



HOME BUILDERS
ASSOCIATION
of
METRO DENVER

SPONSORSHIP & ADVERTISING OPPORTUNITIES



Protecting Homebuilders and Insuring The Construction Industry Since 2008

Stephanie Beninati



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Stephanie is **hardworking and diligent**. She is **creative** while being **grounded** and capable of accurately representing her product and company.

– Miles Grant
Owner, Genesis Homes

Stephanie's Affiliations: Home Builders Association Board of Directors; Home Builders Foundation Board of Directors; Vice Chair and 2017 Chair for the Professional Women in Building Council

For a better quality of life.



HOME BUILDERS
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LETTER FROM HBA

Dear Members:

As a builder or associate member of the HBA, we understand how important it is to be involved and provide your company exposure at various events. As a result, we are pleased to present our new **Sponsorship and Advertising Opportunities Booklet**, which presents all of the options the HBA offers to promote your business.

In this booklet you will find specific information about annual events, councils and overall sponsorships that can be part of your annual marketing strategy. There are a variety of sponsorship levels that can be obtained on a monthly, quarterly or annual basis, and price points to accommodate most any budget.

As a Home Builders Association member, I ask you to take a look the options to see where you can contribute and make an impact in your company, as well as our organization. The strength of our HBA relies heavily on the support of our members and we want to provide valuable opportunities for advocacy, education and homebuilding events to keep our organization vital.

Best Regards,

Jeff Whiton
CEO and Executive Vice President
Home Builders Association of Metro Denver

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BUILDER PRODUCT EXPO

ANNUALLY IN SPRING

Come network and visit with our HBA members as they exhibit their newest products to our builders. Enjoy food, door prizes, and a cash bar at HBA of Metro Denver's Annual Builder Product Expo.

600+
ATTENDEES

DIAMOND SPONSOR (\$2,500)

- Logo on Flyer
- Booth at Event
- Logo at Event
- 10 Tickets to Event

PLATINUM SPONSOR (\$2,000)

- Logo on Flyer
- Booth at Event
- Logo at Event
- 5 Tickets to Event

GOLD SPONSOR (\$1,500)

- Logo on Flyer
- Booth at Event
- Logo at Event

BUILDER PRODUCT EXPO

INDUSTRY NETWORKING EVENT



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HBA GENERAL MEMBERSHIP MEETING

ANNUALLY IN OCTOBER

Builders, developers, associates and trade contractors unite to network, share insights and celebrate our association's leadership. The event includes a Land Forum, followed by networking and a product expo. The HAP Awards are presented as well as a keynote speaker during dinner.

250+
ATTENDEES

HAP AWARD SPONSOR (\$2,000) three available

- HAP bronze Statue
- Presenter of sponsored HAP Award
- 10 Dinner and Drink Tickets

DIAMOND SPONSOR (\$1,250)

- Logo on Flyer
- Logo at Event
- 10 Dinner and Drink Tickets
- Table Top Sponsor

PLATINUM SPONSOR (\$1,000)

- Logo on Flyer
- Logo at Event
- 10 Dinner and Drink Tickets
- Table Top sponsor



GOLD SPONSOR (\$750)

- 10 Dinner and Drink Tickets
- Table Top sponsor

SAPPHIRE SPONSOR (\$300)

- Table Top sponsor with (1) one Dinner and Drink Ticket



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303.720.9450

HBA AMC and Education Committee Member

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COLORADO AWARD IN REMODELING EXCELLENCE (CARE) GALA

ANNUALLY IN SEPTEMBER

The Colorado Awards for Remodeling Excellence, known as the CARE awards, are the largest and longest running contest recognizing remodeling of all types, including both commercial and residential. Categories are numerous, and include kitchens, bathrooms, green building, and much more. Unlike other HBA-sponsored design contests, CARE is open to all, not just members of the Home Builders Association of Metro Denver or its Remodelers Council. CARE awards are judged blind by local volunteers, making it a fair competition that recognizes excellence in remodeling, no matter the authorship.

100+
ATTENDEES

CARE winners are regularly recognized in many local publications including but not limited to Colorado Expressions magazine, Colorado Homes & Lifestyles and the Denver Post.

GOLD SPONSOR (\$1,000)

- Logo on all Mailings
- Logo displayed during Gala on Large Screen
- Table Top display at Gala
- 8 Tickets to Gala
- Logo on CARE Website

RUBY SPONSOR (\$500)

- Logo on all Mailings
- Logo displayed during Gala on Large Screen
- 4 Tickets to Gala
- Logo on CARE Website

SAPPHIRE SPONSOR (\$250)

- Logo displayed during Gala on Large Screen
- 2 Tickets to Gala
- Logo on CARE Website



2014 CARE Awards Recipients.

HBA INSTALLATION & RECOGNITION RECEPTION

ANNUALLY IN DECEMBER

We recognize the installation of the incoming HBA President, along with the Senior Officers and Board of Directors for the upcoming year. We also celebrate the accomplishments of our Members, including honoring the HBA Builder and Associate of the Year. We will also present the prestigious HBA Volunteer of the Year Awards.

250+
ATTENDEES

PLATINUM SPONSOR (\$1,500)

- 10 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event

GOLD SPONSOR (\$750)

- 5 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event

SILVER SPONSOR (\$500)

- 2 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event



Goodbye Carpeting. Hello Dignity.



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ACCESSIBILITY
accessing the possibilities

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MARKETING AND MERCHANDISING EXCELLENCE (MAME) GALA

Presented annually by the Sales & Marketing Council and HBA of Metro Denver. The Marketing and Merchandising Excellence (MAME) Awards honor the top achievers in the new home industry. Awards are comprised of marketing, sales, interior design, architectural and builder awards. These awards are presented to those who set the standard of excellence in the Denver homebuilding industry.

500+
ATTENDEES

CHAMPAGNE SPONSOR (\$5,000) one available

- Up to 4 Tickets for Awards Dinner
- Full Page Ad in the Program
- MAME Website Presence
- Social Media Recognition – where applicable
- Bottle of Champagne presented to each award category winner on behalf of Sponsor during Awards Ceremony with Recognition

Please email
tina.martelon@tripointehomes.com
or hattardo@hbadenver.com
if you would like to discuss a
personalized MAME sponsorship

TROPHY SPONSOR (\$5,000) one available

- UP to 4 Tickets for Awards Dinner
- Full Page Ad in the Program
- Recognition during Awards ceremony
- MAME Website Presence
- Social Media Recognition – where applicable

COCKTAIL SPONSOR (\$3,000) two available

- Up to 4 Tickets for Awards Dinner
- One of two Exclusive Martini's of the night – Flirty or Dirty
- Customized Cocktail Stick with name and/or logo
- Full Page Ad in the Program
- MAME Website Presence
- Social Media Recognition – where applicable

OFFICIAL CATEGORY (PARTNER) SPONSOR (\$3,000)

one sponsor per category, i.e.:title, flooring, appliances, etc.

- Up to 4 Tickets for Awards Dinner
- Full Page Ad in Program
- Recognition on Step and Repeat Wall
- MAME Website Presence
- Social Media Recognition – where applicable



MAME Award Winners from Kimberly Timmons Interiors (KTI)

WINE SPONSORS (\$2,500)

two available, red and white

- Up to 4 Tickets for Awards Dinner
- Half Page Ad in Program
- MAME Website Presence
- Social Media Recognition – where applicable

BUILDER SPONSOR (\$2,000)

- Up to 3 Entries
- Up to 4 Tickets for Awards Dinner
- Half Page Ad in Program
- MAME Website Presence
- Social Media Recognition – where applicable

COCKTAIL NAPKIN SPONSORS (\$2,000)

two available

- Up to 2 Tickets for Awards Dinner
- Quarter Page Ad in Program
- MAME Website Presence
- Social Media Recognition – where applicable

PEARL SPONSOR (\$1,000) unlimited

- Up to 2 Tickets for Awards Dinner
- Quarter Page Ad in Program
- MAME Website Presence
- Social Media Recognition – where applicable

MAME AWARDS

SILVER SPONSOR (\$500)

unlimited

- Quarter Page Ad in Program
- MAME Website Presence

PATRON SPONSOR (\$250)

unlimited

- MAME Website Presence

Please email
tina.martelon@tripointehomes.com
or hattardo@hbadenver.com
if you would like to discuss a
personalized MAME sponsorship

PARADE OF HOMES INDUSTRY NIGHT

ANNUALLY IN AUGUST

Industry Night is the Kick-off party to the Parade of Homes. Networking, pouring wine, serving beer and hors d'oeuvres in the evening backdrop of model homes of our Diamond Sponsor.

750+
ATTENDEES



DIAMOND SPONSOR (\$12,500)

- Logo on Flyer
- Logo at Event
- 25 Dinner and Drink Tickets
- Location Host

PLATINUM SPONSOR (\$1,500)

- Logo on Flyer
- Logo at Event
- Table Top sponsor
- 10 Dinner and Drink Tickets

GOLD SPONSOR (\$1,250)

- 8 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event
- Bring own Signage at Event

RUBY SPONSOR (\$1,000)

- 6 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event
- Bring own Signage at Event

SAPPHIRE SPONSOR (\$500)

- 4 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event

SILVER SPONSOR (\$250)

- 2 Dinner and Drink Tickets
- Logo on Flyer
- Logo at Event

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To thoroughly maximize your exposure to the Parade of Homes audience we recommend an event sponsorship. Sponsorships allow you to brand and extend your marketing message to the Parade of Homes audience through multiple touch-points including online, onsite, in the Parade of Homes Magazine and through special promotional opportunities.

TITLE SPONSOR (\$35,000)

EXCLUSIVITY

- Top Tier Sponsor Status; Limited to one sponsor
- Dominant Presence to a live and online audience exceeding 200,000+ visits
- Guaranteed Category Exclusivity; (Category exclusivity applies to Event sponsors, but not to magazine or online advertisers. Parade homes may choose to use other suppliers in this category, but may only recognize those companies in the garage of their homes)
- Sponsor name will be included with the Parade of Homes name in all HBA Controlled Communications during the term of agreement ("The Parade of Homes sponsored by Company Name")
- One Year Licensing Use of the Parade of Homes Name ("proud sponsor of") and Logo throughout term of agreement (Usage to be approved by the HBA to meet brand standards)
- Right to exclusive period of negotiation to renew sponsorship for the 2015 event or option for a multi-year agreement

LOGO PLACEMENT

- Logo ID to be in First Position on all Media Advertising and Sponsor Listings on ParadeofHomesDenver.com and e-Newsletters
- Exclusive Sponsor Logo on Participating Home Yard Signs
- Parade of Homes Magazine
- Right to be an Advertised Distribution Point for the Magazine
- Logo ID in First Position on the Cover of the Parade of Homes Magazine
- 2-Page, Color Spread and opportunity to provide a Welcome Letter in the Parade of Homes Magazine
- Store Locations to be shown with ID icon on the Magazine Location Maps
- On-site Presence
- Opportunity to provide Table-Top Signs (8.5" x 11") to be displayed in Parade homes
- Opportunity to provide Product Display at select Parade homes (up to 10, subject to home participant need and approval)
- Online Advertising/Promotion (ParadeofHomesDenver.com)



TITLE SPONSOR (\$35,000) (con't)

LOGO PLACEMENT (cont'd)

- A Skyscraper Banner Ad will begin running as soon as the contract is signed through the duration of the Event
- Special Offer or Promotion to be included on the Website in location determined based on sponsor goals
- Store Locations will be shown with ID Icon on the Parade of Homes Location Map
- Logo ID and Link will appear on the Website homepage throughout the Event
- Logo, Company Bio and Link will appear in the First Position of the Sponsors page on the Website throughout the Event
- e-Marketing Promotion
- One e-Newsletter Feature Ad with Coupon or Promotion (to 41,000+, and growing, subscriber list)
- Industry Night Party
- Ten Industry Night Party Tickets

PRESENTING SPONSOR (\$16,500)

EXCLUSIVITY

- Second Tier Sponsor status; Limited to three sponsors
- Dominant Presence to a live and online audience exceeding 200,000+ visits
- Guaranteed Category Exclusivity (Category exclusivity applies to Event sponsors, but not to magazine or online advertisers. Parade homes may choose to use other suppliers in this category, but may only recognize those companies in the garage of their homes)
- One Year Licensing use of the Parade of Homes Name ("proud sponsor of") and Logo throughout term of agreement (Usage to be approved by the HBA to meet brand standards)
- Right to exclusive period of negotiation to renew sponsorship for the 2015 event or option for a multi-year agreement

To thoroughly maximize your exposure to the Parade of Homes audience we recommend an event sponsorship. Sponsorships allow you to brand and extend your marketing message to the Parade of Homes audience through multiple touch-points including online, onsite, in the Parade of Homes Magazine and through special promotional opportunities.

PRESENTING SPONSOR (\$16,500) (cont'd)

LOGO PLACEMENT

- Logo ID to be in the Second Position on all Media Advertising and Sponsor Listings on ParadeofHomesDenver.com and e-Newsletters
- Parade of Homes Magazine
- Logo ID in Second Position on the Cover of the Parade of Homes Magazine
- Full Page, Color Ad in the Parade of Homes Magazine
- On-site Presence
- Opportunity to Provide Display at select Parade homes (up to 5, subject to home participant need and approval)
- Online Advertising/Promotion (ParadeofHomesDenver.com)
- A Skyscraper Banner Ad will begin running as soon as the contract is signed through the duration of the Event
- Logo ID and Link will appear on the Website homepage throughout the Event
- Logo, Company Bio and Link will appear in the Second Position of the Sponsors page on the Website throughout the event
- e-Marketing Promotion
- One e-Newsletter Feature Ad with Coupon or Promotion (to 41,000+, and growing, subscriber list)
- Industry Night Party
- Six Industry Night Party Tickets

ASSOCIATE SPONSOR (\$8,250)

EXCLUSIVITY

- Third Tier Sponsor Status; Limited to four sponsors
- Guaranteed Category Exclusivity (Category exclusivity applies to event sponsors, but not to magazine or online advertisers; Parade homes may choose to use other suppliers in this category, but may only recognize those companies in the garage of their homes)



ASSOCIATE SPONSOR (\$35,000) (con't)

EXCLUSIVITY (cont'd)

- One year Licensing use of the Parade of Homes Name (“proud sponsor of”) and Logo throughout term of agreement (Usage to be approved by the HBA to meet brand standards)
- Right to exclusive period of negotiation to renew sponsorship for the 2015 event or option for a multi-year agreement

LOGO PLACEMENT

- Logo ID to be in the Second Position on all Media Advertising and Sponsor Listings on ParadeofHomesDenver.com and e-Newsletters
- Parade of Homes Magazine
- Logo ID in Third Position on the Cover of the Parade of Homes Magazine
- Two-Third Page, Color Ad in the Parade of Homes Magazine
- On-site Presence
- Opportunity to Provide Display at select Parade homes (up to 5, subject to home participant need and approval)
- Online Advertising/Promotion (ParadeofHomesDenver.com)
- A Skyscraper Banner Ad will begin running as soon as the contract is signed through the duration of the Event
- Logo ID and Link will appear on the Website homepage throughout the Event
- Logo, Company Bio and Link will appear in the Third Position of the Sponsors page on the Website throughout the Event
- e-Marketing Promotion
- One e-Newsletter Second Position Ad (to 41,000+, and growing, subscriber list)
- Industry Night Party
- Six Industry Night Party Tickets

To thoroughly maximize your exposure to the Parade of Homes audience we recommend an event sponsorship. Sponsorships allow you to brand and extend your marketing message to the Parade of Homes audience through multiple touch-points including online, onsite, in the Parade of Homes Magazine and through special promotional opportunities.

INDUSTRY NIGHT SPONSOR (\$8250)

EXCLUSIVITY

- Exclusive Top-Tier Sponsor Status for the 2014 Industry Night Party Event; Limited to one sponsor
- Guaranteed Category Exclusivity (Category exclusivity applies to Event sponsors but not to magazine or online advertisers; Parade homes may choose to use other suppliers in this category, but may only recognize those companies in the garage of their homes)
- Sponsor name will be included with the Industry Night name in all mentions ("2014 Parade of Homes Industry Night sponsored by Company Name")

LOGO PLACEMENT

- Logo ID to be the Exclusive Logo on the Industry Night Invitations and will include a Link on Electronic Versions
- On-site Presence
- Opportunity to provide Product Display at Industry Night Event
- Opportunity to provide Staff to Promote Company at Industry Night Event
- Opportunity to provide Take-away Marketing materials for Event attendees (at sponsor's cost)
- HBA Member Marketing
- Opportunity to provide Coupon or Promotion to the HBA Member Database as part of the Industry Night promotion
- One-time use of the HBA Member Database for a Special Promotion (e-marketing sent by the HBA of Metro Denver on your behalf)
- e-Marketing Promotion
- One Parade of Homes e-Newsletter Second Position Ad (to 41,000+, and growing, subscriber list)
- Industry Night Party
- 20 Industry Night Party Tickets

OVERALL ANNUAL HBA SPONSORSHIPS

DIAMOND SPONSORSHIP

\$50,000/YR

- Parade of Homes Industry Night
- Parade of Homes
- CARE Awards
- MAME Awards
- General Membership Meetings
- Installation & Recognition Reception
- Member Advantage Breakfasts
- One Board of Directors Meeting
- Website Banner Ads
- HBA Event E-blasts and Flyers
- Council Events
- Up to 10 Tickets for all Events

PLATINUM SPONSORSHIP

\$35,000/YR

- Parade of Homes Industry Night
- Parade of Homes
- CARE Awards
- MAME Awards
- General Membership Meetings
- Installation & Recognition Reception
- Member Advantage Breakfasts
- One Board of Directors Meeting
- Website Banner Ads
- HBA Event E-blasts and Flyers
- Council Events
- Up to 10 Tickets for all Events

GOLD SPONSORSHIP

\$25,000/YR

- Parade of Homes Industry Night
- Parade of Homes
- CARE Awards
- MAME Awards
- General Membership Meetings
- Installation & Recognition Reception
- Member Advantage Breakfasts
- One Board of Directors Meeting
- Website Banner Ads
- HBA Event E-blasts and Flyers
- Council Events
- Up to 10 Tickets for all Events
- Or customize up to \$33,000 in Event sponsorships

PEARL SPONSORSHIP \$18,000/YR

- Customize Event sponsorships

SILVER SPONSORSHIP \$5,000/YR

- Customize Event sponsorships

RUBY SPONSORSHIP \$10,000/YR

- Customize Event sponsorships

SAPPHIRE SPONSORSHIP \$5,000/YR

- Customize Event sponsorships

COUNCIL SPONSORSHIPS

FLATIRON BUILDING COUNCIL (FBC) EVENT SPONSOR HELD QUARTERLY

Gold Sponsor (\$1,000)

- Logo on Flyer
- Table Top display at Event
- Logo at Event
- 4 Tickets to Event

Silver Sponsor (\$250)

- Logo on flyer
- 2 Tickets to Event



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FLATIRON BUILDING COUNCIL

SALES & MARKETING COUNCIL (SMC) EVENT SPONSOR

Gold Sponsor (\$500) per Event

- Logo on Flyer
- Table Top display at Event
- Logo at Event
- 4 Tickets to Event

Silver Sponsor (\$250)

- Logo on Flyer
- 2 Tickets to Event



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SALES & MARKETING COUNCIL

50+ HOUSING COUNCIL (50+HC) EVENT SPONSOR HELD BI-ANNUALLY

Gold Sponsor (\$500)

- Logo on Flyer
- Table Top display at Event
- Logo at Event
- 4 Tickets to Event

Silver Sponsor (\$250)

- Logo on Flyer
- 2 Tickets to Event



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50+ HOUSING COUNCIL

COUNCIL SPONSORSHIPS (cont.)

ASSOCIATE MEMBER COUNCIL (AMC) EVENT SPONSOR

After Hours Event Host Monthly

- Logo on Flyer
- Host Location of Event

After Hours Event Sponsor (\$500) Monthly

- Logo on Flyer
- Table Top at Event

Builder Eye Opener Sponsor (\$500) Quarterly

- Logo on Flyer
- Table Top at Event

Member Advantage Breakfast Sponsor (\$500) Quarterly

- Logo on Website for Event
- Table Top at Event

Silver Sponsor (\$250)

- Logo on Flyer; 2 Tickets to Event



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ASSOCIATE MEMBERS COUNCIL

REMODELERS COUNCIL (RC) EVENT SPONSOR

OctoberFest Sponsor (\$500) Held annually; Two Available

- Table Top at Event
- Beer Sponsor
- Brat Sponsor

60 Design Trends in 60 Minutes Sponsor (\$250) Annually

- Logo on Flyer
- Table Top at Event

Silver Sponsor (\$250)

- Logo on Flyer; 2 Tickets to Event



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REMODELERS

PROFESSIONAL WOMEN IN BUILDING COUNCIL (PWB) EVENT SPONSORS

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PROFESSIONAL WOMEN IN BUILDING COUNCIL

MISC. PRINT AND WEBSITE ADVERTISING

ADVERTISING IN PRINTED SPONSORSHIP BOOKLETS

- Full Page Ad (approx. 5" x 7") – **\$500**
- ½ Page Ad (approx. 4"x5") – **\$250**
- ¼ Page Ad (approx. 2"x5") – **\$150**

BANNER ADVERTISING ON THE HBADENVER.COM WEBSITE*

- Leaderboard on the Homepage (image size 728x90):
\$500 for 12 months, \$300 for 6 months
- Small Banner Ads on Homepage or Council Page (image size 300x225):
\$250 for 12 months

ADVERTISING IN THE COUNCIL AND COMMITTEE TRI-FOLDS

- Logos on 1,000 printed Trifolds: **\$250 (3 max. per tri-fold)**

**Banner advertising is limited per banner type and location displayed*

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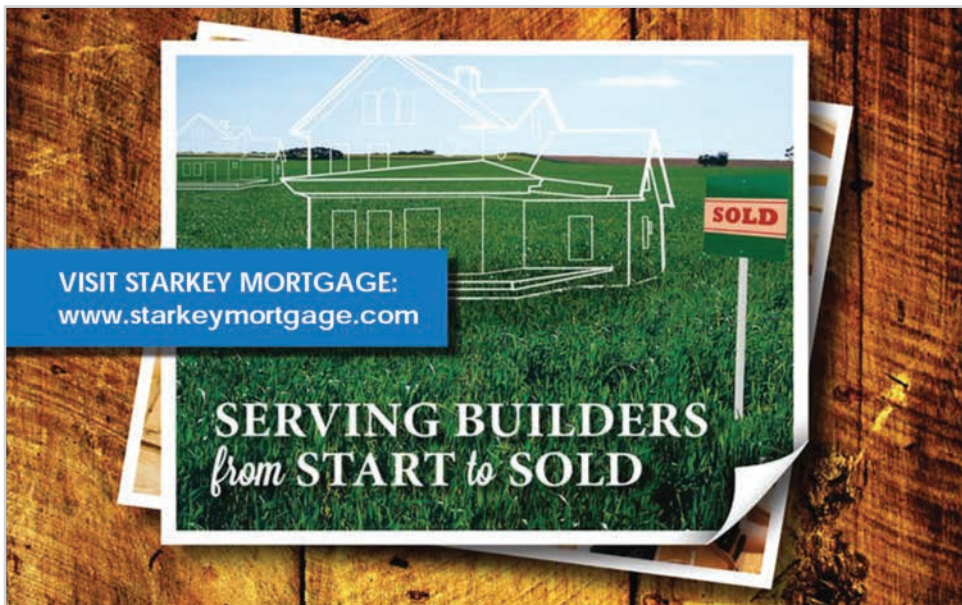
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