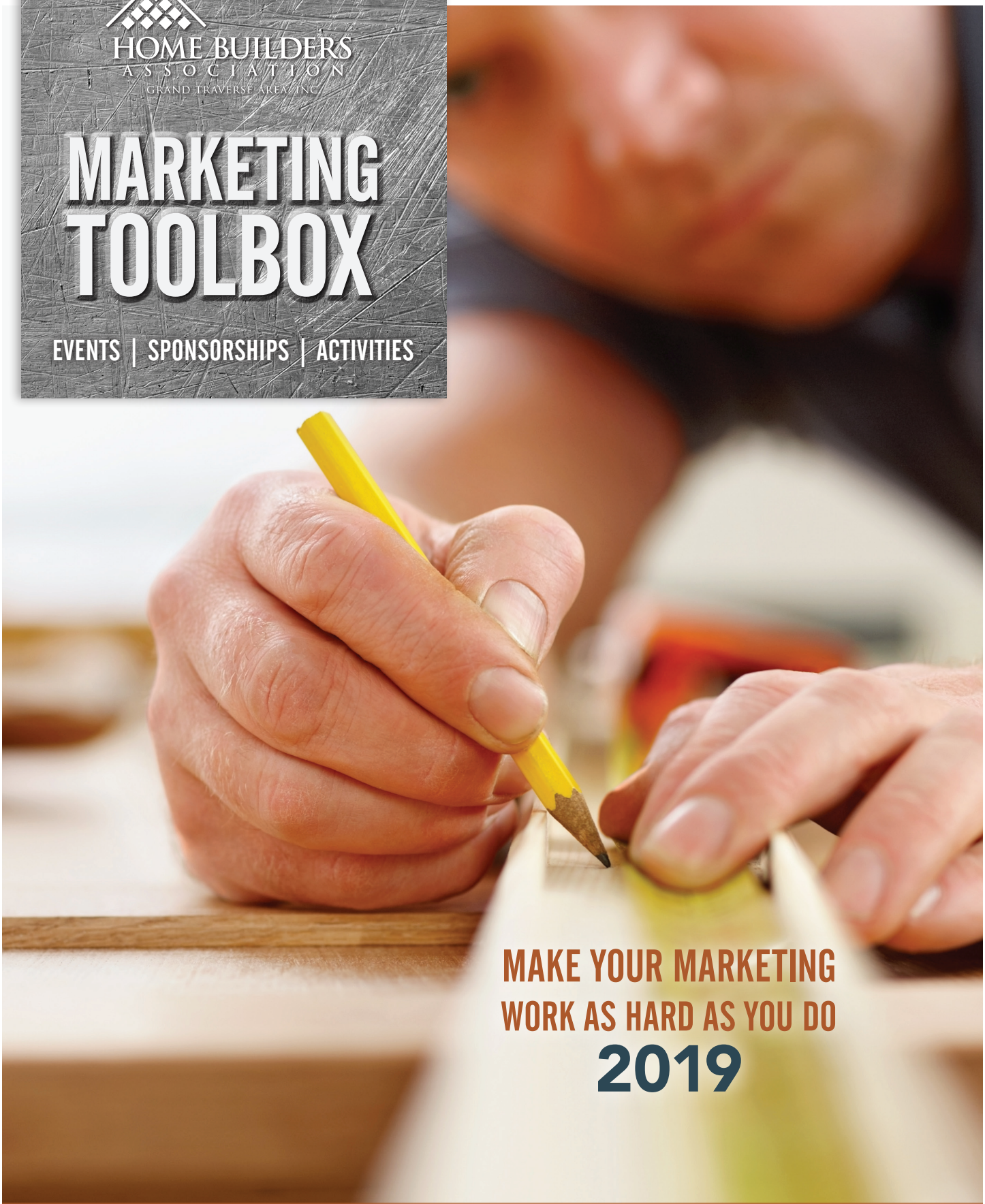
HOME BUILDERS ASSOCIATION
GRAND TRAVERSE AREA, INC.

MARKETING TOOLBOX

EVENTS | SPONSORSHIPS | ACTIVITIES



MAKE YOUR MARKETING WORK AS HARD AS YOU DO

2019

COMMITTED TO A HIGHER STANDARD

ANTRIM | BENZIE | GRAND TRAVERSE | KALKASKA | LEELANAU

2019 HBAGTA OPPORTUNITY GUIDE

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. 1, 2019

Outside Back Cover – Color	$1,545
Inside Back Cover – Color	$1,245
Inside Front Cover – Color	$1,245
Full Page – Color	$770
½ Inside Page – Color	$380
¼ Inside Page – Color	$270
⅛ Inside Page – Color	$215

TUESDAY TOOLBOX E-NEWSLETTER – BIWEEKLY

Corporate Ad	$25 each or 4 for $75

HBAGTA.COM WEBSITE ADVERTISEMENTS

Home Page Only	12 Months	$475
	6 Months	$285

HOME EXPO 2020 Deadline Sept. 1, 2019

Exclusive Supporting Sponsor	$4,500
Corporate Sponsor – *Limit 2*	$3,000
Exhibitor Lounge Sponsor	$1,500
Registration Booth Sponsor	$1,125
Seminar Sponsor	$1,500
Seminar Speaker	$500
Shuttle Bus Sponsor	$450
Bag Sponsor	Bags
Exhibitor Booth	$400 - $1,320
Enter-to-Win Prize Give Away Sponsor	Item

Annual Golf Tournament Deadline April 15, 2019

Exclusive Tournament Sponsor	$1,500
Golf Cart Sponsor – *Limit 2*	$500
Beverage Cart Sponsor – *Limit 4*	$300
Player Goodie Bag Sponsor – *Limit 2*	$300
Breakfast Goodies Sponsor – *Limit 2*	$300
Auto Dealer Sponsor	$1,000
Hole Sponsor	$110
Specialty Hole Sponsor	$125
Golf - Foursome	$500
Golf - Single	$125

PARADE OF HOMES Deadline March 1, 2019

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

Deadline March 5, 2019

Parade of Remodeled Homes Builder	$1000 to $1250
Parade of New Homes Builder	$1750 to $2000

PARADE TOUR GUIDE ADS Deadline May 1, 2019

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 Aug. 1, 2019

Exclusive Foundation Sponsor	$5,000
Toolbox Sponsor – *Limit 4*	$2,000
Exclusive Wine Sponsor	$1,500
Corporate Table	$850
Half Table	$425
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 Classes	Varies
Education Course Sponsor	$150
Builder Forum Sponsor	$800

WORKFORCE DEVELOPMENT EFFORTS

Sponsorships & Participation	Varies

GENERAL MEMBERSHIP MEETINGS

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

HOME BUILDERS ASSOCIATION
GRAND TRAVERSE AREA, INC.

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 2019 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 education courses for members and non-members alike 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 and rebate 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 hard copy and on-line 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.

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 members and community 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..

HBAGTA.COM

Community members access the hbagta.com website when looking for products and services our members offer and to learn about upcoming events like the Home EXPO and Parade of Homes. Members and prospective members can learn about education opportunities, member benefits and member services. Members have discovered that advertising on the hbagta.com website is both effective and affordable.

HOME EXPO FEBRUARY 22 & 23, 2020

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
- Company logo on Billboards
- 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
- 40 EXPO admission tickets in addition to exhibitor tickets
- Local TV Ads
- Company mention on live radio

CONTRIBUTING SPONSOR | $2,000 | 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 | $1,500 | LIMITED TO 1

- Your company will be recognized and appreciated by all exhibitors!
- Promotional material displayed in lounge

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 | $1,500

- MC every seminar
- Recognized in promotional material
- Signage bearing company name
- Announced over PA system
- Promoted via Social Media

SEMINAR SPEAKER | $500 | LIMITED TO 6

- Hold 1 hour seminar promoting products & services
- Recognized in limited print 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 | $400 - $1,320

- 4 different size booths available

HOME BUILDERS ASSOCIATION
HOME EXPO 2019

ANNUAL GOLF TOURNAMENT MAY 23, 2019

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~~ HASTINGS MUTUAL

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

GOLF CART SPONSOR | $500 | LIMITED TO 2

- Company signage on inside of every cart

BEVERAGE CART SPONSOR | $300 | LIMITED TO 4

- 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 | $500

GOLF SINGLE | $125

**Donations for the 150 goodie bags are always welcome*

PARADE OF HOMES JUNE 13-16, 2019

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
- Recognition on social media
- 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 2019 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
- Recognition on social media
- 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 2019 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
- Recognition on social media
- 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 2019 Parade of Homes
- Mention during awards

EXCLUSIVE TICKET SPONSOR: $600

(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
- Recognition on social media
- 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
- 20 tickets to the 2019 Parade of Homes
- Mention during awards

~~MANDATORY BUILDER MEETING SPONSOR: $800 | LIMITED TO 2~~ LAKE MI CREDIT UNION & THE TALON GROUP TITLE AGENCY

(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 2019 Parade of Homes
- Mention during awards

PARADE TOUR GUIDE AD

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.

SCHOLARSHIP DINNER SEPTEMBER 25, 2019

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~~ NORTHERN BUILDING SUPPLY

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

SPEAKER SPONSOR | $3,500

- Includes ½ corporate table
- Speaker to wear company logo wear
- ½ page size ad in program
- Banner on HBAGTA website
- Spot light in event PowerPoint

WINE SPONSOR | $1,500

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

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

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

CORPORATE TABLE | $850 & HALF TABLE | $425

- 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

HBAGTA
SCHOLARSHIP DINNER

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, honoring outgoing board members and welcoming our incoming board members.

EXCLUSIVE SUPPORTING SPONSOR: $2,000

- Logo on all HBAGTA Holiday Party eblasts
- Logo on 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

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.

EDUCATION COURSE TOPICS INCLUDE:

CPR & First Aid Certification, MIOSHA Safety, EPA Lead Safety Certification, NAHB Designation Courses, Builder License Continuing Competency, Mini Business Classes and more! For a schedule of classes, visit www.hbagta.com/upcoming-classes/, view the bi-weekly Tuesday Toolbox eNewsletter or contact the HBA office.

EDUCATION COURSE SPONSOR | $150

Sponsors receive the following: access to a display table to promote products and services to class attendees, address the attendees; company logo on the HBAGTA.com education page, recognized in the biweekly Tuesday Toolbox eNewsletter and on print marketing in conjunction with the sponsored class.

CONTRACTOR & INSPECTOR FORUM SPONSOR | $800

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
- Learn the latest code updates
- Contractor specific discussion topics

WORKFORCE DEVELOPMENT EFFORTS

The HBAGTA is heavily involved in the community promoting the skilled construction trades, and we can use your help!

As the HBA staff visits area middle and high schools, attends job/career fairs and assists at community workforce development events, you can be the face of the membership by lending your expertise and advice to individuals seeking a career in the residential building industry. Watch the Tuesday Toolbox eNewsletter for opportunities.

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 emails, website, Tuesday Toolbox
- Introduction by the company representative during welcome speech
- Business Cards of attendees

IT'S TIME TO SIGN UP FOR 2019:

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

HOME BUILDERS ASSOCIATION
GRAND TRAVERSE AREA, INC.

Annual Participation Payment Agreement

Participation and Sponsorship Commitment	Cost
Primary Membership	**$525**
Affiliate Membership(s)	
My total 2019 commitment (less membership dues)	

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 HBAGTA.

Authorized Signature _____ Date_____

PAYMENT INFORMATION

Billing Contact_____ Phone _____

Address_____

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

Card Number _____ Exp. Date_____ Security 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.

judy@hbagta.com / 231-946-2305 / fax 231-946-1051