

220 Charlois Blvd., Winston-Salem, NC 27103 | 336.768.5942 | www.hbaws.net



2021 Sponsors Club

Opportunities & Benefits



We must take this opportunity to applaud you and your continued support of the Home Builders Association of Winston-Salem. Thank you for changing the building industry through supporting your association.

We cannot do it without you.

Since 1959, HBAWS 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 presenting our Sponsors Club Package to assist you in your budgeting and to offer the opportunity for 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.

<u>Industry Voice</u>: We are engaged. Being part of the Home Builders Association of Winston-Salem means having a voice. We encourage all our members to stand up and be heard. We listen to what members say and represent you at the local, state, and national levels.

<u>Educational Opportunities</u>: We are the cornerstone of the industry when it comes to staying up to date on best practices, code changes, and newest emerging trends. We offer continuing education for those seeking to obtain or renew their licensing requirements. Ongoing classes allow for flexibility in taking classes also...with multiple disciplines being showcased. These classes bring in members and non-members throughout our region allowing HBAWS to stay in the forefront of the building industry.

<u>Making Connections</u>: Year after year, HBAWS 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.

<u>Targeted Marketing</u>: 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 HBAWS to bring them together with like-minded people who can build their business.

Create your own package...Get the most for your money!

By you committing early, we too will have the opportunity to better budget for programs and events...and will know when we will need to focus more on matching your support. Keep this guide handy for sponsoring programs. If you have any questions, please call 336.768.5942 today.



Triad Home & Garden Show & Remodeling Expo Sponsor-\$10,000

<u>Or 2 sponsors @ \$5000</u>

<u>Or 4 sponsors @ \$2500</u>

- Rotating company ad page on THGS website
- Company logo on THGS ad page on THGS website
- Company logo on tabletop displays at HBA promoting event
- High level inclusion in Weekly e-News
- Company logo on banner ad front page of HBAWS website
- Company logo on communications for event
- Company logo on all posters / flyers promoting event
- Company logo on social media event banners
- Company logo displayed in the online membership directory
- Company logo on social media event posted
- Logo listing on Sponsors Club page in HBA Printed Membership Directory
- Linked logo listing on Sponsors Club page of HBAWS website
- Linked logo listing in Sponsors Club listing in weekly e-News
- Sponsors club mentions and logo in PowerPoint at three full membership meetings (January, March, and November) *due to COVID-19 there will probably only be one meeting to be held in November*
- Complimentary tickets for event
- Company logo on staff email signature art promoting event



Fall Parade of Homes Sponsor-\$9,000

- Company logo on FPH website and mobile app
- High level inclusion of event promo with company logo in Weekly e-News
- Company logo on all posters / flyers promoting event
- Company logo on tabletop displays at HBA promoting event
- Company logo on banner ad front page of HBAWS website
- Company logo on social media event banners
- Company logo displayed in the online membership directory
- Company logo on social media event posts
- Logo listing on Sponsors Club page in HBA Printed Membership Directory
- Linked logo listing on Sponsors Club page of HBAWS website
- Linked logo listing in Sponsors Club listing in weekly e-News
- Sponsors club mentions and logo in PowerPoint at three full membership meetings (January, March, and November) *due to COVID-19 there will probably only be one meeting to be held in November*
- Complimentary tickets for Golden Home Awards Celebration
- Company logo on staff email signature art promoting event



Spring Parade of Homes Sponsor-\$8,000

Or two sponsors @ \$4,000 each

- Company logo on SPH website and mobile app
- High level inclusion of event promo with company logo in Weekly e-News
- Company logo on all posters / flyers promoting event
- Company logo on tabletop displays at HBA promoting event
- Company logo on banner ad front page of HBAWS website
- Company logo on social media event banners
- Company logo displayed in the online membership directory
- Company logo on social media event posts
- Logo listing on Sponsors Club page in HBA Printed Membership Directory
- Linked logo listing on Sponsors Club page of HBAWS website
- Linked logo listing in Sponsors Club listing in weekly e-News
- Sponsors club mentions and logo in PowerPoint at three full membership meetings (January, March, and November) *due to COVID-19 there will probably only be one meeting to be held in November*
- Company logo on staff email signature art promoting event



Food Truck Blitz Sponsor-\$7,000

- Company mentions in paid ads on social media
- High level inclusion of event promo with company logo in Weekly e-News
- Company logo on tabletop displays at HBA promoting event
- Company logo on tabletop displays at event
- Company logo on all posters / flyers promoting event
- Company logo on banner ad front page of HBAWS website
- Company logo on social media event banners
- Company logo displayed in the online membership directory
- Company logo on social media event posts
- Logo listing on Sponsors Club page in HBA Printed Membership Directory
- Linked logo listing on Sponsors Club page of HBAWS website
- Linked logo listing in Sponsors Club listing in weekly e-News
- Sponsors club mentions and logo in PowerPoint at three full membership meetings (January, March, and November) *due to COVID-19 there will probably only be one meeting to be held in November*
- Company logo on staff email signature art promoting event
- Complimentary tickets for event



Casino Night Sponsor-\$4,000

- Company's name and logo printed on postcard mailed to all members
- Company logo on poster / flyers promoting event
- Company logo on tabletop displays at the event
- Rotating banner ad on HBAWS website
- Event promo with company logo in Weekly e-News
- Company logo displayed in the online membership directory
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Linked logo listing on Sponsors Club page of HBAWS website
- Event promo with company logo and name on social media
- Recognition by the Board President at the event
- Complimentary tickets for 4
- Company logo on staff email signature art promoting event



Spring Golf Tournament Sponsor- \$4,000

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Fall Golf Tournament Sponsor - \$ 4,000

- Company name and logo printed on flyer
- Company name and logo printed on poster
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Linked logo listing on Sponsors Club page of HBAWS website
- Event featured in weekly e-News with sponsor logo
- Event promo with company logo and name on social media
- Flyers displayed on tabletops at the event
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Team of 4 Players
- Company logo on staff email signature art promoting event
- Option to set up table near registration for promotional items



Buck Horn Sporting Clays Tournament-\$4,000

- Company name and logo printed on flyer
- Company name and logo printed on poster
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Sponsor linked listing on HBAWS website on Sponsors Club page
- Event featured in weekly e-News with sponsor logo
- Event promo with company logo and name on social media
- Flyers displayed in tabletops at the event
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Rotating banner ad on HBAWS website
- Team of 4 Players
- Company logo on staff email signature art promoting event



Continuing Education for General Contractors Exclusive Sponsor-\$3,000

- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Company logo on staff email signature art promoting event
- Exclusive sponsor logo featured on PowerPoint slides for virtual CE classes



Golden Home Awards Co-Sponsor-\$3,000-*3 available*

- Presenter of the Gold Awards
- Logo featured on screen during the Golden Homes Award Program
- Logo featured on printed Golden Home Awards Program
- Reserved seating for 4
- Company's name and logo printed on postcard mailed to all members
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Recognition by the Board President at the Golden Home Awards Gala
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Company logo on staff email signature art promoting event





Spring Parade Breakfast & Fall Parade Breakfast--\$3,000 for both or \$1,500 each

and

- Presenter of the Gold Awards at Golden Homes Award Program
- Logo featured on screen during the Golden Homes Award Program
- Logo featured on printed Golden Home Awards Program
- Reserved seating for 4
- Company's name and logo printed on postcard mailed to all members
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Feature sponsor's name in weekly E-News
- Event promo with company logo and name on social media
- Recognition by the Board President at the Golden Home Awards Gala
- Listed as Exclusive Diamond Event Sponsor in HBAWS Membership Directory
- Company logo on staff email signature art promoting event



Golden Home Awards Bar Sponsor-\$2,000 - 3 available

Platinum Event Sponsor

- Presenter of the Silver Awards
- Logo featured on screen during the Golden Homes Award Program
- Logo featured on printed Golden Home Awards Program
- Reserved seating for 2
- Company name and logo printed on postcard mailed to all members
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Recognition by the Board President at the Golden Home Awards Gala
- Listed as Platinum Event Sponsor in HBAWS Membership Directory



Membership Meeting Sponsor-\$2,000

Platinum Event Sponsor

- Company name and logo printed on postcard mailed to all members
- Exhibit space, 8' table and tablecloth
- Dinner for 2
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Recognition by the Board President at the meeting
- Flyer displayed in tabletops at the meeting
- Logo and company displayed in membership meeting agenda
- Listed as Platinum Sponsor in HBAWS Membership Directory



Casino Night Sponsor-\$2,000

Platinum Event Sponsor

- Company name and logo printed on postcard mailed to all members
- Exhibit space, 8' table and tablecloth
- Dinner for 2
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Recognition by the Board President at the meeting
- Flyer displayed in tabletops at the meeting
- Logo and company displayed in membership meeting agenda
- Listed as Platinum Sponsor in HBAWS Membership Directory



Buck Horn Sporting Clays Tournament Sponsor-\$1,500

- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Flyer displayed in tabletop at the event
- Listed as Gold Sponsor in HBAWS Membership Directory



Cornhole Tournament Sponsor-\$1,500

- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Flyer displayed in tabletop at the event
- Listed as Gold Sponsor in HBAWS Membership Directory



Spring Golf Lunch Sponsor-\$1,500

<u>&</u> Fall Golf Lunch Sponsor-\$1,500

- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Flyer displayed in tabletop at the event
- Listed as Gold Sponsor in HBAWS Membership Directory
- Team of 2 Players
- Option to set up table for promotional items



Spring Golf Co-Sponsor-\$1,500

<u>&</u> Fall Golf Co-Sponsor-\$1,500

- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Feature sponsor's name in weekly e-News
- Event promo with company logo and name on social media
- Flyer displayed in tabletop at the event
- Listed as Gold Sponsor in HBAWS Membership Directory
- Team of 2 Players
- Option to set up table for promotional items



CE for General Contractors - Lunch Sponsor-\$1,000

- Company logo displayed in the online membership directory
- Sponsor company name listed on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Event promo with company logo and name on social media
- 8.5 x 11 tabletop flyer on lunch tables at event
- Listed as Gold Sponsor in HBAWS Membership Directory



Cornhole Tournament Sponsor \$500 – 2 available

Silver Sponsor

- Sponsors linked listing on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Event promo with company logo and name on social media
- 8.5 x 11 tabletop flyer on tables at event
- Listed as Silver Sponsor in HBAWS Membership Directory



Buck Horn Sporting Clays Tournament Lunch Sponsor-\$500

Silver Sponsor

- Sponsors linked listing on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Event promo with company logo and name on social media
- 8.5 x 11 tabletop flyer on lunch tables at event
- Listed as Silver Sponsor in HBAWS Membership Directory



Casino Night Bar Sponsor-\$500-2 available

Silver Event Sponsor

- Sponsors linked listing on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Event promo with company logo and name on social media
- 8.5 x 11 tabletop flyer on tables at event
- Listed as Silver Sponsor in HBAWS Membership Directory



Cornhole Tournament Sponsor \$250 – 2 available

Bronze Sponsor

- Sponsors linked listing on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Event promo with company logo and name on social media



Casino Night Sponsor-\$250-2 available

Bronze Event Sponsor

- Sponsors linked listing on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Event promo with company logo and name on social media



Membership 360 Campaign

Membership Drive Exclusive Event Sponsor-\$2000

Platinum Sponsor

- Feature sponsor's company name in weekly e-News
- Rotating banner ad on HBAWS website
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Event promo with company logo and name on social media
- 8.5 x 11 tabletop flyer on lunch tables during Membership Drive
- Listed as Platinum Sponsor in HBAWS Membership Directory



Membership 360 Campaign

\$500- Membership Drive Silver Sponsor

Silver Sponsor

- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Sponsor's company name in weekly e-News
- Company name mentions in social media event promo
- 8.5 x 11 tabletop flyer on lunch tables during Membership Drive
- Listed as Silver Sponsor in HBAWS Membership Directory



Membership 360 Campaign

\$250- Membership Drive Bronze Sponsor

Bronze Sponsor

- Sponsors linked listing on HBAWS website on Sponsors Club page
- Sponsor's company name in weekly e-News
- Company name mentions in social media event promo
- Listed as Bronze Sponsor in HBAWS Membership Directory