



# BALDWIN COUNTY HOME BUILDERS ASSOCIATION



# MARKETING GUIDE 2023



Your membership in the Baldwin County Home Builders Association affords you the opportunity to market your business to over 900 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 full-color bi-monthly newsletter is available to more than 900 members. **NOW IN PRINT!**

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/ Parade of Homes Guidebook

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

- Back page – **\$2600**
- Inside front, Inside back, Page 1 page facing inside back – **\$1800**
- Double Truck – **\$2800**
- Full page – **\$1100**
- Half page – **\$750**
- Quarter page – **\$500**
- Business Card – **\$300**



# 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 5.
- 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 5.
- 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 5.

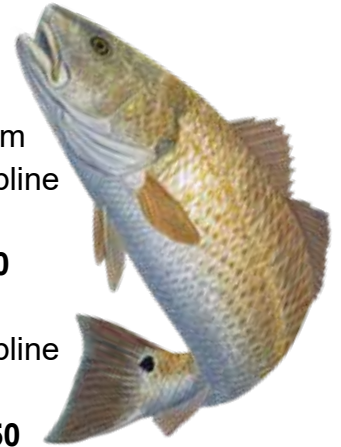
# Economic Housing Summit

- Presenting Sponsor – \$3,500 (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



# Fishing Tournament

- Title Sponsor - \$1000**
  - 4 anglers
  - Listed as title on banner
  - Logo on weigh-in form
  - Mention in the Plumblines
- Gold Sponsor - \$500**
  - Listed on banner
  - Logo on weigh-in form
  - Mention in the Plumblines
- Silver Sponsor - \$250**
  - Listed on banner
  - Mention in the Plumblines
- Bronze Sponsor - \$150**
  - Logo on weigh-in form



# YP Poker Run on Fish River

- Straight Flush Sponsor - \$500**
  - 1 hand, logo on all marketing and advertising materials
- Four of a Kind Sponsor - \$250**
  - Logo on social media promotion
- Full House Sponsor - \$125**



# Spring 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

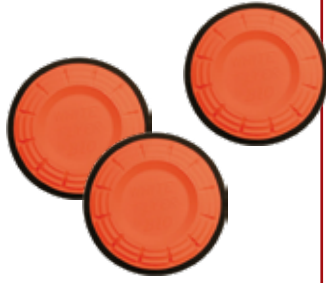


## Fall Golf Tournament

- 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



# 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



# Battle of the Bay Bowling Tournament

Sponsorships offer you recognition on event signage, in the Plumblin Newsletter and on the BCHBA Website.

- Food and Beverage sponsor – \$200**
  - Includes name on banner,
  - 1 team and cart, station sign

- Lane sponsor – \$150**

- Prize sponsor – \$100**



# Quarterly Code Luncheons (\$500)

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.

- January

- August

- June

- November

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

# PWB Summer Camp

- Lunch sponsor – \$500**

- Limited to 5 total sponsors

**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 2023 (tentative)

<b>April 21</b>	Annual Golf Classic at Rock Creek
<b>May 6</b>	Fishing Tournament
<b>May 18</b>	Crawfish Boil
<b>June 12-16</b>	PWB Summer Camp
<b>August 10</b>	Bowling Tournament
<b>September 30-October 1,</b> <b>October 7-8</b>	Annual Parade of Homes hosted by Showcase Home
<b>October 5</b>	Parade of Homes Street Party
<b>October 27</b>	Sporting Clay Shoot
<b>December 7</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.

916 Plantation Blvd. • Fairhope, Alabama 36532 • P 251.928.9927

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