



# **2020 MARKETING AND SPONSORSHIP OPPORTUNITIES**

## HOME SHOWS—Homearama

Marketing & Advertising Opportunities		Investment	CHECK BOX
<b>RICHMOND HOMEARAMA®</b>	Single-site new home show showcasing the latest in interior decorating ideas plus trends & innovations in new home construction . Developer hosts the show with up to 10 fully furnished and decorated new homes by builder members, and the site includes special events, a concession area and exhibits.		
	<b>2019 Attendance: Over 8,000!</b>		
Presenting Sponsor	Booth inside a showcase home's garage or under outdoor tent, recognition on site signage, print materials, website, and advertising, 20 tickets to the Preview Gala, 45 General Admission tickets, inside front cover full page ad of Event Guide.	\$15,000	<input type="checkbox"/>
Real Estate Sponsor	Booth inside the registration funnel, recognition on site signage, print materials, and website, 12 tickets to the Preview Gala, 30 General Admission tickets, full page ad in Event Guide, 4 Facebook live posts on the Homearama Facebook page.	\$10,000	<input type="checkbox"/>
Welcome Sponsor	Provide carry bags with your logo for visitors entering the show, set up a booth in the registration funnel, recognition on signage, print materials, and website, 12 tickets to Preview Gala, 30 General Admission tickets, full page ad in Event Guide.	\$10,000	<input type="checkbox"/>
Auto Dealer Sponsor	Park new cars in driveways of each showcase home during the entire show, have representation at the show, recognition on signage, website, and print materials, 6 tickets to Preview Gala, 15 General Admission tickets.	\$5,000	<input type="checkbox"/>
Preview Gala Sponsors	The Preview Gala sponsor will host the private celebration before the opening of the show and will be featured on all Preview Gala advertisement.	\$2,500	<input type="checkbox"/>
Special Event Sponsors	Set up an outdoor display during specific special event, 10 General Admission tickets to the special event, recognition at the specific special event and on print materials and website.	\$2,500	<input type="checkbox"/>
Exhibitor	Exhibitor booths will be located in the builders garages, these can be manned during public show hours. A table will be provided.	\$1,600	<input type="checkbox"/>
<u>Print Ad</u>	<i>Over 24,000 quality Event Guides are given free to those who attend the show and placed in stores like Food Lion, Kroger and Wawa.</i>		
Center Spread	<i>Event Guide is sized 8 3/8 " x 10 7/8". Ad rates are net and do not reflect non-member rates</i>	\$3,000	<input type="checkbox"/>
Back Cover	<i>Inside Front Cover currently reserved for Presenting Sponsor.</i>	\$2,750	<input type="checkbox"/>
First Page		\$2,300	<input type="checkbox"/>
Inside Back Cover		\$2,300	<input type="checkbox"/>
Full Page		\$1,995	<input type="checkbox"/>
Half Page		\$1,495	<input type="checkbox"/>

Dates, member pricing & participation levels are subject to change.

**Inquires: Jeana Schiffres, jschiffres@hbar.org**

## HOME SHOWS—Parade of Homes

Marketing & Advertising Opportunities		Investment	CHECK BOX
<b>PARADE OF HOMES®</b> October	Free scattered-site new home show throughout the Greater Richmond area for builder members to showcase their products & services to consumers. The new home tour is open for three to four weekends, and remodeled entries are open one of the weekends.		
New Home & Remodeled Entries (Builder Members)	Two-sided yard sign, 5 lead-in signs, 50 magazines, colorized rendering & floor plan for your marketing purposes. New home entries have a chance to be recognized as an Award Winner!	\$2,395 each	<input type="checkbox"/>
Community Weekend Sponsors (Developer & Builder Members)	<ul style="list-style-type: none"> <li>Banner ad at RichmondParadeofHomes.com linked to your website.</li> <li>Full page, color ad in the Parade of Homes Plan Book.</li> <li>RTD Homes full color, center spread ad featuring show details on the left and your ad on the right, circulated the Saturday of your sponsored weekend.</li> <li>Featured promotion of the sponsored weekend with the Parade of Homes advertising, social media and PR campaign, valued at over \$100,000.</li> <li>Special section at RichmondParadeofHomes.com featuring your community and linked to your website.</li> <li>Community signage at the entrance featuring your Parade sponsorship.</li> <li>Recognition at the Awards Breakfast in addition to 10 complimentary reservations.</li> </ul>	\$12,500	<input type="checkbox"/>
Presenting Sponsor (Associate Member)	<ul style="list-style-type: none"> <li>Recognition as the show's sponsor with the Parade of Homes extensive advertising, social media &amp; PR campaign, valued at over \$100,000.</li> <li>Parade of Homes Plan Book premium position ad---inside front cover*, full page, color ad &amp; logo on cover of the Parade of Homes Plan Book.</li> <li>Banner ad at RichmondParadeofHomes.com linked to your website.</li> <li>Recognition at the Awards Breakfast in addition to 10 complimentary reservations.</li> </ul>	\$12,500	<input type="checkbox"/>
Awards Breakfast Sponsors	Recognition at the Awards Breakfast, 10 complimentary reservations at Awards Breakfast.	\$2,500	<input type="checkbox"/>
<u>Print Ad</u> Inside Front Cover*	Over 24,000 full color Plan Books are circulated throughout the Greater Richmond area in stores like Food Lion, Kroger & Wawa and all tour homes.	\$2,300	<input type="checkbox"/>
Center Spread	<i>Plan Book is sized 8 3/8 " x 10 7/8". Ad rates are net and do not reflect non-member rates</i>	\$3,000	<input type="checkbox"/>
Back Cover		\$2,750	<input type="checkbox"/>
First Page		\$2,300	<input type="checkbox"/>
Inside Back Cover		\$2,300	<input type="checkbox"/>
Full Page		\$1,995	<input type="checkbox"/>
Half Page		\$1,495	<input type="checkbox"/>

Dates, member pricing & participation levels are subject to change.

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## MAIN EVENTS—Happy Hour w/ The Board of Directors

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST PER MEETING	CHECK BOX TO SPONSOR
<b>HAPPY HOUR WITH THE BOARD</b> Every other month	HBAR will be holding our Happy Hours with the Board at Independence Golf Club for the 2020 year! At the adjournment of the Board of Directors meeting, members gather to enjoy a beverage compliments of the sponsor. This is the perfect opportunity to meet some of our most active members and expand your network within HBAR.		
	<b>2019 Attendance: 75—100 guests per meeting</b>		
Signature Sponsor	Get the opportunity to say a few words to the Board of Directors, logo placement on the event promotions online and set up a display table with signage and marketing	\$1,695	<input type="checkbox"/>

Complimentary reservations are not automatically reserved at each event. Be sure to register online before seats are full.  
 Dates, member pricing & participation levels are subject to change.

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## MAIN EVENTS—General Assembly Breakfast

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>GENERAL ASSEMBLY BREAKFAST</b> January	Virginia General Assembly overview on the housing industry for the upcoming session, and members have the opportunity to speak directly with Senators & Delegates.		
	<b>2019 Attendance: 100</b>		
Platinum Sponsors	8 comped tickets; recognition at the event and online registration, and reserved table.	\$2,000	<input type="checkbox"/>
Gold Sponsors	4 comped tickets; recognition at the event and online registration, and reserved seating.	\$500	<input type="checkbox"/>
Silver Sponsors	2 complimentary reservations, Logo/Company Recognition on Coffee Bar	\$250	<input type="checkbox"/>
Coffee Bar	2 complimentary reservations, Logo/Company Recognition on Coffee Bar	\$250	<input type="checkbox"/>

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## MAIN EVENTS—Local Forecast Seminar

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>LOCAL FORECAST SEMINAR</b> February	Features housing economic forecast and the top ten builder members with the highest sales from the previous year.		
	<b>2019 Attendance: 490</b>		
Signature Sponsor	Top billing logo placement on all event promotions and integrated into the event's presentation deck, opportunity for company executive to say a few words at the podium, opportunity for your company to display banners at the event check in and premier seating for one table of ten (10) guests  <b>*Limited to one</b>	\$3,000	<input type="checkbox"/>
Breakfast Sponsors	8 comped tickets; recognition at the event and online registration, and reserved seating.	\$1,500	<input type="checkbox"/>

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## MAIN EVENTS—MAME Awards Gala

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>MAME AWARDS GALA</b> March	Sales & Marketing Council's Major Achievements in Marketing Excellence and Excellence honors outstanding marketing and sales by member firms and their employees.		
	<b>2019 Attendance: 424</b>		
Premier Sponsor	10 comped tickets; recognition at the event and online registration, and reserved table.	\$3,000	<input type="checkbox"/>
Dinner Sponsors	4 comped tickets; recognition at the event and online registration, and reserved seating.	\$1,250	<input type="checkbox"/>
Reception	1 complimentary ticket, recognition at the event - on bars, online and program.	\$1000	<input type="checkbox"/>
Photo Booth Sponsor	1 complimentary ticket, logo recognition on the step and repeat banner.	\$1000	<input type="checkbox"/>

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## MAIN EVENTS—Builder Bash

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>BUILDER BASH</b> June	Annual membership picnic complete with a live band and a wide variety of food, beverages & fun activities provided by booth sponsors. This event is also utilized by many of our members as their company outing and a way to thank their cliental. Over 1,000 attendees! Sponsorships include recognition at the event and online.		
	<b>2019 Attendance: 1,400</b>		
Welcome Sponsors	Logo recognition on the welcome banner, 12 comped tickets.	\$1,500	<input type="checkbox"/>
Beer Truck Sponsors	Logo recognition on the beer truck banner, 12 comped tickets, you may also provide cups with company logo (this sponsorship is limited to two).	\$2,500	<input type="checkbox"/>
Entertainment Sponsors	Logo recognition on the band sponsor banner, 8 comped tickets.	\$1,000	<input type="checkbox"/>
Booth Sponsors	6 comped tickets, you must provide food and drink or a fun activity for 300 attendees.	FREE	<input type="checkbox"/>

Complimentary reservations are not automatically reserved at each event. Be sure to register online before seats are full.

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## MAIN EVENTS—BBQ with the Board

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>BBQ WITH THE BOARD</b> July	This would normally be our Happy Hour with the Board day, but we are changing it up a bit and partying in the HBAR parking lot! Join us as Board members grill up some grub, as we appreciate you, our members!		
	<b>2019 Attendance: 150</b>		
Grill Sponsor	Logo recognition on the grill banner and any of the marketing materials . The opportunity to set up a table and tent with companies marking materials.	\$1,000	<input type="checkbox"/>
Beverage Sponsor	Logo recognition on the beverage table and any of the marketing materials . The opportunity to set up a table and tent with companies marking materials.	\$1,000	<input type="checkbox"/>
Booth Sponsor	The opportunity to set up a table and tent with companies marking materials.	\$500	<input type="checkbox"/>

Complimentary reservations are not automatically reserved at each event. Be sure to register online before seats are full.

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## MAIN EVENTS— The Blue Jacket Invitational

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>The Blue Jacket Invitational (Golf Outing)</b> October	HBAR's annual membership golf outing which includes a light breakfast, a morning shot-gun start, boxed lunch, 6 drink tickets and an Awards Dinner.		
	<b>2019 Attendance: 216 players, 54 teams</b>		
Charity Champion	Player Cart sponsorship recognition, logo posted online, hole sponsorship, company name mention at the start of the event, 1 foursome, 6 drink tickets per player, lunch and dinner. \$2,500 will benefit charity.	\$5,200	<input type="checkbox"/>
Charity Partner	Logo posted online, hole sponsorship, mention of company name at the start of the event, 1 foursome, 6 drink tickets per player, lunch and dinner. \$1,200 will benefit charity.	\$2,700	<input type="checkbox"/>
Charity Supporter	Name mention at the start of the event, 1 foursome, 6 drink tickets per player, lunch and dinner, \$650 will benefit charity.	\$1600	<input type="checkbox"/>
Course Refreshment Sponsor	Signage at event & recognition at dinner. Includes 4 from firm to network at Awards Dinner.	\$1,600	<input type="checkbox"/>
Putting Contest Sponsor	Signage at putting green & recognition at dinner. Includes 2 from firm to network at Awards Dinner.	\$1,100	<input type="checkbox"/>
Awards Dinner Sponsor	Signage at event & recognition at dinner. Includes 4 from firm to network at Awards Dinner.	\$1,100	<input type="checkbox"/>
Cart Sponsor	Recognition at the event, opportunity to provide golf goodie bags or an item on each cart (two players per cart), and the opportunity for 3 from your firm to network and attend Awards Dinner.	\$850	<input type="checkbox"/>
Hole Sponsor	Signage at hole, and includes two from firm to network at Awards Dinner. Firm can provide fun raffles, marketing materials and branded giveaways.	\$500	<input type="checkbox"/>
Blue Jacket Package	Receive a Foursome and a Hole Sponsorship in the 2020 Blue Jacket Invitational!	\$1,250	<input type="checkbox"/>

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## 3

## MAIN EVENTS– The Student Construction Conference

## EVENT/DATE

## SPONSORSHIP DESCRIPTION

**The Student Construction Conference**  
(November)

The residential construction industry is facing a labor crisis. HBAR is hosting The Student Construction Conference-- Build Your Future, to help expose students to the breadth of careers in construction and meet future employers. This conference should spark the interest of many young minds!

Presenting Sponsor

Logo recognition on the welcome banner and any of the marketing materials . The opportunity to set up a booth with companies marking materials or an interactive display.

\$5,000



Conference Sponsor

Logo recognition on the welcome banner and any of the marketing materials.

\$2,500



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## MAIN EVENTS—The Presidents Dinner

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
<b>PRESIDENT'S DINNER</b> December	Honoring Daniel Jones, East West Communities, as the 2021 President of the Home Building Association of Richmond. At this most prestigious event, guests will gather in the historic Jefferson Hotel for merriment, a formal dinner, and awards celebration including the Ernest E. Mayo Member of the Year Award, Guy B. Hazelgrove, Jr. Membership Development Award, and T.E.A.M. Award.		
	<b>2019 Attendance: 350</b>		
Presenting Sponsor	Two reserved tables of eight (sixteen tickets total), top billing logo placement on event promotions, opportunity to say a few words at the podium, verbal recognition from the podium.	\$7,500	<input type="checkbox"/>
Official Reception Sponsor	One reserved table of eight (eight tickets total), "Official Reception Sponsor" recognition on event promotions (logo) and in the cocktail area, verbal recognition from the podium	\$5,000	<input type="checkbox"/>
Official After Party Sponsor	One reserved table of eight (eight tickets total), "Official After Party Sponsor" recognition on event promotions (logo) and in front of Lemaire, verbal recognition from the podium.	\$5,000	<input type="checkbox"/>
Celebration Sponsors	One reserved table of eight (eight tickets total), "Celebration Sponsor" recognition on event promotions (logo), verbal recognition from the podium	\$2,500	<input type="checkbox"/>

Complimentary reservations are not automatically reserved at each event. Be sure to register online before seats are full.

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## Home Building Association of Richmond

400 N. Ridge Road | Henrico, Virginia 23229

Phone: 804.282.0400 | Email: [info@hbar.org](mailto:info@hbar.org)



**Send it in!**

### CONTACT INFORMATION

NAME:

COMPANY:

STREET ADDRESS:

CITY, STATE, ZIP:

TELEPHONE:

EMAIL:

### PAYMENT INFORMATION

☐ Please Bill Me ☐ Check Enclosed

☐ Credit Card

ACCOUNT NUMBER:

EXP. DATE:

NAME AS IT APPEARS ON CARD:

SIGNATURE:

