



SPONSORSHIP PROGRAMS

Opportunities & Benefits
2016



2016 Sponsorship & Marketing Opportunity Package

Greetings Builders, Associates & Friends of the HBASC!

We must take this opportunity to applaud you and your continued support of the Home Builders Association of Southwest Colorado Association. Thank you for changing the building industry through creating this: the number one building industry association in the region!

Thank You – We cannot do it without you!

Since 1995, the HBASC has found support through its members. Dues for the association are only a minute component of what keeps our programs and events going. Instead of us continuing to request financial support for each program or event, we are introducing our **Sponsorship Package** to assist you in your budgeting and to offer the opportunity to you to carefully choose where your dollars go. Consider your advertising budget and how you build your brand and customer base. Our communication channels offer you a unique, customized way to reach your target audiences. Whether you want to deliver your brand to consumers looking for your products and services, or you want to target your industry directly through business- to-business advertising and events, you will find we offer limitless opportunities. When you sponsor multiple activities, you will gain optimal exposure. Additionally, you will support the following efforts – all which make your membership even more valuable.

Industry Voice:

We are engaged. Being part of the Home Builders Association of Southwest Colorado means having a voice. We encourage all of our members to stand up and be heard. We listen to what members say and represent you at the **local, state and national levels**.

Educational Opportunities:

We are here to present programs specific to our industry, so you can stay up-to-date on best practices, code changes, and newest emerging trends. Ongoing classes allow for flexibility in taking classes also...with multiple disciplines being showcased locally, online and through the Builders Show and the National Association of Home Builders. These classes bring in members and non-members throughout our region allowing the HBASC to stay in the forefront of the building industry.

Making Connections:

Year after year, the HBASC members and sponsors share stories about the priceless connections made by being active in the association. From securing new and repeat business to creating a strong referral base, networking with members is the best way to differentiate you. By sponsoring an event or activity, you have the opportunity to prove to others the value you bring to them and their clients.

Targeted Marketing:

There is no better way to target your marketing and sponsorship dollars than by reaching the core group of movers and shakers in the building industry. Our members are the ones making business decisions day in and day out. They are the strongest in their field who count on the HBASC to bring them together with like-minded people who can build their business. Combined with the membership is consumer messaging and education offering the strongest promotional opportunity to reach high net-worth audiences interested in exactly what you have to offer.

A handwritten signature in blue ink, appearing to read "Lisa Laughlin".

Lisa Laughlin, Executive Officer, HBASC



Sponsorship & Marketing Opportunities

Index of Sponsorship & Marketing Opportunities

SPONSORSHIPS IN A NUTSHELL.....	4
HBASC SPONSORSHIP PACKAGE & APPLICATION.....	5
MONTHLY MEETING SPEAKERS & DATES	6
Meeting Sponsorships & Benefits	7
PICNIC/CHILI COOK-OFF –	8
PARADE OF HOMES SPONSORSHIPS	9-10
FALL GOLF TOURNAMENT SPONSORSHIPS	11
OTHER ADVERTISING	
CONTRACTOR YARD SALE	12
NAHB TOUCH PROGRAM.....	12
EDUCATION SERIES	12
WEEKLY E-BLAST/MEMBER SPOTLIGHT.....	12

HBASC Sponsorships in a Nut Shell

Application Summary

Please refer to the detailed description of these items in the pages to follow.

Please check which sponsorship(s) that your company is interested in.

- **Dinner Meetings** (5 – Standard)

Nov. 10

- ☐ Supporting - \$300
- ☐ Table-Top - \$150

- **Banker Forum – Feb. 11th**

- ☐ Participant – \$250 **SOLD**
- ☐ Moderator – \$250 **SOLD**

- **Kevin Minne – Headline Speaker**

- ☐ Supporting – \$ 750 **2 SOLD**
(FNB & L&P Building Products)
- ☐ Table Top – \$ 150 **SOLD**

- **Member Appreciation & Chili Cook-Off – July 28th**

- ☐ 'Habanero' Event – \$1,000 **SOLD (BofC)**
- ☐ Vendor/'Jalapeno' Team Sponsor- \$ 250

- **Parade of Homes Gala – Oct. 21st**

- ☐ Event – \$1,250 **SOLD (FNB)**
- ☐ Table Top – \$ 150 **SOLD (L&P)**

- **Christmas Party – Dec. 15th**

- ☐ Primary – 2@ \$600 or 1@ \$1,200 **SOLD (Tile Art & Lewis Merc)**
- ☐ Table-Top - \$150

- **Other Advertising Opportunities**

- ☐ Contractor Yard Sale - \$150
June 18th
- ☐ NAHB Touch Program - \$250/qtr.
– 2 qtr. minimum
- ☐ Education Series – \$750 **SOLD (FNB)**
- ☐ Weekly E-Blast/Member Spotlight - \$250
- ☐ President's Reception – \$150 **SOLD (BofC)**
- ☐ Website Advertising- \$500

- **Parade of Homes – Sept. 23-25th**

- ☐ Platinum - \$6,000
- ☐ Gold - \$3,000
- ☐ Silver - \$2,000
- ☐ Bronze - \$1,250
- ☐ Friend of the Industry - \$600
- ☐ Driveway/vehicle - \$600

- **5th Annual Jim Dixon Golf Tournament**

- ☐ Putting Contest - \$1,250
- ☐ Brunch - \$1,250
- ☐ Hole in One – \$ 750 **SOLD (FNB)**
- ☐ Hole Sponsor w/ Player - \$ 550
- ☐ Hole Sponsor w/o Player- \$ 350
- ☐ Practice Green - \$ 250
- ☐ Beverage Cart - \$ 500
- ☐ Golf/ Player(s) - \$ 200

Total: \$ _____



2016 Sponsor Opportunity Agreement

Thank you for considering building your brand and customer base through our sponsorship and advertising opportunities. Our communications channels offer you a unique, customized way to reach your targeted audience. Whether you want to deliver your brand to consumers looking for your products and services, or you want to target your industry directly through business-to-business advertising and events, we offer limitless possibilities to support HBASC.

PLEASE RETURN THIS APPLICATION TO THE HBASC OFFICE

Please **return this sponsorship application** signed by an authorized representative, and a **.jpg logo** for advertising to office@hbascc.com. Direct questions to Lisa Laughlin, HBASC Executive Officer, 382-0082 or Lisa@HBASC.com. Payment is due before the event. Please send with payment to:

HBASC, 109 S. Camino del Rio, Durango, CO 81303

WE ARE APPLYING FOR A _____ SPONSORSHIP.

PREFERRED DATE? (If applicable) _____

Company Name

Contact Person _____ Telephone _____

Email _____

Mailing Address _____

Authorized Representative

Date

❖ MONTHLY MEETING SPONSORSHIPS

- **8 Monthly Dinner Meetings in 2016**
- **2 Member Advantage Mixers**

<u>January 14 at Morehart RAC:</u>	<u>Member Advantage Mixer</u> to discuss new NAHB discount programs Member Social/Mixer \$7 entry fee hosted by Member location Host Sponsor: Morehart Murphy	SOLD
<u>February 11 (Strater Theater):</u>	<u>Banker & Financial Services Forum</u> Participating Bankers & Moderator - Chris Serwe from The Wells Group Limit of 6 Participants/1 Moderator	SOLD OUT
Sponsored by:	Alpine Bank Caliber Home Loans First Southwest Bank	Bank of Colorado First National Bank of Durango Wells Fargo Home Mortgage
<u>March 10th (Strater Pullman Room):</u>	<u>Chuck Fredrick, Fredrick Zink & Associates</u>	
Sponsored by:	Primary Sponsor: Sierra Pacific Windows & Doors Supporting Sponsor: Durango Glass	SOLD SOLD
<u>April 14 (Double Tree Ballroom):</u>	<u>Kevin Minne, National Speaker - Selling Labor to the Workforce</u> <i>How to energize and retain top talent</i> Supporting Sponsor: First National Bank of Durango L&P Building Products Table-top Sponsor: Express Employment Pros	SOLD
<u>May 12 (Strater Theater):</u>	<u>Candidates' Forum</u> Primary Sponsor: ProBuild Supporting Sponsor: Phoenix Recycling	SOLD SOLD
<u>July 28 (Durango Nursery):</u>	<u>Member Appreciation & Chili Cookoff (Free to all Members)</u> Event Sponsor: Bank of Colorado Vendor Exhibit Space (\$250@):	SOLD (4) AVAILABLE
Sponsored by:	ALLWEATHERWOOD ALPINE LUMBER BANK OF COLORADO COLORADO FENESTRA EAB TOOL FIRST NATIONAL BANK OF DURANGO	JELD-WEN L&P BUILDING PRODUCTS NEXT LEVEL PROBUILD/BFS TILE & LIGHT ART OF DURANGO
INCLUDES VENDOR EXHIBIT SPACE FOR VENDORS' TABLE & TENT		
<u>August 11 (Southwest Appliance):</u>	<u>Member Advantage Mixer</u> Member Social/Mixer \$7 entry fee hosted by Member location Host Sponsor: Southwest Appliance	SOLD
<u>October 21 (DoubleTree):</u>	<u>Parade of Homes Gala</u> Event Sponsor: First National Bank of Durango Table-top Sponsor (\$150): L&P BUILDING PRODUCTS	SOLD (1) AVAILABLE
<u>Nov 10 (Strater Theater):</u>	<u>County IRC Codes & City Housing Program Update</u> Primary Sponsor: Next Level Supporting Sponsor (\$300): Table-top Sponsor (\$150):	SOLD AVAILABLE (2) AVAILABLE
<u>December 15:</u>	<u>Christmas Party!</u> Format is Social, Prizes with Buffet Dinner Primary Sponsors: Tile/Light Art & Lewis Merc Table-top Sponsor (\$150):	SOLD (2) AVAILABLE

❖ STANDARD MONTHLY MEETING SPONSORSHIP BENEFITS

Primary Sponsor (\$750) Benefits:

Announcement with logo in Weekly Newsletter
Announcement on Website
Networking Opportunity during Social Time
Table Set-up for Display
Up to 10-15 Minutes Speaking Time
Two Dinner Tickets
Business Card Drawing for Door Prizes (if Prize Provided by Sponsor)
Display of Promotional Banner(s)

Supporting Sponsor (\$300) Benefits:

Announcement with logo in Weekly Newsletter
Announcement on Website
Networking Opportunity during Social Time
Table Set-up for Display
Up to 5 Minutes Speaking Time
One Dinner Meal
Business Card Drawing for Door Prizes (if Prize Provided by Sponsor)
Display of Promotional Banner(s)

Table Top Sponsor (\$150) Benefits:

Announcement with logo in Weekly Newsletter
Announcement on Website
Networking Opportunity during Social Time
Table Set-up for Display

Exclusive Meeting Sponsorship: \$1,200 (includes all benefits as above)

✓ **Innovation & Creativity are KEY to creating above average dinner meetings with VALUE for ATTENDEES: Speaking time presentations should be prepared with substance, with educational content, and have entertainment value!**

NATIONAL SPEAKER SPONSOR PACKAGE: April's Speaker is Kevin Minne, a Motivational Speaker and Workshop Facilitator. This will be a hands-on interactive workshop covering **Innovation & Growth Systems, teaching skills so one can "Stop Playing catch-up & Become an Industry Leader"** <http://maxwelljames.net/kevin-minne-3/>

Sponsorship: First National Bank of Durango & L&P Building Supply

Sponsor will be marketed as a positive community partner & leader, and receive recognition in the following:

- (3) tickets to event/\$750 sponsorship (6 tickets for exclusive sponsor), plus banner at event, introduction at event & meet and greet prior to event
- Weekly E-blasts to HBA & Chamber members, plus weekly e-Flier invite with sponsors logo
- Event link on www.HBASC.com with sponsor logo promoting event(s) thanking its sponsors.
- Sponsor(s) link to their website from www.HBASC.com and from weekly eNews & Chamber of Commerce Business Facts
- Announcement on both HBASC and Durango Parade of Homes Facebook and Twitter feeds.
- Thank you the HBASC newsletter after event **\$750/SPONSOR**

2nd Annual HBASC Chili Cook Off

Thursday, July 28, 5:30pm

Durango Nursery
Chili Cooks Raising Money
for Charity of Choice
Polynesian Theme

Presented by
Home Builders
ASSOCIATION
of Southwest Colorado



Sponsorship Opportunities

Habanero Event Sponsor - \$1,000

(SOLD OUT - Bank of Colorado)

- Includes Chili Tasting & Beverages
- 3 Chili Team Members
- Banner at event/logo featured in advertising

Venue Sponsor (SOLD OUT - Durango Nursery)

- Provides Space, Tent, Tables, & Beverages
- Logo featured in advertising Value: \$1,000

Jalapeno Team Sponsors (12 Teams)- \$250

Vendor Expo – Space

- ___ Vendor Expo Space Only (sponsoring a team)
- ___ Vendor Expo Space with our own Chili Team!
- 1 Crockpot of Chili Needed—decorate your table
- Wear fun chef's outfits!
- Prizes for best chili, decorations & apron
- Includes Chili Tasting & Beverages for team
- A team of 3-4 members (We can find you Team Members!)
- Network with participants, logo at table!
- Enter your Company's door prize if desired!

**Just Want to Come
& Enjoy?**
Free Event!

Just Want to Cook?

- No Sponsorship Required/
No Entry Fee/MUST COOK your own Amateur recipe – No Pros
- **We will pair you with a Chili Cooking team**
- Limited to team openings**
- Includes Chili Tasting & Beverages

If Interested in **Sponsoring**
Email form to office@hbasc.com
To **RSVP**: Email
office@hbasc.com

YES, I want to sponsor the Chili Cook Off at the Jalapeno level

YES, I want to enter a Chili: _____ Salsa: _____ Both: _____

____ **Vendor Expo – SPACE ONLY (\$250)**

Company: _____ **Phone:** _____

Name: _____ **Email:** _____

Billing Address: _____

Signature: _____ **Date:** _____



PARADE OF HOMES SPONSORSHIPS

September 23, 24, & 25, 2016



PLATINUM SPONSOR - \$6,000: Exclusive to Industry - (Limit 3)

- Print Campaign – Company Logo will appear as PLATINUM Sponsor
- Radio - PLATINUM Sponsor recognition in rotating spots
- Program Cover – Company Logo will appear as PLATINUM Sponsor on front cover
- Program - Full Page Color Ad in Parade of Homes Program
- Website – HBASC & POH Website exposure
- Tickets - Corporate Logo and recognition will appear as PLATINUM Sponsor on tickets
- Posters - Corporate Logo and recognition will appear as PLATINUM Sponsor
- Banner – Name on Parade of Homes Banner hung over Main Street for two weeks
- Parade of Homes – Display promotional material and representative in homes
- Qualified Customer Leads – Database of ticket holders
- Tickets – 12 tickets to the Parade of Homes

GOLD SPONSOR - \$3,000: (Limit 6)

- Print Campaign – Company Logo will appear as GOLD Sponsor
- Radio - GOLD Sponsor recognition in rotating spots)
- Program - Half-page Color Ad in Parade of Homes Program
- Website – HBASC & POH Website exposure
- Tickets - Corporate Logo and recognition will appear as GOLD Sponsor on tickets
- Posters - Corporate Logo and recognition will appear as GOLD Sponsor
- Parade of Homes – Display promotional material and representative in homes
- Qualified Customer Leads – Database of ticket holders
- Tickets – 6 tickets to the Parade of Homes

SILVER SPONSOR - \$2,000:

- Print Campaign – Company Logo will appear as SILVER Sponsor
- Program 1/4 page Color Ad in Parade of Homes Program
- Website – HBASC & POH Website exposure
- Tickets - Corporate Logo and recognition will appear as SILVER Sponsor on tickets
- Posters - Corporate Logo and recognition will appear as SILVER Sponsor
- Parade of Homes – Display promotional material and representative in homes
- Tickets - 4 tickets to the Parade of Homes

September 23, 24, & 25, 2016



BRONZE SPONSOR - \$1,250:

- Print Campaign – Company Logo will appear as BRONZE Sponsor
- Program 1/8 page Color Ad in Parade of Homes Program
- Website – HBASC & POH Website exposure
- Tickets - Corporate Logo and recognition will appear as BRONZE Sponsor on tickets
- Posters - Corporate Logo and recognition will appear as BRONZE Sponsor
- Parade of Homes – Display promotional material and representative in homes
- Tickets - 3 tickets to the Parade of Homes

FRIENDS OF THE INDUSTRY - \$600:

- Program - Logo Listing in Parade of Homes Program
- Website – HBASC & POH Website exposure
- Tickets - 3 tickets to the Parade of Homes

DRIVEWAY SPONSORSHIP - \$600/VEHICLE:

- Program - Logo Listing in Parade of Homes Program
- Website – HBASC & POH Website exposure
- Tickets – 2 tickets to the Parade of Homes

Parade of Homes Prize Rules

****PRIZE SPONSOR – Rules:**

- All prize sponsors must be pay at least 2/3rds of their sponsor level, in addition to the value of the prize, which pays for the cost of posters, tickets, program and ad benefit in the program. IE: a Gold sponsor will need to pay \$2,000 plus the cash value of the prize to total a minimum of \$3,000.
-



Please complete this form and return to HBASC Office, 109 S. Camino del Rio, Durango, CO 81303

Fax to (970) 382-3424, or Email to office@hbasc.com Please pay by August 31, 2016.

Company _____ Phone _____

Contact _____ Email _____

Billing Address _____

Sponsorship _____ # of Players _____

Price: _____ Payment Enclosed: Ck. # _____ Bill Me _____

Signature _____ Date _____

Call 970-382-0082 with Credit Card Information

Please Contact Eric Marr (970) 385-1855, emarr@alpinelumber.com for swag bag and prize

Sponsorships Available

Putting Contest Sponsor \$1,250

Brunch Sponsor \$1,250

Hole in One Sponsor \$750

Hole Sponsor w/ Player \$550

Hole Sponsor w/o Player \$350

Practice Green Sponsor \$250

Beverage Cart Sponsor - \$500

Golf: \$200 / Player

Includes Lunch, Swag Bag, Contests w/Prizes, and Door Prizes

Available at Registration: Mulligans, Tigers Drive, Throw, and Putting String

Team Player Names

*Course Rules: Proper Golf Attire-
No denim or T-shirts*

Glacier Club Pro Shop Prizes
Sponsored by Lewis Mercantile
Raynor & Weathershield



1st Prize: \$500
2nd Prize: \$300
3rd Prize: \$200

OTHER ADVERTISING OPPORTUNITIES



Contractors' Yard Sale – June 18, 2016: \$150

- Announcement with logo in Weekly Newsletter
- Announcement on Website and Facebook/Twitter Feeds
- Logo on promotional flier for event
- Mention on Radio Advertisements



NAHB – TOUCH Program: \$250/qtr. – 2 qtr. Minimum

- Your logo on 21 piece mailings/emails going out to all Builder & Associate members.
- Contact the office at (970) 382-0082 to get more information.



EDUCATION SERIES SPONSORSHIP: \$750 - SOLD OUT!

The HBASC will offer a Educational Series in 2016 including (2) IECC (International Energy Conservation Code) Training, Contracts & Lean Law Training and 10-Hour OSHA Training (and more). Additional classes to be formed include QuickBooks for Contractors and a clinic on Social Media.

Education Series Sponsor Benefits Include: Announcement with logo in Weekly Newsletter
Table Set-up for Display
5 Minute Introduction
Display of Promotional Banner(s)



WEEKLY E-BLAST/MEMBER SPOTLIGHT SPONSORSHIP: \$250

Weekly e-Blast/Member Spotlight
Sponsorship (1 month):

Member logo listed on weekly e-Blast as sponsor
1st e-Blast interview for Member Spotlight
1 month highlight as Member Spotlight on Website

Please contact the HBASC office (office@hbasc.com) (382-0082) to discuss any program ideas or plans. **Additional advertising opportunities are available through HBASC media publications, and the website at www.hbasc.com . Check the boxes below for further information**



PRESIDENT'S RECEPTION: \$150 – SOLD!

August 2016

Breakfast at your location for an orientation of new members, featuring Past-Presidents, Board Members, and New Members.



WEBSITE SPONSOR: \$500

- Buttons on www.HBASC.com website with your logo linking directly to sponsor's website. Spaces subject to location availability – first come, first served.