

# 2018 SPONSORSHIP OPPORTUNITIES



**Make your marketing work as  
hard as you do!**

# HMCBA SPONSORSHIP OPPORTUNITIES

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- Beverage Sponsor
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- Exclusive Presenting Sponsor
- Show Sponsor
- Lanyard Sponsor
- Official Show Guide Sponsor
- Ticket Booth Sponsor
- Discount Coupon Sponsor
- Seminar Room Sponsor
- Official Show Bag Sponsor
- Kids Zone Sponsor
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- Exhibitors Lounge Sponsor
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- Home Guide
- The Cornerstone
- Membership Directory
- Parade of Homes Guidebook
- Monthly E-Newsletter

# ANNUAL PARTNERSHIPS

## DIAMOND LEVEL

- Acknowledgment letter from HMCBA President current issue of Cornerstone with tiered logo recognition
- Tiered Elite Partner Logo on select HMCBA promotional pieces
- Elite partner signage displayed at all HMCBA General Membership Events
- Tiered company logo in the monthly HMCBA e-newsletter
- Tiered company logo in Cornerstone (all issues)
- Tiered company logo in HMCBA foyer
- Sponsor-provided literature displayed in foyer
- HMCBA.org Membership Directory featured upgrade
- Company logo displayed in HMCBA office
- Company logo displayed on HMCBA.org website
- Company logo added to Facebook timeline cover
- Monthly company recognition on Facebook & Instagram. Content provided by company

## PLATINUM LEVEL

- Acknowledgment letter from HMCBA President current issue of Cornerstone with tiered logo recognition
- Tiered Elite Partner Logo on select HMCBA promotional pieces
- Elite partner signage displayed at all HMCBA General Membership Events
- Tiered company logo in the monthly HMCBA e-newsletter
- Tiered company logo in Cornerstone (all issues)
- Tiered company logo in HMCBA foyer
- Sponsor-provided literature displayed in foyer
- HMCBA.org Membership Directory featured upgrade
- Company logo displayed in HMCBA office
- Company logo displayed on HMCBA.org website
- Company logo added to Facebook timeline cover
- Monthly company recognition on Facebook & Instagram. Content provided by company

## GOLD LEVEL

- Acknowledgment letter from HMCBA President current issue of Cornerstone with tiered logo recognition
- Tiered Elite Partner Logo on select HMCBA promotional pieces
- Elite partner signage displayed at all HMCBA General Membership Events
- Tiered company logo in the monthly HMCBA e-newsletter
- Tiered company logo in Cornerstone (all issues)
- Tiered company logo in HMCBA foyer
- Sponsor-provided literature displayed in foyer
- HMCBA.org Membership Directory featured upgrade
- Company logo displayed in HMCBA office
- Company logo displayed on HMCBA.org website
- Company logo added to Facebook timeline cover
- Monthly company recognition on Facebook & Instagram. Content provided by company

**CONTACT THE ASSOCIATION OFFICE TO CUSTOMIZE YOUR PARTNERSHIP!**

# 2018 MEMBERSHIP CELEBRATION

## PRESENTING SPONSOR - \$4,000

- Company logo on electronic and printed communications
- Recognition by HMCBA leadership at event
- Company logo on HMCBA website during month of event
- Company logo on banner at event
- Company logo on attendee gift
- Representative to greet attendees as they enter event
- Reserved table for 8

## DINNER SPONSOR - \$3,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on buffet tables
- Company logo on banner at event
- 2 free tickets to event

## BEVERAGE SPONSOR - \$2,000

- Company logo on electronic and printed communications
- Napkins with printed name at bar
- Recognition by HMCBA leadership at event
- Company logo on bar signage
- Company logo on banner at event

STAFF CONTACT: [RACHEL WEIDLEY](mailto:RACHEL@HMCBA.ORG) | 256-217-9488 | [RACHEL@HMCBA.ORG](mailto:RACHEL@HMCBA.ORG)

# GOVERNMENTAL AFFAIRS LUNCHEON

## PRESENTING SPONSOR - \$2,500

- Company logo on electronic and printed communications
- 2-3 minute introduction
- Recognition by HMCBA leadership at event
- Company logo on HMCBA website during month of event
- Company logo on banner at event
- Representative to greet attendees as they enter event
- Company logo on attendee gift
- Reserved table for 8

## LUNCH SPONSOR - \$1,500

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on buffet tables
- Company logo on banner at event
- 2 free tickets to event

STAFF CONTACT: [JOHN ROBERTS](mailto:JOHN@HMCBA.ORG) | 256-217-9159 | [JOHN@HMCBA.ORG](mailto:JOHN@HMCBA.ORG)

# FAMILY PICNIC & SCHOLARSHIP PRESENTATION

## PRESENTING SPONSOR - \$3,500

- Company logo on electronic and printed communications
- Tabletop display of logo
- Company logo on attendee gift
- Recognition by HMCBA leadership at event
- Company logo on banner at event

## ENTERTAINMENT SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on banner at event
- Company logo on signage near stage area

## DOOR PRIZE SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on banner at event

## DESSERT SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on banner at event
- Company logo at dessert station

## BEVERAGE SPONSOR - \$1,400

- Company logo on electronic and printed communications
- Napkins/koozies/cups??? with logo at bar
- Recognition by HMCBA leadership at event
- Company logo at beverage station
- Company logo on banner at event

## TENT/PAVILION SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on banner at event
- Reserved table at event

STAFF CONTACT: RACHEL WEIDLEY | 256-217-9488 | RACHEL@HMCBA.ORG

# HOLIDAY FOUNDATION GALA

## PRESENTING SPONSOR - \$10,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Recognition by HMCBA leadership at event
- Company logo on banner at event
- Company logo on attendee gift
- Reserved table for 8

**SOLD**

STAFF CONTACT: JOHN ROBERTS | 256-217-9159 | JOHN@HMCBA.ORG

# BUILDING HOME & REMODELING SHOW

## EXCLUSIVE PRESENTING SPONSOR

Contact HMCBA office for pricing information (limit 1)

## SHOW SPONSORS - \$5,000

- Company logo at entrance(s)
- Company logo on select electronic and printed communications
- Company logo on select advertising
- Company logo on front page of show guidebook given to all attendees
- Company logo on show website
- Banner ad on show website
- 10' x 20' booth, complimentary (value \$1,295)
- Option to provide promotional item to all show attendees at registration area (no lanyards, bags, badges)
- Company logo on follow-up survey to BHR exhibitors
- First right of refusal for following year if renewed by October 1, 2019
- Company recognition on social media promoting the event

## LANYARD SPONSOR - \$3,500

This is a non-competitive sponsorship with the Badge Sponsorship. Limited to 1 Sponsor.

- Approximately 4,000 name badges are worn by exhibitors using lanyards during the 3 day BHR Show.
- Your company logo will be printed on the lanyards to be worn by exhibitors.
- Company logo on the show website.
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## OFFICIAL SHOW GUIDE SPONSOR - \$1,500

Limited to 1 Sponsor. Approximately 7,500 Show Guides will be professionally printed and distributed at the Building, Home & Remodeling Show. This will be the consumers "map" to the show when they arrive!

- Logo on the front page and a half page ad in the Show Guide.
- Company logo on the show website.

## TICKET BOOTH SPONSOR - \$1,000

Limited to 2 non-competing sponsors.

- Logo and booth number will be on the Admission Information signage located at one of the ticket booth counters
- Company banner (you provide) will hang in the entryway of the adjoining show entrance to the main hall
- Company logo on event website

## ONLINE TICKET SPONSOR - \$1,000

Limited to 1 Sponsor.

- Company logo on all online tickets
- Company logo on event website

## DISCOUNT COUPON SPONSOR - \$1,000

Over 60,000 consumers will view the \$1.00 Off Discount Coupon on the official show website. 1,500+ attendees will use the \$1.00 Off Coupon to discount their admission price into the show. Limited to 1 Sponsor. Logo and booth number will be on the Admission Information signage located at one of the ticket booth counters

- Company logo and booth number on all discount coupons.
- Company logo on event website

## SEMINAR ROOM SPONSOR - \$1,000

Limited to 1 Sponsor.

- Company logo on all seminar signage at the show,
- Company logo in the Show Guide outlining seminars
- Company logo on event website

## OFFICIAL SHOW BAG - \$500 ON FRIDAY, \$1000 ON SATURDAY, \$750 ON SUNDAY

Limited to 3 Sponsors. (1 per day)

- Your company provides a minimum of 2,500 - 4,000 bags (depending on the day) with your logo on the bag
- Your representatives will present the bags at both entry doors.
- Company logo on the show website

## KIDS ZONE SPONSOR - \$1,000

Must be an exhibitor to sponsor

- Company logo on signage located at Kids Zone area
- Company logo on event website
- Company logo included with all promotion of Kids Zone area
- Company representative to greet children at registration area & hand out child friendly gift

## CONCESSIONS AREA SPONSOR - \$250 ON FRIDAY, \$500 ON SATURDAY, \$350 ON SUNDAY

Limited to 3 Sponsors. (1 per day)

- Company logo and booth number will be on table tent cards placed on all concessions tables
- Company literature and business cards can be displayed on the tables
- Company logo on show website

# BUILDING HOME & REMODELING SHOW cont.

## EXHIBITORS LOUNGE SPONSOR - \$500 PER DAY.

Limited to 3 Sponsors. (1 per day). Exhibit in Show not required.

- Company logo will be on tent cards placed on all tables located in the Exhibitors Lounge hospitality area
- Opportunity to have a representative of your company present in the lounge
- Company literature and business cards can be displayed on the tables
- Company logo on the show website

## AISLE SPONSORSHIP - \$375

Our aisles signs are marked with your logo and are numbered for the convenience of those attending the Show. The aisle signage will be hung from the ceiling, allowing for a prominent display area for your company logo. Aisle signs will be placed at the discretion of Show Management and may or may not be placed in the same aisle as your booth. A high resolution logo needs to be provided by sponsor no later than January 10th, 2018. Limited to 13 sponsors.

- Your company logo printed on double sided aisle signage measuring 18" x 72"
- One sponsor per aisle
- Company logo on event website



## SHOW PASSPORT SPONSORSHIP - \$325

This sponsorship will get attendees to your booth! Nine participating companies will provide a giveaway (minimum of \$250 value that requires no further purchase to utilize) for show attendees to win. Attendees must come to each participating booth to have their "passport" stamped. Attendees who have their passport stamped by each participating company will be eligible to win one of 10 prizes. The HMCBA will also be contributing \$1,000 to the giveaway for one lucky winner. Actual item will need to be dropped off at the HMCBA office before Move In.

- Your company name in bold in show guide handed out to each show attendee
- Your company logo and booth number on each passport
- Company logo on event website

## OFFICIAL SHOW TEE SHIRT SPONSORSHIP - \$350

This sponsorship will work for you year-round! Ten participating companies will be featured on the back of the Official Show Tee Shirt given to the first 100 attendees each day at the Show. Participants will need to provide a high-resolution logo no later than January 10th, 2018.

- Company logo on event website
- Your company logo on the back of each tee shirt

## CONSTRUCTION HAT SPONSORSHIP - \$500

Construction hats will be given to the first 100 children each day at the show. Company will need to provide a high-resolution logo no later than January 10th, 2018.

- Company logo on event website
- Your company logo on each construction hat



STAFF CONTACT: THERESA KENNEDY | 256-217-4208 | THERESA@HMCBA.ORG



# FALL HOME & GARDEN SHOW

AUGUST 25-26, 2018 - MUST BE AN EXHIBITOR TO SPONSOR UNLESS OTHERWISE NOTED.

## EXCLUSIVE PRESENTING SPONSOR

Contact HMCBA office for pricing information (limit 1)

## SHOW SPONSORS \$3,000

- Company logo at entrance(s)
- Company logo on select electronic and printed communications
- Company logo on select advertising
- Company logo on front page of show guidebook given to all attendees
- Company logo on show website
- Banner ad on show website
- 10' x 20' booth, complimentary (value \$1013)
- Option to provide promotional item to all show attendees at registration area (no lanyards, bags, badges)
- Company logo on follow-up survey to FHG exhibitors
- First right of refusal for following year if renewed by October 1, 2019
- Company recognition on social media promoting the event

## OFFICIAL SHOW GUIDE SPONSOR - \$800

Limited to 1 Sponsor. Approximately 3,500 Show Guides will be professionally printed and distributed at the Fall Home & Garden Show. This will be the consumers "map" to the show when they arrive!

- Logo on the front page and a half page ad in the Show Guide.
- Company logo on the show website.

## TICKET BOOTH SPONSOR - \$800

Limited to 1 sponsor.

- Logo and booth number will be on the Admission Information signage located at the ticket booth counter
- Company banner (you provide) will hang in the entry-way of the adjoining show entrance to the main hall
- Company logo on event website

## DISCOUNT COUPON SPONSOR - \$500

Over 20,000 consumers will view the \$1.00 Off Discount Coupon on the official show website. 1,000+ attendees will use the \$1.00 Off Coupon to discount their admission price into the show. Limited to 1 Sponsor.

- Company logo and booth number on all discount coupons.
- Company logo on event website



## OFFICIAL SHOW BAG - \$500 ON SATURDAY, \$300 ON SUNDAY

Limited to 2Sponsors. (1 per day)

- Your company provides a minimum of 2,000 - 3,000 bags (depending on the day) with your logo on the bag
- Your representatives will present the bags at both entry doors.
- Company logo on the show website

## KIDS ZONE SPONSOR - \$1,000

Must be an exhibitor to sponsor

- Company logo signage located at Kids Zone area
- Company logo on event website
- Company logo included in all promotion of Kids Zone
- Company representative to greet children at registration area & hand out child friendly gift



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# FALL HOME & GARDEN SHOW cont.

## CONCESSIONS AREA SPONSOR - \$400 ON SATURDAY, \$200 ON SUNDAY

Limited to 2 Sponsors. (1 per day)

- Company logo and booth number will be on table tent cards placed on all concessions tables
- Company literature and business cards can be displayed on the tables
- Company logo on show website

## EXHIBITORS LOUNGE SPONSOR - \$250 PER DAY.

Limited to 2 Sponsors. (1 per day). Exhibit in Show not required

- Company logo will be on tent cards placed on all tables located in the Exhibitors Lounge hospitality area
- Opportunity to have a representative of your company present in the lounge
- Company literature and business cards can be displayed on the tables
- Company logo on the show website

## AISLE SPONSORSHIP - \$300

Our aisles signs are marked with your logo and are numbered for the convenience of those attending the Show. The aisle signage will be hung from the ceiling, allowing for a prominent display area for your company logo. Aisle signs will be placed at the discretion of Show Management and may or may not be placed in the same aisle as your booth. A high-resolution logo needs to be provided by sponsor no later than January 10th, 2018. Limited to 8 sponsors.

- Your company logo printed on double sided aisle signage measuring 18" x 72"
- One sponsor per aisle
- Company logo on event website

## SHOW PASSPORT SPONSORSHIP - \$300

This sponsorship will get attendees to your booth! Nine participating companies will provide a giveaway (minimum of \$250 value that requires no further purchase to utilize) for show attendees to win. Attendees must come to each participating booth to have their "passport" stamped. Attendees who have their passport stamped by each participating company will be eligible to win one of 10 prizes. The HMCBA will also be contributing \$1,000 to the giveaway for one lucky winner. Actual item will need to be dropped off at the HMCBA office before Move In.

- Your company name in bold in show guide handed out to each show attendee
- Your company logo and booth number on each passport
- Company logo on event website

## ONLINE TICKET SPONSOR - \$500

Limited to 1 Sponsor.

- Company logo on all online tickets
- Company logo on event website

## SEMINAR ROOM SPONSOR - \$600

Limited to one Sponsor.

- Your company's name and logo will be placed on all seminar signage at the show
- Your logo will be placed on the podium posters at each seminar
- Your banner (you provide) will be hung in the seminar room
- Your literature and business cards can be displayed in the seminar room
- Recognition on the official show website



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# GOVERNMENTAL AFFAIRS SPONSORSHIPS

EVENTS HELD APPROXIMATELY 3 – 4 TIMES PER YEAR WITH GOVERNMENT OFFICIALS. EXACT DATES TO BE DETERMINED.

## ANNUAL SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- One set of meeting attendee mailing labels (upon request)
- One free ticket to each Governmental Affairs event in calendar year
- Table in meeting room available to display products, materials, etc.

STAFF CONTACT: JOHN ROBERTS  
256-217-9159 | JOHN@HMCBA.ORG

## MEETING SPONSOR - \$300

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- One free ticket to event included in sponsorship
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- One set of meeting attendee mailing labels (upon request)
- Table in meeting room available to display products, materials, etc.

# SALES & MARKETING COUNCIL SPONSORSHIPS

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EVENTS HELD 6 TIMES PER YEAR. EXACT DATES TO BE DETERMINED.

## ANNUAL SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- One set of meeting attendee mailing labels (upon request)
- One free ticket to each Governmental Affairs event in calendar year
- Table in meeting room available to display products, materials, etc.

## MEETING SPONSOR - \$300

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- One free ticket to event included in sponsorship
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- One set of meeting attendee mailing labels (upon request)
- Table in meeting room available to display products, materials, etc.

# REMODELERS COUNCIL SPONSORSHIPS

EVENTS HELD QUARTERLY. EXACT DATES TO BE DETERMINED.

## ANNUAL SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Tabletop display of logo
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- One set of meeting attendee mailing labels (upon request)
- One free ticket to each Governmental Affairs event in calendar year
- Table in meeting room available to display products, materials, etc.

STAFF CONTACT: JOHN ROBERTS  
256-217-9159 | JOHN@HMCBA.ORG

## MEETING SPONSOR - \$300

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- One free ticket to event included in sponsorship
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- One set of meeting attendee mailing labels (upon request)
- Table in meeting room available to display products, materials, etc.

# BASS TOURNAMENT SPONSORSHIPS

DATE: APRIL 6, 2018

## PRESENTING SPONSOR - \$500

Limit 1.

- Opportunity to emcee event
- Company logo on scoreboard
- Company logo on electronic and printed communications
- 3-month advertisement on HMCBA website
- Recognition in The Cornerstone, HMCBA's quarterly publication
- Literature in player gift bags
- Logo displayed on event poster/banner

## SUPER SPONSOR - \$300

- One boat registration (\$100 value)
- Company logo on back of the official tournament t-shirt
- One-month advertisement on HMCBA website
- A total of 4 raffle tickets for the giveaway item at event
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## BACK OF T-SHIRT SPONSOR - \$150

- Company logo on the back of the official tournament t-shirt
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## T-SHIRT SLEEVE SPONSOR - \$250

Limited to two non-competing companies.

- Company logo on the sleeve of the official tournament t-shirt
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## LUNCH SPONSOR - \$100 or BREAKFAST SPONSOR - \$100

- Company logo on signage at dining area.
- Sponsor has ability to place promotional items in dining area
- Two company representatives may join fishermen for breakfast or lunch
- Company logo on electronic and printed communications

## SCOREBOARD SPONSOR - \$250

Limited to two non-competing companies.

- Company logo on tournament scoreboard
- Two company representatives may join fishermen at weigh-in
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## BAG SPONSOR - \$200

- Company logo featured on player gift bag & ability to include company literature in gift bag
- Ability to distribute gift bag to players at check-in
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## PATRON SPONSOR - \$50

- One company representative may join fishermen for breakfast or lunch
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications



STAFF CONTACT: RACHEL WEIDLEY | 256-217-9488 | RACHEL@HMCBA.ORG

# SPORTING CLAY TOURNAMENT SPONSORSHIPS

DATE: MAY 18, 2018

## "BIG SHOT" PRESENTING SPONSOR - \$1,200

- Company logo on electronic and printed communications
- 4 shooters at event
- Company logo on registration signage
- Opportunity for brief 2 – 3 minute business introduction to event attendees
- Top tier logo placement

## GOLF CART SPONSOR - \$200

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Company sign on golf carts

## SAFETY SPONSOR - \$250

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Staff ammo station where shooters pick up ammo
- Logo on signage at ammo station

## REGISTRATION SPONSOR - \$250

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Greet attendees at registration table
- Logo on signage at registration table

## BEVERAGE STATION SPONSOR

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Sponsor to staff beverage station
- Logo on signage at beverage station

## LUNCH SPONSOR

- Company logo on signage in dining area.
- Sponsor has ability to place promotional items in dining area
- Two company representatives may join fishermen for breakfast or lunch
- Company logo on electronic and printed communications

## STATION SPONSOR - \$100

- Company logo on electronic and printed communications
- Welcome and acknowledgement from podium
- Company logo on banner at event
- Signage at sponsored location



# GOLF TOURNAMENT SPONSORSHIPS

DATE: TBD

## EXCLUSIVE TITLE SPONSOR - \$2,000

Limit 1.

- Two foursomes
- Company logo featured on player gift bag (along with Player Pack Sponsor's logo)
- 8 Power Packs (3 mulligans/1 power drive per player)
- 6 Additional Raffle Tickets per player (48 total)
- One Hole Sponsor Sign with ability to man sponsored hole and pass out info, giveaways, etc. to players
- Banner and Table in clubhouse
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications
- 3-month advertisement on HMCBA website

## PLAYER PACK SPONSOR - \$1,000

Limit 1.

- One foursome
- Company logo featured on player gift bag & ability to include company literature in gift bag
- Ability to distribute player gift to players at check-in
- 4 Power Packs (3 mulligans/1 power drive per player)
- 4 Additional Raffle Tickets per player (16 total)
- One Hole Sponsor Sign with ability to man sponsored hole and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## SUPER SPONSOR - \$750

- One foursome
- 4 Power Packs (3 mulligans/1 power drive per player)
- 4 Additional Raffle Tickets per player (16 total)
- One Hole Sponsor Sign with ability to man sponsored hole and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## BEVERAGE CART SPONSOR - \$250

Limit 2.

- Company signs on beverage carts
- Coolers placed throughout course with company signs
- One Hole Sponsor Sign with ability to man sponsored hole and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications



## CLOSEST TO THE PIN SPONSOR - \$250

Limit 2.

- Company sign at the Closest to the Pin Contest hole
- 1 representative may join golfers for lunch
- 1 representative may man the Closest to the Pin Contest hole and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## LONGEST DRIVE CONTEST SPONSOR - \$250

Limit 1.

- Company sign at the Longest Drive Contest hole
- 1 representative may join golfers for lunch
- 1 representative may man the Longest Drive Contest hole and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## DRIVING RANGE SPONSOR - \$250

Limit 1.

- Company sign at the Driving Range
- 1 representative may join golfers for lunch
- 1 representative may man Driving Range and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## PUTTING GREEN SPONSOR - \$250

Limit 1.

- Company sign at the Putting Green
- 1 representative may join golfers for lunch
- 1 representative may man Putting Green and pass out info, giveaways, etc. to players
- Company may choose to offer Putting Green contest, but must run contest themselves
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

STAFF CONTACT: RACHEL WEIDLEY | 256-217-9488 | RACHEL@HMCBA.ORG

# GOLF TOURNAMENT SPONSORSHIPS cont.

## LUNCH SPONSOR - \$250

Limit 2.

- Company signage in lunch area
- Opportunity to play company literature or promo items on tables in clubhouse
- 2 representatives may join golfers for lunch
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## REGISTRATION SPONSOR - \$200

- Company logo on banner at event
- Greet attendees at registration table
- Logo on signage at registration table
- Company logo on electronic and printed communications

## HOLE SPONSOR - \$150

- Sponsor sign displayed at hole
- Ability to man the hole and pass out info, giveaways, etc. to players
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## TEE BOX SPONSOR - \$100

- Sponsor sign displayed at tee box
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications

## CART SPONSOR - \$25

- Company sign on golf carts
- Logo displayed on event poster/banner
- Company logo on electronic and printed communications



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# SHOWCASE HOME SPONSORSHIPS

## BAG SPONSOR - \$1,500

- Company logo on electronic and printed communications
- Company provides bags for each attendee that visits showcase home

## BROKER BREAKFAST SPONSOR - \$500 (IF SPONSOR PROVIDES BREAKFAST)

- Company provides breakfast for attendees
- Company provides at least 1 door prize for attendees
- Company logo on electronic and printed communications regarding event
- Welcome and acknowledgement at event
- Company logo on signage at event
- Opportunity to meet and greet all attendees

STAFF CONTACT: THERESA KENNEDY | 256-217-4208 | [THERESA@HMCBA.ORG](mailto:THERESA@HMCBA.ORG)



# PARADE OF HOMES SPONSORSHIPS

## PRESENTING SPONSOR - \$5,000.00

Presenting Sponsorship is limited to two (2) non-competing member companies. Inclusion of Presenting Sponsor in selected print media and television advertising.

- Inclusion in 1/2 page color advertisement in the Guidebook, recognizing all sponsors.
- Sponsors will also be mentioned in an extensive social media campaign utilizing Facebook, Instagram, and Twitter.
- One 1/2 page color advertisement in any issue of the Cornerstone.
- Recognition on the HMCBA's website [www.hmcb.org](http://www.hmcb.org) (October 2017) and on [www.MadisonCountyParadeofHomes.com](http://www.MadisonCountyParadeofHomes.com) (October 2017 - August 2018)
- Inclusion of your company logo on Welcome Home Madison County, the Parade of Homes app which will be heavily promoted.

## CORPORATE SPONSOR - \$2,500.00

Corporate Sponsorship is unlimited and available to member and non-member companies.

- Inclusion of Corporate Sponsor in selected print media advertising.
- Inclusion in 1/2 page color advertisement in the Guidebook, recognizing all sponsors.
- Sponsors will also receive mention in an extensive social media campaign utilizing Facebook, Instagram, and Twitter.
- 1/4 page color advertisement in any issue of the Cornerstone.
- Recognition on the HMCBA's website [www.hmcb.org](http://www.hmcb.org) (October 2017) and on [www.MadisonCountyParadeofHomes.com](http://www.MadisonCountyParadeofHomes.com) (October 2017 - August 2018)
- Inclusion of your company logo on Welcome Home Huntsville Madison County, the Parade of Homes app which will be heavily promoted.

## PARTICIPATING SPONSOR - \$1,000.00

Participating Sponsorship is limited to two (2) non-competing companies.

- Inclusion in 1/2 page color advertisement in the Guidebook, recognizing all sponsors.
- Sponsors will also receive mention in an extensive social media campaign utilizing Facebook, Instagram and Twitter.
- 1/6 page color advertisement in in any issue of the Cornerstone.
- Recognition on the HMCBA's website [www.hmcb.org](http://www.hmcb.org) (October 2016) and on [MadisonCountyParadeofHomes.com](http://MadisonCountyParadeofHomes.com) (October 2016 - August 2017).

## TICKET SPONSOR - \$1,000

- Company logo on electronic and printed communications
- Company logo on all tickets (printed and digital)
- Company logo on banner at event
- Company logo on Parade of Homes website
- Inclusion of logo on the Welcome Home Madison County app

## DOOR PRIZE SPONSOR – DONATION OF GIVEAWAY WITH A RETAIL VALUE OF \$250.

Company must provide giveaway, logo and photo and details of item being donated for use in promotion of giveaway.

- Company logo on Parade of Homes website
- Company logo included with all promotion of giveaway to include consumer e-blasts
- Inclusion of logo on the Welcome Home Madison County app



# WEBSITE ADVERTISING | WWW.HMCBA.ORG

## PREMIER BANNER AD

Your company logo with a direct link to your company's website will be displayed at the top of the home page as a static display.

- 12 Months - \$750
- 6 Months - \$400

## BUTTON BANNER AD

Your company logo with a direct link to your company's website will be displayed at the bottom of the home page above the footer. This is a static display.

- 12 Months - \$400
- 6 Months - \$210

## LOGO LINK AD

Your company logo with a direct link to your company's website will be displayed on the right side of the home page. This link will feature your company's logo & phone number.

- 12 Months - \$550
- 6 Months - \$300

STAFF CONTACT: SHERDIAN STANFORD | 256-217-9198 | SHERDIAN@HMCBA.ORG

# PUBLICATION ADVERTISING | HOME GUIDE

## RETAIL AD RATES

- Back Cover - \$1,650
- Inside Front / Inside Back Page - \$1,300
- Full Page - \$995
- Half Page - \$650
- Quarter Page - \$350

## SUBDIVISION/COMMUNITY PAGES

- Full Page - \$635

## BUILDER PROFILES

- Half Page - \$175

## SPONSORED ARTICLES

- Advertorial Full Page Sponsorship Cost - \$995
- Includes a free half page ad for your company – a \$650 value)

STAFF CONTACT: SHERDIAN STANFORD | 256-217-9198 | SHERDIAN@HMCBA.ORG

# PUBLICATION ADVERTISING | CORNERSTONE

## 1/16 PAGE

- 1 Issue - \$225 each
- 4 Issues - \$185 each

## 1/4 PAGE

- 1 Issue - \$285 each
- 4 Issues - \$225 each

## 1/3 PAGE

- 1 Issue - \$335 each
- 4 Issues - \$275 each

## 1/2 PAGE

- 1 Issue - \$350 each
- 4 Issues - \$300 each



## FULL PAGE

- 1 Issue - \$445 each
- 4 Issues - \$395 each

## 1/3 VERTICAL PAGE

- 4 Issues - \$275 each

## INSIDE/BACK COVER

- 4 Issues - \$450 each

## BACK PAGE

- 4 Issues - \$385 each

PRE-APPROVED SINGLE SHEET INSERTS - \$325

STAFF CONTACT: SHERDIAN STANFORD | 256-217-9198 | SHERDIAN@HMCBA.ORG

# PUBLICATION ADVERTISING | MEMBERSHIP DIRECTORY

5.5" X 8.5" PUBLICATION

## PREMIUM AD SPOTS COLOR

- Back Cover - \$1,599
- Inside Covers - \$1,499
- Facing Covers - \$1,399
- Full Divider Page - \$949
- 1/2 Divider Page - \$749

## ADDITIONAL AD SPOTS COLOR

- Full Page - \$749
- 1/2 Page - \$649
- 1/3 Page - \$549
- 1/4 Page - \$499
- 1/6 Page - \$399
- 1/8 Page - \$299



## ENHANCED LISTING PRICE

- BOXED LISTING - \$69
- SHADED BOX LISTING - \$99
- BOXED LISTING WITH LOGO - \$119
- BOXED LISTING WITH LOGO & 50-WORD BIO - \$169
- STANDARD LISTING IN RED LETTERING - \$169

STAFF CONTACT: SHERDIAN STANFORD | 256-217-9198 | SHERDIAN@HMCBA.ORG

# PUBLICATION ADVERTISING | PARADE OF HOMES GUIDEBOOK

8.5" X 11" FULL COLOR PUBLICATION

## PREMIUM AD SPOTS (COLOR)

- Back Cover - \$1,999
- Inside Front/Back Cover - \$1,699
- Facing Page to Inside Covers - \$1,599
- Pages 2 – 5 - \$1,399
- Facing Table of Contents - \$1,299

## ADDITIONAL AD SPOTS

- Full Page - \$1,099 (B&W) / \$1,199 (Color)
- 1/2 Page - \$899 (B&W) / \$999 (Color)
- 1/4 Page - \$599 (B&W) / \$699 (Color)
- Business Card - \$349 (B&W) / \$449 (Color)



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# PUBLICATION ADVERTISING | E-NEWSLETTER

- 1 MONTH AD - \$25
- 6 MONTH AD - \$135
- 12 MONTH AD - \$270

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