



CAPITAL REGION
BUILDERS ASSOCIATION

2018 Sponsorship Opportunities Engage. Connect. Build your Business

2018 CRBA Sponsorship Opportunities Available:

The Building and Remodeling
Parade of Homes
Parade of Homes Kick Off Party
2018 Installation Banquet
Golf Tournament
General Membership Meeting
New Member Welcome
CRBA Social
Christmas Open House
Company Promotion Campaign

With over 1,000 members CRBA is the 10th largest HBA in the Country and the largest in the state of Louisiana.

As a member of CRBA you have access to amazing marketing tools not offered to your competitors who are non-members. Let us help you utilize those tools, and build your business

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2018 BUILDING & REMODLING SHOW

APRIL 14-15 LAMAR DIXON EXPO CENTER
SPONSORSHIP OPPORTUNITES



TITLE SPONSOR

1 Available | Cost: \$5,000

- Company Tagline on Show Title to be used in all communications and branding
- Recognition as Title Sponsor on all promotions leading up to the show. Radio, Television, Print, Digital, Social Media
- Recognition as Title Sponsor on the Front page and full-page ad on the back cover of the B&RS Guidebook that is given to all attendees
- 1 year rotating banner as the Title sponsor on the CRBA website
- Recognition as Title Sponsor on all emails and communications sent to the CRBA database

STAGE SPONSOR

1 Available | \$2,500

- Signage and recognition as Stage Sponsor throughout the event
- ½ page ad in the B&RS Guidebook given to all attendees
- Listed as a sponsor on all promotional signage

TICKET SPONSOR

1 Available | \$1,000

- Logo on all B&RS Tickets, paper and digital
- Listed as a sponsor on all promotional signage

VENDOR LOUNGE SPONSOR

2 Available | \$500 + The Cost of Refreshments

- The Opportunity to host the vendor lounge while interacting with over 100 vendors and 2,500 attendees
- Vendor table with signage and promotional items in the lounge

THE BUILDING AND
REMODELING SHOW PROVIDES
AN UNRIVALED ENVIRONMENT
FOR YOUR BUSINESS TO MEET A
LOT OF YOUR POTENTIAL
CUSTOMERS IN ONE PLACE!

AS A VENDOR YOU WILL ALSO
HAVE AN OPPORTUNITY TO
MEET OTHER EXHIBITORS, CHECK
OUT NEW DEVELOPMENTS, AND
KEEP A CLOSE EYE ON YOUR
COMPETITION.

BUYERS WHO ATTEND THE SHOW
ARE MOTIVATED, SERIOUS
CONSUMERS.

DID YOU KNOW!

IT WOULD TAKE A SALES TEAM
OF 5 PEOPLE WHO MEET 15
POTENTIAL CUSTOMERS PER
DAY, 2 MONTHS TO SEE THE
NUMBER OF PEOPLE YOU WILL
SEE AT OUR EXPO

2018 BUILDING & REMODLING SHOW
 APRIL 14-15 LAMAR DIXON EXPO CENTER
 PRINTED GUIDEBOOK ADVERTISING OPPORTUNITES

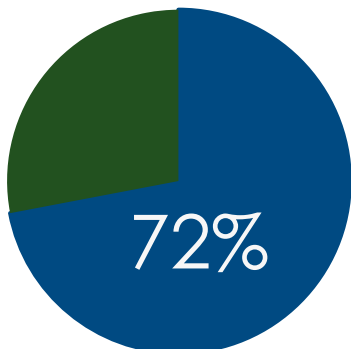


BENEFITS OF ADVERTISING IN THE BUILDING & REMODELING SHOW GUIDEBOOK

The 2018 Building and Remodeling Show Guidebook will be distributed to businesses throughout the Greater Baton Rouge area prior to the show, as well as handed out to every attendee and vendor. It will include a map of the B&RS and a buyer's guide. This will be a resource that consumers will continue to use throughout the year!

Over 3,000 copies printed

<u>ADVERTISING RATES</u>	Member rate with Booth Purchase	Non-member rate with Booth Purchase	Member Rate- No Booth Purchase
Full Page/ Full Color Ad:	\$400	\$500	\$1000
Half Page/ Full Color Ad:	\$250	\$325	\$800
Quarter Page/ Full Color Ad:	\$125	\$200	\$600
Business Card Ad:	\$50	\$150	\$400



“72- The percentage of attendees intending on making a purchase at the show or in the near future” -according to Build Expo USA

Make sure your business and contact information is in their back pocket!

2018 PARADE OF HOMES

MAY 12-13 & 19-20, 2018

SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR

1 Available | Cost: \$5,000

- Recognition as Title sponsor on all promotions leading up to and during the Parade of Homes. Radio, Television, print, digital, social media, and front cover of the POH Guidebook.
- Recognition as Title Sponsor on all emails sent to the CRBA database
- 1 year rotating banner as title sponsor on CRBA Website
- Full page ad on the back cover of the POH Magazine
- Half page ad on the back of the pull-out map in the guidebook
- Full page ad on the back of the POH Realtors Map

GOLD SPONSOR

2 Available | \$3,500

- Full Page, full color ad inside the front or back cover of the guidebook
- Half page ad on the back of the pull-out map in the guidebook
- Logo on all advertising, television, print, digital and all social media
- Logo recognition on the front of the POH Guidebook as a gold sponsor
- Recognition as Gold Sponsor on all emails sent to the CRBA database

SILVER SPONSOR

4 Available | \$2,500

- Full page, full color ad in the guidebook
- Logo on all advertising, television, print, digital, and all social media
- Logo recognition on the front of the POH Guidebook as silver Sponsor
- Recognition as Silver Sponsor on all emails sent to the CRBA database

BRONZE SPONSOR

4 Available | \$1,500

- Half page, full color ad in the guidebook
- Logo on all advertising, television, print, digital, and all social media
- Logo recognition on the front of the POH Guidebook as silver Sponsor
- Recognition as Silver Sponsor on all emails sent to the CRBA database

2018 PARADE OF HOMES

MAY 12-13 & MAY 19-20, 2018

PRINTED GUIDEBOOK ADVERTISING OPPORTUNITES



BENEFITS OF ADVERTISING IN THE PARADE OF HOMES GUIDEBOOK

The 2018 Parade of Homes Guidebook will be distributed to businesses throughout the Greater Baton Rouge area prior to the parade, as well as handed out to every attendee in each participating home. As an advertiser, you will be reaching prospective customers whether they be homebuyers, builders, or other professionals in the homebuilding industry. This will be a resource that consumers will continue to use throughout the year!

Over 6,000 copies printed

ADVERTISING RATES

Member Rate

**Non- Member
Rate**

Full Page/ Full Color Ad:	\$1500	\$1700
Half Page/ Full Color Ad:	\$900	\$1100
Quarter Page/ Full Color Ad:	\$600	\$900
<u>Builders Only!</u> Full page ad facing your homes informational page	\$1000	N/A

** There will also be opportunities to advertise on the Parade of Homes app.

The printed guidebook will also be accompanied by a digital version on the CRBA website. It will be available to CRBA members and consumers for the entire year

2018 PARADE OF HOMES KICKOFF

MAY 3, 2018

SPONSORSHIP OPPORTUNITIES



As a sponsor of the Parade of Homes you will receive recognition at the Kickoff, a vendor table to showcase your company and 4 tickets to the event!

EVENT VENDOR SPONSOR

1 Available | Cost: \$250

- 8ft Vendor Table to showcase your company and pass out promotional items during the event
- Logo recognition as table sponsor on all emails and communications sent to the CRBA database
- Recognition as a sponsor at the event
- Company name and logo on signage at the event
- 2 Tickets to the event

BAR SPONSOR

2 Available | Cost: \$350

- Opportunity to supply and pass out drinks during the event
- 8ft Vendor Table, next to the bar, to showcase your company and pass out promotional items
- Logo recognition as a sponsor on all emails and communications sent to the CRBA database
- Recognition as a sponsor at the event
- Company name and logo on signage at the event
- 2 Tickets to the event

DESSERT SPONSOR

1 Available | Cost: \$350

- Opportunity to supply desserts for the event
- 8ft Vendor Table, next to the dessert table, to showcase your company and pass out promotional items
- Logo recognition as a sponsor on all emails and communications sent to the CRBA database
- Recognition as a sponsor at the event
- Company name and logo on signage at the event
- 2 Tickets to the event

This year's Parade of Homes Kick off will be the Thursday, a week before the parade starts. This is always one of the biggest, most well attended events of the year.

The kick off will give our builders the opportunity to relax and take a break leading up to the parade!

2018 CRBA GOLF TOURNAMENT

PRESENTED BY THE REMODELERS COUNCIL OF GBR

September 24, 2018

SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR

1 Available | Cost: \$2,500

- 2 teams of 4 (\$800 Value)
- Recognition on all signage and promotions leading up to the event (radio and print)
- Logo and recognition as Title sponsor on all CRBA communications, website and social media
- Promotional display at check in
- Tent display and opportunity to pass out promotional items to all attendees, at the hole of your choice
- Recognition during lunch and dinner the day of the event

BIRDIE SPONSOR

15 Available | \$1,000 | Total Value:

- 1 team of 4 (\$400 Value)
- Recognition on all promotions leading up to the event
- Tent display at hole of your choice
- Opportunity to pass out promotional items to all attendees

BEVERAGE CART SPONSOR

2 Available | \$500 | Total Value:

- Signage on the beverage cart
- Opportunity to pass out promotional items and network while driving the cart the day of

BOGEY SPONSOR

2 Available | \$400

- Signage on the specialty hole of your choice: Hole in One, Longest Drive, etc.
- Must donate a prize valued at \$100 for the winner

LUNCH & DINNER SPONSOR

2 Available | Cost of Lunch or Dinner

- Recognition on all promotions leading up to the event
- Tent display in the designated area during the event
- Recognition during dinner or lunch

2018 INSTALLATION BANQUET

JANUARY 17, 2018 Mike Anderson's Seafood, Baton Rouge, LA
SPONSORSHIP OPPORTUNITIES



The annual installation banquet is a kickoff to 2018 and is one of the largest events of the year. The banquet is where we thank our associations outgoing board members and welcome those who are newly elected. We will also announce the 2017 builder, associate and remodeler of the year, awarded to those individuals who have showed dedication, devotion and service to the members of CRBA.

SPONSORSHIP OPPORTUNITIES INCLUDE:

Event Sponsor | \$1,000

- Recognition as an event sponsor on all promotions, emails and press releases leading up to and after the event.
- Logo recognition as a sponsor at the event
- One table top sponsor
- 4 tickets to the event

Table top sponsor | 25 available | \$200

- Decorate your table with company promotional items.
- This is an opportunity to invite guest to sit with you on this special night, whether it be family, friends or prospective clients!
- Recognition as a table in sponsor on all promotions, emails and press releases leading up to and after the event.
- Two tickets to the event

The installation banquet will be held at Mike Anderson's Seafood on Lee Drive, in Bator Rouge

2018 GENERAL MEMBERSHIP MEETINGS, NEW MEMBER WELCOME AND OTHER SPONSORSHIP OPPORTUNITIES



CRBA will host two General Membership Meetings (not including the installation banquet and Parade of Homes Kick off) two New Member Welcome Receptions. The general Membership meetings will feature dynamic key note speakers that will

GENERAL MEMBERSHIP MEETING (2)

Host | 1 per Meeting | \$500

- Recognition as the host on all CRBA Communications, social media post and on the CRBA website
- Recognition at the meeting as the Host
- Opportunity to pass out promotional items during the event
- 5 minutes during the meeting to speak on your company

NEW MEMBER WELCOME RECEPTION (2)

Host | 1 per Meeting | \$150

- Recognition as the host on all CRBA Communications, social media post and on the CRBA website
- Recognition at the meeting as the Host
- Opportunity to pass out promotional items during the event
- 5 minutes during the meeting to speak on your company

CRBA SOCIAL

Host | First Thursday of the month/ 8 available | No cost

- As the host, you will have the opportunity to choose the location.
- You may provide cocktails, or hors d'oeuvres if you choose.
- Recognition as the sponsor on a personalized flier that will be sent out to CRBA members, posted on all social media as well as the CRBA website.

CRBA CHRISTMAS PARTY

Hosted by the CRBA | December 13, 2018

- Food table
- Dessert sponsor
- Bar sponsor
- Drink sponsor
- Table sponsor

CRBA Social Dates:

2/8- The Olde Mill

3/1- Available

4/5- Available

6/7- Available

8/2- Available

9/6- Available

10/4- Available

11/1- Available

2018 DIGITAL SPONSORSHIP OPPORTUNITIES



CRBA COMPANY PROMOTION CAMPAIGN

- 2 email blast sent out to CRBA Member database (over 1,000 members)
- 2 posts on all CRBA social media
- Rotating website banner for the two weeks

Total Cost: \$250

CRBA will launch its new website in late 2017. It will become a source for members as well as consumers in our community to find professionals in the building industry. As a member, you will have the multiple opportunities to advertise on the new website in 2018.