

# 2021 BCHBA Marketing Guide



Your membership in the Baldwin County Home Builders Association affords you the opportunity to market your business to over 850 other businesses in the building industry, as well as to the public. We have listed the many marketing opportunities and encourage you to select the ones that best promote your product or service. Then, decide which level of investment fits you and your business.

Look over the calendar of events and select the ones you want to participate in and build your own Sponsorship package. We offer three levels of Sponsorship discounts:

## Foundation Level

- \$10,000 (or more)** – 1 full year of sponsorship or event participation of your choice. Receive a 15% discount on the total amount

## Anchor Level

- \$7,500** – same as above, receive a 10% discount on the total amount.

## Beam Level

- \$5,000** – same as above, receive a 5% discount on the total amount

## Support Level

- \$2,500** – same as above, receive a 2.5% discount on the total amount

## Quarterly Code Luncheons (\$250)

Information sharing meetings for Builders, Remodelers and Code Officials. Held at HBA office and you provide lunch. You are given time to make a short presentation with handouts.

- February
- May
- August
- November



## The Plumbline Advertising

The electronic bi-monthly newsletter is available to more than 850 members.

Color:

- Full page – **\$400.00/month - \$2,400.00/year**
- Back 3/4 – **\$400.00/month - \$2,400.00/year**
- 1/2 page – **\$200.00/month - \$1,200.00/year**
- Business Card Size – **\$50.00/month - \$300.00/year**



## Subdivision Guide

Printed once per year, with informative articles, a list of major subdivisions, builders profiles and a buyers guide.

- Back page – **\$1500**
- Page 2,3,5, Inside back – **\$1200**
- Double Truck – **\$1500**
- Full page – **\$995**
- Half page – **\$650**
- Quarter page – **\$490**
- Builder profile – **\$250**



## Home & Product Show

- Major Sponsor – \$2,000**
  - 10 x 10 Booth
  - Company Name/Logo in all media promotions
  - Banner Ad with website link on the BCHBA website
  - Listed as a Major Sponsor on all event signage
  - Full page ad in *The Plumblin*e news magazine
  - Display in Exhibitors Lounge
  - 50 extra Show Admission Passes
  
- Supporting Sponsor – \$1,000**
  - Listed as a Sponsor on event media promotion
  - Banner Ad on BCHBA website
  - Listed as a Sponsor on all event signage
  - 1/2 page ad in *The Plumblin*e newsletter
  - Display Business Cards in Exhibitors Lounge
  - 10 extra Show Admission Passes
  
- Preview Sponsor: \$1,200**
  - Signage at the preview
  - Recognition in the Plumblin and on Facebook
  - 10 extra Show Admission Passes
  
- Official Show Guide Sponsor – \$750**
  - 1500 Show Guides distributed to attendees
  - Company logo on the front page of the Show Guide
  - 1/2 page ad in the Show Guide
  - Recognized on the BCHBA website and Facebook page and *The Plumblin*e newsletter
  
- Lanyard / Name Badge Sponsor – \$500**
  - Your company's name and logo on lanyards worn by exhibitors (you purchase or additional charge if ordered by HBA)
  - Your company's name and logo on the back of exhibitor badges
  - Recognized on the BCHBA website and Facebook page and *The Plumblin*e Newsletter
  
- Exhibitor Hospitality Sponsor – \$500**
  - Exhibitor Lounge and Set up Coffee & Donut Special
  - Signage at setup
  - Display and literature in lounge
  - Recognition in *The Plumblin*e and Facebook page
  
- Bag Flyer Sponsor – \$250**
  - Open to any BCHBA member
  - Your flyer in bags given out at entry desk
  - You provide 1000 flyers
  
- Passport Sponsor – \$200**
  - Open to Home Show Exhibitors ONLY
  - Attendees come by your booth and get their "Passpot" stamped for a prize drawing
  - Your logo on the "Passpot"

## Parade of Homes

- Platinum Sponsor Investment – \$5,000**
  - Company's name and logo will be placed in all television and social media.
  - Company's name and logo will be included in all print advertising.
  - Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for a period of twelve (12) full months.
  - Name and logo will be placed in BCHBA's bi-monthly newsletter, *The Plumblin*e. Our newsletter is mailed to over 700+ company members.
  - Company will be recognized at the Street Party on Thursday, September 30.
  - Company will have the opportunity to place literature and business cards in appropriate areas at the Showcase Home.
  - Banner ad on ParadeCraze
  
- Gold Sponsor Investment – \$2,500**
  - Company's name and logo will be included in BCHBA's bi-monthly newsletter, *The Plumblin*e.
  - Company's name and logo will be included in all print advertising.
  - Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for a period of twelve (12) full months.
  - Company will be recognized at the Street Party on Thursday, September 30.
  - Company will receive a business card size ad in *The Plumblin*e.
  - Company will have the opportunity to place literature and business cards in the Showcase Home
  
- Silver Sponsor Investment – \$1,000**
  - Your Company's name will be included in all print advertising.
  - Your company's name and logo will be included in *The Plumblin*e newsletter as a sponsor.
  - Your company's name and logo will be included on the special BCHBA Parade of Homes website.
  - Your company will be recognized at the Parade Street Party on Thursday, September 30.

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## Spring Tour of Homes

- Investment – \$1,500**

Company name & logo on ALL print and digital advertising; BCHBA website, Facebook, and *The Plumblin*e.



## Sporting Clay Shoot

- Corporate sponsor – \$750**
  - Includes name on banner,
  - 1 team and cart, station sign
- Food sponsor – \$300**
- Beverage sponsor – \$250**
- Prizes sponsor – \$150**
- Station sponsor sign OR Score Card sponsor – \$100**
  - Your company's logo on score card

## Golf Classic

- Title Sponsor – \$2,500**
  - Four players
  - Company name in newsletter & website
  - Company name on banner displayed at tournament
- Golf Towel Sponsor – \$1,000**
  - Company logo on towels
- Corporate Sponsor – \$750**
  - Four Players
  - Name on signage
- Beverage Cart – \$300**
  - Company name or sign on cart
- Hospitality Tent – \$350**
  - Company reps with giveaways on the tee
- Awards Sponsor – \$250**
  - Company name on signage at event
- Dinner Sponsor – \$500**
  - Company name on signage at event
- Practice Range Balls – \$250**
  - Sign on practice range
- Tee Sponsor – \$125**
  - Company sign on tee
- Lunch Sponsor – \$250**
  - Company name on signage



**Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_

**Zip:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**BusinessPhone:** \_\_\_\_\_ **CellPhone:** \_\_\_\_\_

**Company Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Level of Sponsorship:** \_\_\_\_\_ **Method of Payment:**  **Check**  **Bill**

## Monthly Business After Hours Meetings

Come and mix and mingle with fellow members! These meetings are hosted by members at their place of business and are usually held on the third Tuesday or Thursday of the month. These are excellent networking opportunities and free for members to attend. Contact Marsha or Brett to schedule.

- |                                  |                                 |                                    |
|----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <input type="checkbox"/> March   | <input type="checkbox"/> June   | <input type="checkbox"/> October   |
| <input type="checkbox"/> April   | <input type="checkbox"/> August | <input type="checkbox"/> November  |

These meetings are a great value for the host, however they do not apply toward a sponsorship level.



## BCHBA Annual Calendar for 2021 (tentative)

<b>Feb. 20 - 21</b>	Home & Product Showcase at the Daphne Civic Center
<b>April 15</b>	Silent Auction, Scholarship Fundraiser (Associate Council event)
<b>April 24 - 25</b>	Spring Tour of Homes
<b>May 7</b>	Annual Golf Classic at Quail Creek
<b>September 25-26, October 2-3</b>	Annual Parade of Homes hosted by Showcase Home
<b>September 30</b>	Parade of Homes Street Party
<b>November 1</b>	Sporting Clay Shoot
<b>December 2</b>	Christmas Party & Installation of Officers hosted by BCHBA and Associate Council

Plan ahead! Many of our popular events are reserved quickly. Once you make your decision, or if you need assistance, contact the BCHBA office at 251-928-9927.

The best way to utilize your BCHBA membership is to be active! By participating in meetings, events, advertising and sponsorship opportunities, you will get

the most out of your membership. Your company can only benefit if other members (and the public) know about you.

The Home & Product Show, Spring Tour of Homes, Golf Classic, and Sporting Clay Shoot have multiple levels of sponsorship opportunities to choose from.

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[www.bchba.com](http://www.bchba.com)