------------------------|---------|
| Outside Back Cover – Color | \$1,545 |
| Inside Back Cover – Color | \$1,245 |
| Inside Front Cover – Color | \$1,245 |
| Full Inside Center Page – Color | \$770 |
| Full Inside Page – B & W | \$395 |
| ½ Inside Page – B & W | \$345 |
| ¼ Inside Page – B & W | \$245 |
| 1/8 Inside Page – B & W | \$195 |

TUESDAY TOOLBOX E-NEWSLETTER – BIWEEKLY

| | |
|--------------|-------------------------|
| Corporate Ad | \$25 each or 4 for \$75 |
|--------------|-------------------------|

QUARTERLY NEWSBUILDER MAGAZINE ADVERTISEMENT

| | |
|------------------------|-----|
| Contact the HBA office | TBD |
|------------------------|-----|

HBAGTA.COM WEBSITE ADVERTISEMENTS

| | | |
|----------------|-----------|-------|
| Multiple Pages | 12 Months | \$650 |
| | 6 Months | \$400 |
| Home Page Only | 12 Months | \$475 |
| | 6 Months | \$285 |

HOME BUILDERS EXPO Deadline Sept. 1, 2018

| | |
|--------------------------------------|------------------|
| Exclusive Supporting Sponsor | \$4,500 |
| Corporate Sponsor – Limit 2 | \$3,000 |
| Exhibitor Lounge Sponsor – Saturday | \$1,000 |
| Exhibitor Lounge Sponsor – Sunday | \$1,000 |
| Seminar Sponsor | TBD |
| Registration Booth Sponsor | \$1,125 |
| Shuttle Bus Sponsor | \$450 |
| Seminar Sponsor | \$TBD |
| Bag Sponsor | Bags |
| Enter-to-Win Prize Give Away Sponsor | Item |
| Exhibitor Booth | \$395 - \$1305+* |
| Premium Booth Space | +\$100 * |

Annual Golf Tournament Deadline April 15, 2018

| | |
|-------------------------------------|---------|
| Exclusive Tournament Sponsor | \$1,500 |
| Exclusive Golf Cart Sponsor | \$500 |
| Beverage Cart Sponsor – Limit 2 | \$300 |
| Player Goodie Bag Sponsor – Limit 2 | \$300 |
| Breakfast Goodies Sponsor – Limit 2 | \$300 |
| Auto Dealer Sponsor | \$1,000 |
| Hole Sponsor | \$110 |
| Golf - Foursome | \$460 * |
| Golf - Single | \$120 * |

PARADE OF HOMES Deadline March 1, 2018

| | |
|---|---------|
| Exclusive Platinum Sponsor | \$7,500 |
| Gold Sponsor – Limit 2 | \$4,500 |
| Silver Sponsor – Limit 2 | \$3,000 |
| Exclusive Auto Dealer Sponsor | \$2,000 |
| Exclusive Ticket Sponsor | \$600 |
| Mandatory Builder Meeting Sponsor - Limit 2 | \$800 |
| Kick-off Gathering Exhibit Table | \$150 |

Deadline April 6, 2018

| | |
|-----------------------------------|-------------------|
| Parade of Remodeled Homes Builder | \$1000 to \$1250* |
| Parade of New Homes Builder | \$1750 to \$2000* |

PARADE TOUR GUIDE ADS Deadline May 1, 2018

| | |
|----------------------|---------|
| Centerfold Insert | \$2,000 |
| Inside Front Cover | \$1,400 |
| Inside Back Cover | \$1,400 |
| Inside Full Page | \$1,150 |
| Inside ½ Page | \$650 |
| Inside ¼ Page | \$425 |
| Inside Business Card | \$350 |
| Full Builder Page | \$500 |

HBA SCHOLARSHIP DINNER Deadline Sept. 1, 2018

| | |
|--|---------|
| Exclusive Foundation Sponsor | \$5,000 |
| Toolbox Sponsor – Limit 4 | \$2,000 |
| Exclusive Wine Sponsor | \$1,500 |
| Corporate Table | \$850 |
| Seats – Single | \$75 |
| Contributing Sponsor - Silent Auction Donation | |

HBA HOLIDAY PARTY / INSTALLATION OF OFFICERS CEREMONY

| | |
|------------------------------|---------|
| Exclusive Supporting Sponsor | \$2,000 |
| Corporate Sponsor | \$1,000 |
| Ticket | TBD |

EDUCATIONAL COURSES

| | |
|--------------------------|------------------|
| Education Course Sponsor | \$150 |
| Builder Forum Sponsor | \$800 |
| Education Courses | Call for prices* |

GENERAL MEMBERSHIP MEETINGS

Host a Meeting....Facility, Heavy hors d'oeuvre, raffle item

*PAYMENT DUE UPON REGISTRATION



AS AN EVENT SPONSOR YOU WILL ENJOY:

- Increased Brand Loyalty
- Differentiating Your Company from Competitors
- Interaction with Prospects
- Stimulated Sales & Product Sampling
- Captured Leads
- Showcasing Community Involvement

The 2018 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 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. So talk to us, share your feedback and get involved in driving the direction of 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,

Judy Vajda,
Executive Officer

3040 SUNSET LANE
TRAVERSE CITY, MI 49684

OUR MISSION

To be a high quality resource for building industry professionals, who provide outstanding service to our community

MEMBERSHIP

Members provide critical support to the home building industry through membership and have the opportunity to market their products and services. Members gain meaningful exposure through:

REFERRALS: The HBAGTA Public Relations Committee is actively marketing the HBAGTA to inform the community of our industry professionals, driving business to our members.

NETWORKING: Attend General Membership Meetings. Get involved in events. Volunteer on a committee or Board of Directors.

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

LEGISLATIVE WATCHDOG: The HBAGTA actively lobbies and monitors local, state and federal legislative and regulation to ensure that our member's business interests are well-represented and protected.

MARKETING: This guide holds the key to several marketing opportunities.

MEMBER DISCOUNTS: Locally: Insurance & Auto. State and National: Retail discounts.

LARGE CONFERENCE ROOM: Available for members to hold client meetings or planning sessions at no cost.

BUILDER FORUMS: Developed for our contractors only, meetings are held to bring local inspectors and builders together to discuss code updates and ways to make the inspection process smoother.

MEMBERSHIP DIRECTORY

Our Member Directory is a one stop resource for all HBAGTA members and the community when they are looking for a reputable company within the residential building industry. In this easy to search directory are a list of the most qualified builders, developers, remodelers and associate members in the Grand Traverse Area.

AD BENEFITS: This publication is the go-to resource for thousands of community members, which means your ad will be seen time and time again! By advertising, you draw attention to your company and build credibility.

TUESDAY TOOLBOX E-NEWSLETTER

The HBAGTA Tuesday Toolbox is an easy, effective way for our 330+ members to stay current on the many things that are continually happening at HBAGTA. The Tuesday Toolbox provides timely information on upcoming events, important dates, issues that impact our industry as well as opportunities for members to share information on what's happening with their businesses.

QUARTERLY NEWSBUILDER

People prefer to receive communication in a variety of ways and we are committed to keeping our members up to speed on what's going on within the association. This quarterly mailer is 6 to 8 pages full of valuable content and sponsorships are an ideal way to reach our print readers.

HOME BUILDERS EXPO JANUARY 26 & 27, 2019

With over 2,000 people attending the Home EXPO, this is the best place to showcase your company's products and services. The 2-day event is the largest home show in northern Michigan and is held at the Grand Traverse Resort & Spa, featuring over 120 exhibitors. The EXPO is a "must do" event!

SPONSORSHIP BENEFITS:

EXCLUSIVE SUPPORTING SPONSOR | \$4,500

- Large company logo on admission tickets
- Company logo on HBAGTA website
- Recognition in all television promotion
- Recognition in all radio promotion
- Company logo on all print promotion
- Company logo in EXPO program
- Prominent signage at the EXPO venue
- Company logo on all outgoing HBAGTA EXPO email blasts
- 50 EXPO admission tickets in addition to exhibitor tickets

CORPORATE SPONSORS | \$3,000 | LIMITED TO 2

- Company logo on admission tickets
- Company logo on HBAGTA website
- Company logo on limited print promotion
- Company logo in EXPO program
- Prominent signage at the EXPO venue
- Company logo on all outgoing HBAGTA EXPO email blasts
- 30 EXPO admission tickets in addition to exhibitor tickets

EXHIBITOR LOUNGE | \$1,000 | LIMITED TO 2

(Saturday & Sunday sponsorships available)

- Your company will be recognized and appreciated by all exhibitors!

REGISTRATION BOOTH | \$1,125 | LIMITED TO 1

- Prominently displayed on front of booth

SHUTTLE BUS | \$450 | LIMITED TO 1

- Your company name on both sides of bus

SEMINAR SPONSOR | TBD

- MC each seminar
- Recognized in promotional material
- Signage bearing company name
- Announced over PA system

BAG SPONSOR | LIMITED TO 1

- This is a donation of bags bearing your company logo

PRIZE DONATIONS | LIMITED TO 3

- Company signage displayed with donation during event
- Listed on entry / raffle card
- Media recognition when prizes are awarded

EXHIBITOR BOOTH | \$395 - \$1,350

- 4 different size booths available



ANNUAL GOLF TOURNAMENT MAY 24, 2018

A fun filled event spent at one of our areas finest courses, hand-picked and planned by a committee of fellow members. After a fantastic round of 18 holes, a fabulous lunch and awards ceremony awaits you. Our goal is to treat you like a pro on and off the course.

SPONSORSHIP BENEFITS:

EXCLUSIVE TOURNAMENT SPONSOR | \$1,500

- Includes 4 golfers
- Signage on front of club house for all to see
- Mention before & after play
- Company logo on HBAGTA website

EXCLUSIVE GOLF CART SPONSOR | \$500

- Company signage on inside of every cart

BEVERAGE CART SPONSOR | \$300 | LIMITED TO 2

- Company signage on both sides of beverage carts

PLAYER GOODIE BAG SPONSOR | \$300 | LIMITED TO 2

- Company name on every goodie bag

BREAKFAST SPONSOR | \$300 | LIMITED TO 2

- Signage at breakfast area
- Mention before play

HOLE SPONSOR | \$110

- Your company logo displayed on signage at a hole

GOLF FOURSOME | \$460

GOLF SINGLE | \$120

**Donations for the 130 goodie bags are always welcome*



PARADE OF HOMES JUNE 9 & 10 AND JUNE 14-17, 2018

The Parade of Homes is a 5 county-wide event that showcases the talents and innovative ideas of participating builders and subcontractors. Increase your exposure and take part in Traverse City's premiere housing event by being a sponsor.

SPONSORSHIP BENEFITS:

EXCLUSIVE PLATINUM SPONSOR: \$7,500 JAMES HARDIE

(Associate Only-No builders)

- Company logo on HBAGTA website
- Recognition in all television promotion
- Recognition in all radio promotion
- Company logo on all print promotion to include tickets
- Display promo material at a Parade Home
- Recognition in live & taped interviews
- Company profile on social media sites
- Company logo on all outgoing Parade email blasts
- Recognition during Parade Mandatory Builder Meeting
- Recognition during General Membership Meetings leading up to Parade of Homes
- Back cover ad in Parade of Homes Tour Guide
- 25 tickets to the 2018 Parade of Homes
- Mention during awards

GOLD SPONSOR \$4,500 EACH – LIMITED TO 2

(1 available for each type of business; ie: 1 bank, 1 insurance, 1 builder, etc.)

- Company logo on HBAGTA website
- Recognition in all television promotion
- Recognition in all radio promotion
- Company logo on all print promotion to include tickets
- Display promo material at a Parade of Homes
- Company profile on social media sites
- Company logo on all outgoing HBAGTA email blasts
- Recognition during Parade Mandatory Builder Meeting
- Full page ad in Parade of Homes Tour Guide
- 20 tickets to the 2018 Parade of Homes
- Mention during awards

SILVER SPONSOR: \$3,000 EACH – LIMITED TO 3

(1 available for each type of business; ie: 1 bank, 1 insurance, 1 builder, etc.)

- Company logo on HBAGTA website
- Recognition in television promotion
- Recognition in radio promotion
- Company logo on all print promotion to include tickets
- Company logo on all outgoing Parade email blasts
- Recognition at Parade Mandatory Builder Meeting
- ½ page ad in Parade of Homes Tour Guide
- 15 tickets to the 2018 Parade of Homes
- Mention during awards

EXCLUSIVE TICKET SPONSOR: \$700

(Reserved for Restaurants only)

- Offer discount on food
- Logo listed on 2000 tickets



PARADE OF HOMES ...continued

EXCLUSIVE AUTO SPONSOR: \$2,000

- Company logo on HBAGTA website
- Company logo on print promotion to include tickets
- Display promo material at a Parade Home
- Company profile on social media sites
- Company logo on all outgoing Parade email blasts
- Recognition during Parade Mandatory Builder Meeting with cars on site for display
- Option to have cars on display at agreed upon homes
- Half page ad in Parade of Homes Tour Guide
- 15 tickets to the 2018 Parade of Homes
- Mention during awards

KICKOFF GATHERING EXHIBITOR: \$150 | LIMITED TO 25

This is a great opportunity for HBA member suppliers to introduce your company to potential parade builders and offer discounts on products and services. 6 foot tables provided.

PARADE TOUR GUIDE

Advertising in the Parade Tour Guide is the best way to reach a tremendous housing interested audience. The guide is used and kept by visitors as a complete resource for building, remodeling and home improvements. Reserve your ad space to be included in this premier addition.

MANDATORY BUILDER MEETING SPONSOR: \$800 | LIMITED TO 2

(1 available for each type of business; ie: 1 bank, 1 insurance, 1 builder, etc.)

Parade builders are required to attend this mandatory meeting to review the Parade rules and discuss best practices. Food and drinks are provided.

- Company logo on HBAGTA website
- Opportunity to address the attendees during meeting
- Display table during the meeting
- Company logo on all outgoing Parade email blasts
- Recognition during Parade Mandatory Builder Meeting
- 4 tickets to the 2018 Parade of Homes
- Mention during awards



SCHOLARSHIP DINNER

This event brings our community together to raise money for scholarships, supporting the students in our area who have chosen to make skilled trades their career choice. They are tomorrow's employees that employers are desperately in need of today. 100% of the silent auction proceeds fund scholarships. The event also promotes the HBAGTA which drives people in our doors, seeking our members.

SPONSORSHIP BENEFITS:

EXCLUSIVE FOUNDATION SPONSOR | \$5,000

- Includes one table for ten
- Full back page ad in program
- Banner on HBAGTA website
- Recognized during welcome speech
- Spot light in event PowerPoint

TOOL BOX SPONSOR | \$2,000 | LIMITED TO 4

- Includes two seats
- Business card size ad in program
- Banner on HBAGTA website
- Spot light in event PowerPoint

CORPORATE TABLE | \$850

- Mention in event program
- Recognized in event PowerPoint

SILENT AUCTION DONATION

- Mention in event program
- Recognized in event PowerPoint
- Recognized by event attendees as they bid

WINE SPONSOR | \$1,500

- Banner on HBAGTA website
- Logo in event program
- Spot light in PowerPoint



HOLIDAY PARTY / INSTALLATION OF OFFICERS

The weather outside may be frightful but our Holiday Party will be delightful! It's the perfect time for members, co-workers, family and friends to come together to show appreciation for the hard work we've all put into the association throughout the year. It's also an HBA celebration, featuring the installation of the 2018 Board of Directors.

EXCLUSIVE SUPPORTING SPONSOR: \$2,000

- Logo on all HBAGTA Holiday Party eblasts
- Logo in invitations
- Recognition at every table
- Large size logo in program
- Recognized during welcome speech

CORPORATE SPONSOR: \$1,000

- Logo in invitations
- Logo in program
- Recognized during welcome speech

EDUCATION COURSES

The HBAGTA continues to provide quality industry-focused education programs to help members increase their level of experience and put them at the cutting-edge of their fields. When the competition is fierce, expertise sets the leaders apart.

COURSE TOPICS INCLUDE:

CPR & First Aid, MIOSHA Safety, High Performance Building, Lead Safety, Designation Courses, Mini Business Classes, Builder Continuing Education and more! For a schedule of courses, contact the HBA office or view the bi-weekly Tuesday Toolbox eNewsletters.

EDUCATION COURSE SPONSOR | \$150

Set up a display table to promote your products and /or services to class attendees.

CONTRACTOR & INSPECTOR FORUM SPONSOR | \$600

This is a great opportunity for an Associate Member to gain builder recognition.

- Set up a table with information
- Address the group during introductions

CONTRACTOR & INSPECTOR FORUMS — FOR CONTRACTORS ONLY!

- Meet with County Code Officials
- Contractor specific discussion topics
- Learn the latest code updates

GENERAL MEMBERSHIP MEETINGS

General membership meetings provide members with an opportunity to get up to speed with what is happening at the HBAGTA, discuss industry related information, garner new ideas and reconnect with colleagues. Hosting a General Membership Meeting provides members a chance to promote their business. The average number of attendees is 60.

HOST PROVIDES:

- Work with the HBAGTA office to determine meeting venue
- Organize a 30 minute educational member forum (work with HBAGTA office on topic)
- Recruit a co-host or two to assist with cost
- Heavy or plentiful Hors d'oeuvres
- Door prize

INCLUDES:

- Recognition in HBAGTA Tuesday Toolbox E-Newsletter
- Introduction by the President during welcome speech
- Tabletop display for host and co-hosts
- 2-3 minutes at the microphone

IT'S TIME TO SIGN UP FOR 2018:

Contact Judy Vajda at judy@hbagta.com to secure your sponsorships.

MARKETING GUIDE PAYMENT AGREEMENT

This form is to accompany the Opportunity Guide check list. Please allow 48 hours for HBAGTA staff to confirm availability of limited sponsorships. All dates/sponsorships printed in this guide are subject to availability and change.

My total 2018 commitment (less membership dues) is \$_____

By signing below, I _____ confirm that I have reviewed the participation/ sponsorship selections and affirm that they are accurate, and that I have the authority to make this commitment to the HBAGTA on behalf of my company.

Authorized Signature_____

PAYMENT INFORMATION

Company Name_____

Billing Contact_____

Phone_____ Address_____

PAYMENT METHOD: ☐ Check (payable to HBAGTA) ☐ Credit Card

Card Number _____ Exp. Date _____ V-Code _____

Name on Card_____

Address associated with card_____

Signature_____

If paying by check, mail this form along with payment to:

HBAGTA

3040 Sunset Lane

Traverse City, MI 49684

If paying by credit card, fax this form to 231-946-1051 or email to debbie@hbagta.com.

