



# 2010 SPONSORSHIP OPPORTUNITIES

## Member to Consumer Events

### Parade of Homes

#### Title Sponsorship - \$10,000

- Large company logo featured on the following: Parade magazine cover, billboards, Title sponsor rider on Parade site signs, Parade tickets, newspaper display ads & Gazette special section, website, TV commercials, and Radio commercials.
- Name is mentioned in every form of promotion for the show.
- Sponsor to receive 1 full-page ad in the Parade magazine.
- 40 Parade Tickets, 40 Parade Magazines, 10 passes to VIP Parade of Homes Preview Party.
- Recognition at the Parade of Homes Awards Banquet, 4 tickets to the Banquet and opportunity to present an award.

#### Event Sponsor - \$7,500

- Logo to appear on the following: Parade site signs, Parade tickets, newspaper display ads & Gazette special section, website, TV commercials, HomeFront.
- Sponsor to receive 1/2 page ad in the Parade magazine.
- 30 Parade Tickets, 30 Parade Magazines, 6 passes to VIP Parade of Homes Preview Party.
- Recognition at the Parade of Homes

#### Corporate Sponsor - \$5,000

- Small Logo to appear on the following: Parade magazine 5th page (sponsor page), Parade site signs at all homes in The Parade, Parade tickets, newspaper display ads &

Gazette special section, website, TV commercials, HomeFront

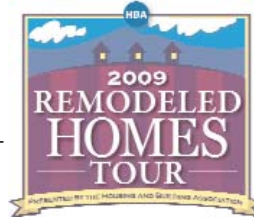
- Sponsor to receive 1/4 page ad in the Parade magazine
- 20 Parade Tickets, 20 Parade Magazines, 4 passes to VIP Parade of Homes Preview Party
- Recognition at the Parade of Homes Awards Banquet, two tickets to the Banquet and the opportunity to present a Parade award.



### Remodeled Homes Tour

#### Title Sponsor, \$5,000

- Logo to appear on the following: Billboards, Front Cover of Tour magazine, TV commercials, newspaper display ads, as well as HBA website, HomeFront, also on Tour tickets.
- Full page full color Ad in the Tour magazine.
- Name is mentioned in radio commercials and every form of promotion for the show
- 40 Tour Tickets, 40 Tour Magazines



#### Corporate Sponsor, \$2,500

- Logo to appear on the following: Tour magazine (page 5), TV commercials, newspaper display ads, as well as HBA website, HomeFront, also on Tour tickets.

- 1/2 page full color Ad in the Tour magazine.
- 20 Tour Tickets, 20 Tour Magazines

#### Supporting Sponsor, \$1,000

- Logo to appear on the following: Tour magazine (page 5), newspaper display ads, as well as HBA website, HomeFront
- Name to appear on Tour tickets
- 1/4 page full color Ad in the Tour magazine.
- Name is mentioned in every form of promotion for the show
- 10 Tour Tickets, 10 Tour Magazines

### Home & Garden Show

#### Presenting Sponsor, \$10,000

- Exclusive to your company:
- Logo to appear on TV commercials; Company name mentioned in Live TV remote interviews and/or in-studio interviews; Company name mentioned in Radio commercials
- LARGE Logo would appear on the following: Cover of Special Sections in Gazette, HBA Home Front, Billboards, HBA website / Sponsor page w/link to your Company website, Banner ad on Home page of HBA website for three months, Logo on HBA vehicles promoting the HBA Home & Garden Show two months out
- Presenting Sponsor signage at Phil Long Expo Center

- Your Company is mentioned in every form of promotion for The HBA Home & Garden Show.

- Sponsor would have the option to have a FREE premium 10 x 20 booth in the show

#### Corporate Sponsor, \$5,000

- Medium sized logo would appear on the following: Cover of Special Section in Gazette, TV commercials, HBA HomeFront, HBA Website with link to your website, mention in radio commercials and remotes, Name mentioned in every form of promotion for the show.
- Sponsor would have the option to have a FREE 10'x10' booth in the show
- First Choice of Seminars dates and times

#### Supporting Sponsor, \$3,000

- logo would appear on the following: Special Section in Gazette, TV commercials, HBA Home Front, HBA website w/link to your Company
- Name is mentioned in every form of promotion for the show
- Sponsor would have the option for 50% off one 10x10 booth in THE HBA Home & Garden Show.



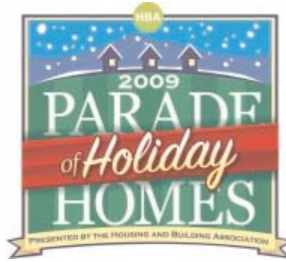
Sponsorship opportunities and terms are subject to change as details of the events are confirmed. Please consult [www.cshba.com](http://www.cshba.com) for more information or contact Kirk at the HBA at (719) 592-1800, ext 14.

# Member to Consumer Events

## Parade of Holiday Homes

### Title Sponsorship - \$5,000

- Large company logo featured on the following: Parade map cover, newspaper display ads, website, and Radio commercials.
- Name is mentioned in every form of promotion for the show.
- Sponsor to receive 1 full-page ad on the back of the map.



### Supporting Sponsor - \$1,500

- Logo to appear on the following: Parade map, newspaper display ads, TV commercials as well as HBA website & The HomeFront.
- Company name mentioned in radio advertisements.

# Member to Member Events

## PAC Golf Tournament

### Major Sponsorship, \$2,500

This is an opportunity to promote your company to the fullest

- Sign recognition throughout the tournament
- Display your company banner
- Mention of company at lunch and dinner
- 12"x 12" double sided sign on all 18 flag sticks with your logo or message.
- Immediately following both the A.M. and P.M. golf tournaments all golfers will enjoy a fine banquet dinner. Awards and prizes will be handed out during this banquet, and the banquet, sponsor will have the opportunity to address the attendees during the program.



### Trophy Sponsorship, \$550

- At the awards banquet, trophies will be awarded to each of the four players on each of the teams for 1st, 2nd, and 3rd place compliments of sponsor.

### Beverage Hole Sponsorship, \$800

- This is an exclusive hole sponsorship opportunity. With this sponsorship, you must attend the tournament, be present at your hole, and distribute ice cold drinks and beer.

### Cart Sponsorship, \$500

- Your company may advertise on the front of each cart in the field. This includes signage on all carts for players all day.

### Score Card Sponsorship, \$300

- Your company may advertise exclusively on the scorecard used by all golfers.

### Tee Box Sponsorship, \$600

- Sponsors must attend tournament and be present at the Tee Box to meet and greet each of the golfers. Sponsor must also host a drawing, contest or provide giveaways for participants.

First come, first served basis. Sponsors will receive a list of all player and Companies in Tournament.

## Annual Membership Dinner (Board Elections & Installation)

### Gold Table Sponsor, \$600

- Table of 10 near front of room - includes 8 seats with 2 VIPs at your table.
- Logo on a prime slide at Annual Membership Dinner presentation
- Logo on print advertising

### Beverage Sponsor, \$500

- Serve wine and beer to attendees
- Logo on: sign at the bar, prime slide during program presentation; HBA website; sign in Board of Directors meeting
- Company name mentioned in HOMEFRONT
- 2 tickets to the Reception

### Silver Sponsor, \$250

- 2 seats near front of room.
- Logo on a group slide at Annual Membership Dinner presentation.

## Annual Awards Dinner

### Gold Table Sponsorship, \$1000

- Table for 10 in the front row. Includes 8 seats that you fill, plus two VIPs seated at your table.
- Logo placed on individual slide in PowerPoint presentation.

### Silver Table Sponsorship, \$800

- Table Of 10 seats in second or third row. Includes 8 seats that you fill, plus two VIPs seated at your table.
- Logo placed in group slide in PowerPoint presentation.

### Gold Sponsorship, \$500

- 2 seats near the front of the room.
- Logo placed on individual slide in PowerPoint presentation.

### Silver Sponsorship, \$300

- 2 seats near the front of the room.
- Logo placed in group slide in PowerPoint presentation.

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# Member to Member Events

## Rally Ride & Poker Run

### Event Sponsor , \$750

- Logo and Company mention would appear the following ways: HBA The HOMEFRONT, HBA website, weekly emails, On all registration forms and Company is mentioned in every form of promotion
- Largest logo on Poker Run shirts (\$250)
- Free registration for Four (\$250)
- Signage at the Events ( kick-off party – BBQ Lunch )

### Lunch Sponsor, \$300

- Logo would appear on the following: HBA website, Promotional flyers, Registration forms, HBA Homefront publication
- Recognition at BBQ lunch
- Name is mentioned in all promotions.

### Pit Stop Sponsor \$250

- Sponsor must staff the pit stop for an opportunity to meet and greet all participants
- Logo would appear on the following: on all cards at your pit stop, HBA website, promotional flyers, registration forms, The HOMEFRONT publication,
- Recognition at BBQ lunch
- Name is mentioned in every form of promotion.
- Sponsor would have the option to assist with Poker Run activities, such as games, prizes, awards etc...

### Shirt Sponsor, \$350

- Logo would appear on the following: Back of all Poker Run Shirts, HBA website with a link

- to your website, Promotional flyers, Registration forms, The HOMEFRONT publication
- Recognition at BBQ lunch
- Name is mentioned in all promotions.

### Keg Sponsor, \$300

- Logo would appear on the following: HBA website, Promotional flyers, Registration forms, HBA Home Front publication, Signage at all bars
- Recognition at BBQ lunch
- Name is mentioned in all promotions.



## Trap Shoot

### Event Sponsorship, \$1,000

- Logo would appear on the following: HBA website, All promotional registrations and flyers, HBA's The HOMEFRONT newsletter
- Four (4) free admission (\$220 value)
- Speaking time in front of event guests
- Name is mentioned in all promotions.
- Sponsor to provide signage / banners at event.

### Lunch Sponsor, \$250

- Logo would appear on the following: website, The HOMEFRONT, Signage at event.
- Name is mentioned in all promotions

### Beverage Sponsor, \$300

- Logo would appear on the following: website, The HOMEFRONT, Signage at event.
- Name is mentioned in all promotions

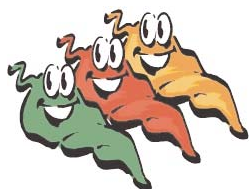
### Trophy Sponsor, \$350

- Logo would appear on the following: website, The HOMEFRONT
- Name is mentioned in all promotions.
- Signage at event.

## Chili Wing Ding Brew Fest

### Event Sponsor, \$1,000

- Logo would appear on the following: HBA website, all promotional registrations and flyers, HBA's The HOMEFRONT newsletter
- 10' booth at the event
- Assist with announcing the winners
- Receive 40 tickets to the event



website, All promotional registrations and flyers, HBA's The HOMEFRONT newsletter

### Entertainment Sponsor, \$350

- Logo would appear on the following: HBA website, All promotional registrations and flyers, HBA's The HOMEFRONT newsletter
- Announce the entertainment

### Beverage Sponsor, \$350

- Logo would appear on the following: HBA website, All promotional registrations and flyers, HBA's The HOMEFRONT newsletter
- Serve beverages (beer, water, soda)

### Kids Zone Sponsor, \$350

- Logo would appear on the following: HBA website, All promotional registrations and flyers, HBA's The HOMEFRONT newsletter
- Staff the Kids Zone - play games, face painting, bingo, etc.

### Supporting Sponsor, \$500

- Logo would appear on the following: HBA

## Membership After Hours

Membership After Hours is an opportunity for HBA members to network with one another in a fun, relaxing environment. Having an event at your facility will allow other HBA members to get to know you, your company, your employees, and the products and/or services you offer.

**To host an After Hours at your location requires the following:**

- HBA Member in good standing on the date of the event

- Reception area suitable for 100-150 people
- Parking suitable for 75-100 vehicles
- Refreshments (heavy appetizers, beer, wine)
- Door prizes
- Space for the HBA's sound system

### Optional

- Seating for 20-40 people
  - Guided tours of your facility
- Your company, and this event, will be promoted in the HBA communication tools—weekly fax/e-

mail, and The HOMEFRONT. In addition, you will be given the opportunity to speak for approximately 3 minutes in front of the audience at the Membership After Hours. HBA Membership After Hours are a free event to all HBA members and their invited guests. HBA may ask for a donation to HBA Cares. You may partner with another HBA member to help cover some of your costs; please notify the HBA at (719) 592-1800 so that we may recognize the co-sponsoring Member company.

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# Member to Member

## Holiday Party

### EVENT SPONSOR, \$5,000

- Company name and/or logo on the following: HBA website with a link to your website, The HOMEFRONT newsletter, invitations to all HBA Members and their employees, weekly emails (start with signed contract)
- Option to speak on stage in front of guest
- Large signage all over the building provided by HBA
- Signage at every bar
- Logo on all drink tickets w/text reading Have a drink on us
- 8-VIP parking spots
- Name is mentioned in every form of promotion from start to finish.
- HBA is open to discuss any ideas you may have to make this event custom for your Company.

## Educational Programs

### Educational programs (SMC, Regulatory & Technical)

#### Exclusive Sponsorship, \$250

- Sponsorship is exclusive to your business category
- Logo would appear on the HBA website and in The HOMEFRONT
- Company name is mentioned in all promotions.
- Sponsor will receive 2 tickets to event
- Sponsor would have the option to have a table at the event to promote their products.
- Sponsor will have an opportunity to have 3 minutes of speaking time in front of the audience.



#### Breakfast with the Builders

#### Supporting Sponsor, \$500

- Logo would appear on the following: website, The HOMEFRONT, and name is mentioned in every form of promotion.
- Sponsor will have a table at the event to promote their products.
- Sponsor will also have an opportunity to speak to the attendees from your booth.
- Your sponsorship is exclusive to your business category.



#### Non-Exclusive Sponsorship, \$100

- Logo would appear on the HBA website and in The HOMEFRONT
- Company name is mentioned in all promotions
- Sponsor will receive one ticket to the event
- Sponsor would have the option to have a table at the event to promote their products.

## Other Opportunities

The HBA holds many committee and Council meetings where the work of the HBA is discussed and accomplished. There are opportunities for you to sponsor breakfast for these meetings.

#### Full Breakfast Sponsor, \$300

- Advertisement at the meeting - logo provided by the sponsor
- Opportunity to speak and handout information about your organization or company
- Recognition on the HBA's Web site/Sponsors page
- Advertised as a presenting sponsor in the HomeFront
- Recognition at each meeting sponsored

#### Light Breakfast Sponsor, \$75

- Advertisement at the meeting - logo provided by the sponsor
- Opportunity to speak and handout information about your organization or company

#### Membership Drive, \$ Priceless

The HBA holds two membership drives per year - in the spring and fall. Current Members of the HBA contact prospective members and encourage them to join the Association; in addition to the benefits of membership, the recruiters offer additional incentives from our Membership to their prospects if they join during the 2-day membership drive. This is a great way to get your company information out to hundreds of prospective members by offering them your products and/or services.

- Incentives should be no-strings attached (percentage off or buy one - get one free). Past incentives include advertising, banners, business cards, office supplies, etc.
- You receive the list of new members to contact them directly.

### ADVERTISING OPPORTUNITIES

- The HOMEFRONT monthly newsletter
- Website ([www.cshba.com](http://www.cshba.com))
- Weekly emails
- Parade of Homes magazine
- Remodeled Homes Tour magazine
- Parade of Holiday Homes map

Throughout the year, other opportunities may arise. Please consult the HBA website and the weekly email for more opportunities.

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