

# HOME BUILDERS

ASSOCIATION OF WINSTON-SALEM • Building Professionals

---

220 Charlois Blvd., Winston-Salem, NC 27103 | 336.768.5942 | [www.hbaws.net](http://www.hbaws.net)



## *2022 Sponsors Club*

### **Opportunities & Benefits**

# Thank You

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.

Industry Voice: 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.

Educational Opportunities: 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.

Making Connections: 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.

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 HBAWS to bring them together with like-minded people who can build their business.

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

When you commit 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**

**+ NEW HOME & REMODELING EXPO**

## Triad Home & Garden Show + New Home & Remodeling Expo Sponsor

*4 sponsors @ \$2,500*

Event Co-Sponsors

- Prime booth space at the THGS.
- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo and brief description on THGS event page on HBAWS website.
- Company logo on THGS new mobile app splash page and sponsors' button.
- Company logo on digital billboard.
- Company logo on consumer guidebook.
- Company logo on all posters / flyers promoting event.
- Company logo on tabletop displays at HBA promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in weekly e-News Sponsors Club section.
- 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.



## Fall Parade of Homes Sponsor-\$9,000

Exclusive Title Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo on FPH billboard in prime location.
- Company logo on FPH website.
- Company logo on FPH map/tour guide.
- Company logo on all posters / flyers promoting event.
- Company logo on tabletop displays at HBA promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in weekly e-News Sponsors Club section.
- Complimentary tickets for Golden Home Awards Celebration.
- Opportunity to present the Platinum Award at Golden Home Awards Celebration.



### Spring Parade of Homes Sponsor-\$8,000

#### Exclusive Title Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo on SPH billboard in prime location.
- Company logo on SPH website.
- Company logo on SPH map/tour guide.
- Company logo on all posters / flyers promoting event.
- Company logo on tabletop displays at HBA promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in weekly e-News Sponsors Club section.



### Food Truck Blitz Sponsor-\$7,000

Exclusive Title Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo on all posters / flyers promoting event.
- Company logo on tabletop displays at HBA promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in weekly e-News Sponsors Club section.
- Complimentary tickets for event.



### Casino Night Sponsor-\$4,000

Exclusive Diamond Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company's name and logo printed on postcard mailed to all members.
- Company logo on all posters / flyers promoting event.
- Company logo on tabletop displays at HBA promoting event.
- Company logo on tabletop displays at the event.
- Company logo displayed in the online Membership Directory flipbook.
- Company logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in weekly e-News Sponsors Club section.
- Recognition by the HBAWS President at the event.
- Complimentary tickets for 4.



Spring Golf Tournament Sponsor-\$4,000

&

Fall Golf Tournament Sponsor-\$4,000

Exclusive Diamond Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo on all posters / flyers promoting event.
- Company logo printed on event banner.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in weekly e-News Sponsors Club section.
- Team of 4 Players.
- Option to set up table near registration for promotional items.





## Buck Horn Sporting Clays Tournament Sponsor-\$4,000

Exclusive Diamond Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo on all posters / flyers promoting event.
- Company logo on tabletop displays at HBA promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in Sponsors Club listing in weekly e-News.
- Team of 4 Players.
- Option to set up table near registration for promotional items.



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

Exclusive Diamond Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company name and logo on all posters / flyers / emails promoting classes.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting classes.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing on Sponsors Club listing in weekly e-News.
- Exclusive sponsor logo featured on PowerPoint slides for virtual CE classes.

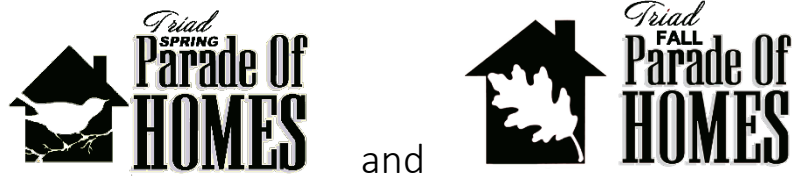


### Golden Home Awards Co-Sponsor

2 sponsors @ \$3,000

Exclusive Diamond Event Co-Sponsors

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company's name and logo printed on postcard mailed to all members.
- Company name and logo printed on all posters / flyers promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in Sponsors Club listing in weekly e-News.
- Presenter of the Gold Awards at Golden Home Awards Program.
- Logo featured on screen during the Golden Home Awards Program.
- Logo featured on printed Golden Home Awards Program.
- Reserved seating for 4 at Golden Home Awards Program.
- Recognition by HBAWS President at the Golden Home Awards Celebration.



Spring Parade of Homes *Gathering & Open House Tour* Sponsor-\$1,500

&

Fall Parade of Homes Breakfast Sponsor-\$1,500

Gold Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company name and logo printed on all posters / flyers promoting event.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- Company logo on staff email signature art promoting event.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Linked logo listing in Sponsors Club listing in weekly e-News.



### Golden Home Awards Bar Sponsor

3 sponsors @ \$2,000

Platinum Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- 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.
- Listed as Platinum Event Sponsors in online Membership Directory flipbook.
- Listed as Platinum Event Sponsor in printed HBAWS Membership Directory.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Company logo posted on social media promoting event.
- Recognition by the Board President at the Golden Home Awards Gala.



## Membership Meeting Sponsor-\$2,000

### Platinum Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company name and logo printed on postcard mailed to all members.
- Exhibit space, 8' table and tablecloth.
- Listed as Platinum Sponsors in the online Membership Directory flipbook.
- Listed as Platinum Sponsor in HBAWS Membership Directory.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Company logo posted on social media promoting event.
- Recognition by the Board President at the meeting.
- Flyer displayed in tabletops at the meeting.
- Logo and company displayed in membership meeting agenda.
- Dinner for 2.



### Casino Night Bar Sponsor-\$2,000

#### Platinum Event Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company name and logo printed on postcard mailed to all members.
- Exhibit space, 8' table and tablecloth
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Company logo posted on social media promoting event.
- Recognition by the Board President at the meeting.
- Flyer displayed in tabletops at the event.
- Logo and company displayed in membership meeting agenda.
- Listed as Platinum Sponsor in HBAWS Membership Directory.
- Dinner for 2.



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

### Gold Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Company logo posted on social media promoting event.
- Flyer displayed in tabletop at the event
- Listed as Gold Sponsor in HBAWS Membership Directory





### Cornhole Tournament Co-Sponsor-\$1,500

Gold Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo displayed in the online membership directory flipbook.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Company logo posted on social media promoting event.
- Company name and logo displayed in tabletop flyers at the event.



Spring Golf Tournament Lunch Sponsor-\$1,500

&

Fall Golf Tournament Lunch Sponsor-\$1,500

Gold Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo printed on event banner.
- Company logo displayed in the online Membership Directory flipbook.
- Logo listing on Sponsors Club page in HBA printed Membership Directory.
- Company logo posted on social media promoting event.
- 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 Tournament Co-Sponsor-\$1,500

&

Fall Golf Tournament Co-Sponsor-\$1,500

Gold Sponsor

- Company logo featured in rotating web banner for event on HBAWS website.
- Promotion in weekly e-News.
- Company logo displayed in the online membership directory
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Company logo posted on social media promoting event.
- 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



### Cornhole Tournament Co-Sponsor

2 sponsors @ \$500

Silver Sponsor

- Promotion in weekly e-News.
- Company logo listing on Sponsors club page of HBAWS website.
- Company logo posted on social media promoting event.
- Company name and logo displayed in tabletop flyers at the event.
- Company logo displayed in the online membership directory flipbook.



## Buck Horn Sporting Clays Tournament Lunch Sponsor-\$500

Silver Sponsor

- Promotion in weekly e-News.
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Company logo posted on social media promoting event.
- 8.5 x 11 tabletop flyer on lunch tables at event
- Listed as Silver Sponsor in HBAWS Membership Directory



Casino Night Photo Booth/Vegas Backdrop Sponsor

Casino Night Ultimate Vegas Experience Sponsor

\$500 each

Silver Sponsor

- Promotion in weekly e-News.
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Company logo posted on social media promoting event.
- Company name and logo displayed in tabletop flyers at the event.
- Listed as Silver Sponsor in HBAWS Membership Directory
- Company Recognition at event



### Cornhole Tournament Sponsor

2 sponsors @ \$250

Bronze Sponsor

- Promotion in weekly e-News.
- Linked logo listing on Sponsors Club page of HBAWS website.
- Company logo posted on social media promoting event.



Casino Night Sponsor

9 Gaming Table Sponsors @ \$300

Bronze Event Sponsor

- Promotion in weekly e-News.
- Sponsors linked listing on HBAWS website on Sponsors Club page
- Company logo posted on social media promoting event.



**Membership Drive Sponsor-\$500**

Silver Sponsor

- Promotion in weekly e-News.
- Sponsors linked listing on HBAWS website on Sponsor's Club page
- Company logo posted on social media promoting event.
- 8.5 x 11 tabletop flyer on lunch tables during Membership Drive.
- Listed as Silver Sponsor in HBAWS Membership Directory.