



Baldwin County Home Builders Association

MARKETING GUIDE 2022



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 four levels of Sponsorship discounts.



Foundation Level

\$10,000 (or more) – You pick which events to sponsor up to the sponsorship amount

Anchor Level

\$7,500 – You pick which events to sponsor up to the sponsorship amount

Beam Level

\$5,000 – You pick which events to sponsor up to the sponsorship amount

Support Level

\$2,500 – You pick which events to sponsor up to the sponsorship amount



The Plumbline

You have the opportunity to advertise your company's products and services in our Plumbline newsletter. The electronic bi-monthly newsletter is available to more than 850 members.

Full Color:

- Full page – **\$400.00/issue - \$2,400.00/year**
- Back 3/4 – **\$400.00/issue - \$2,400.00/year**
- 1/2 page – **\$200.00/issue - \$1,200.00/year**
- Business Card – **\$50.00/issue - \$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 – **\$2000**
- 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
- Listed as a Major Sponsor on all event signage
- Full page ad in *The Plumblin* May/June newsletter
- 50 extra Show Admission Passes

Supporting Sponsor – \$1,000

- Company name listed as a Sponsor on event media promotion
- Listed as a Sponsor on all event signage
- 1/2 page ad in *The Plumblin* May/June newsletter
- 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
- 1/2 page ad in the Show Guide

Exhibitor Hospitality Sponsor – \$500

- Exhibitor Lounge and Set up Coffee & Donut Special
- Signage at setup
- Display and literature in lounge

Bag Sponsor – \$500

- Your company's name and logo on bags given out to all attendees visiting the show (you provide bags)
- Recognized in *The Plumblin* newsletter

Bag Flyer Sponsor – \$500

- Open to any BCHBA member
- Your flyer in bags given out at entry desk
- You provide 1000 flyers

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

Passport Sponsor – \$250

- 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 Plumline*, Nov./Dec.
- Company will be recognized at the Street Party on Thursday, October 20.
- Company will have the opportunity to place literature and business cards in appropriate areas at the Showcase Home.

Gold Sponsor Investment – \$2,500

- Company's name and logo will be included in BCHBA's bi-monthly newsletter, *The Plumline*.
- 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, October 20.
- Company will receive a business card size ad in the Nov./Dec. issue of *The Plumline*, Nov./Dec.
- 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 Nov./Dec. *The Plumline* 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, October 20.

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 – \$500

- Company name on signage at event

Practice Range Balls – \$250

- Sign on practice range

Tee Sponsor – \$125

- Company sign on tee

Lunch Sponsor – \$500

- Company name on signage

Economic Housing Summit

Presenting Sponsor – \$5,000 (Limit 1)

- One table for eight reserved for you and your guests
- 3-5 minutes to address the audience
- Recognized by BCHBA/HBAMM president from the podium
- Table to display promotional materials
- Company logo or name on event signage, promo material and event communication

Lunch Sponsor – \$1,500

- Two complimentary tickets to event
- Company logo at lunch tables
- Recognized by BCHBA/HBAMM president from the podium
- Table to display promotional materials
- Company logo or name on event signage, promo material and event communication

Supporting Sponsor – \$500

- One complimentary tickets to event
- Recognized by BCHBA/HBAMM president from the podium
- Table to display promotional materials
- Company logo or name on event signage, promo material and event communication



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



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

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"/> February | <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.

Company: _____

Contact Name: _____

Business Address: _____

City: _____ **State:** _____

Zip: _____ **FAX:** _____

BusinessPhone: _____ **CellPhone:** _____

Company Email: _____

Website: _____

Level of Sponsorship: _____ **Method of Payment:** **Check** **Bill**

BCHBA Annual Calendar for 2022 (tentative)

March 5-6	Home & Product Showcase at the Daphne Civic Center
April 21	Silent Auction, Scholarship Fundraiser (Associate Council event)
April 29	Annual Golf Classic at Quail Creek
June 4	Fishing Tournament
September 30	Sporting Clay Shoot
October 15-16, October 22-23	Annual Parade of Homes hosted by Showcase Home
October 20	Parade of Homes Street Party
December 1	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