



2021 MARKETING AND SPONSORSHIP OPPORTUNITIES

HOME SHOWS—Homearama

Marketing & Advertising Opportunities		Investment	CHECK BOX
RICHMOND HOMEARAMA®	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.		
	2019 Attendance: Over 8,000!		
Presenting Sponsor SOLD OUT	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 SOLD OUT	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 SOLD OUT	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: Shannon Amerson, samerson@hbar.org

HOME SHOWS—Parade of Homes

Marketing & Advertising Opportunities		Investment	CHECK BOX
PARADE OF HOMES® 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	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	\$2,395 each	<input type="checkbox"/>
Community Weekend Sponsors (Developer & Builder Members) SOLD OUT	<ul style="list-style-type: none"> Banner ad at RichmondParadeofHomes.com linked to your website. Full page, color ad in the Parade of Homes Plan Book. 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. Featured promotion of the sponsored weekend with the Parade of Homes advertising, social media and PR campaign, valued at over \$100,000. Special section at RichmondParadeofHomes.com featuring your community and linked to your website. Community signage at the entrance featuring your Parade sponsorship. Recognition at the Awards Breakfast in addition to 10 complimentary reservations. 	\$12,500	<input type="checkbox"/>
Presenting Sponsor (Associate Member)	<ul style="list-style-type: none"> Recognition as the show's sponsor with the Parade of Homes extensive advertising, social media & PR campaign, valued at over \$100,000. Parade of Homes Plan Book premium position ad---inside front cover*, full page, color ad & logo on cover of the Parade of Homes Plan Book. Banner ad at RichmondParadeofHomes.com linked to your website. Recognition at the Awards Breakfast in addition to 10 complimentary reservations. 	\$12,500	<input type="checkbox"/>
Awards Breakfast Sponsors SOLD OUT	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"/>

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MAIN EVENTS—Happy Hour w/ The Board of Directors

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST PER MEETING	CHECK BOX TO SPONSOR
HAPPY HOUR WITH THE BOARD Every other month	HBAR will be holding our Happy Hours with the Board at Independence Golf Club for the 2021 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.		
	2019 Attendance: 75—100 guests per meeting		
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 materials for the reception portion of the event.	\$1,695	<input type="checkbox"/>

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MAIN EVENTS—MAME Awards Gala

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
MAME AWARDS GALA April 15, 2021	Sales & Marketing Council's Major Achievements in Marketing Excellence and Excellence honors outstanding marketing and sales by member firms and their employees.		
	2021 will be held virtually		
Premier Sponsor (1 available)	"Presented by" language on all promotions, introduce emcee, logo on bowtie worn by emcee, 2 15 second commercials in program, Pop up banner ad appearing 2x in program, verbal recognition by HBAR President.	\$5,500	<input type="checkbox"/>
Cocktail Party Sponsor (1 available)	Tier 2 logo placement on all promotions, opportunity for welcome remarks to kick off cocktail party, logo placement on background of nominee scroll, 15 second commercial during cocktail party x2, verbal recognition by HBAR President	\$2,500	<input type="checkbox"/>
Awards Sponsor	Tier 2 logo placement on all promotions, opportunity to kick off awards portion of program, 15 second commercial, verbal recognition by HBAR President.	\$2,500	<input type="checkbox"/>
Photo Booth Sponsor (1 available)	Name placement on photo booth snapshots to be shared socially by participants, tier 3 logo placement on promotions, verbal recognition by HBAR President	\$1000	<input type="checkbox"/>

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MAIN EVENTS—Builder Bash

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
BUILDER BASH Sept 16, 2021	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.		
	2019 Attendance: 1,400		
Welcome Sponsors	Logo recognition on the welcome banner, 12 comped tickets.	\$1,500	<input type="checkbox"/>
Beer Truck Sponsors (limited to 4—two per truck)	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. * Grill spots available upon request (limited to 6).	FREE	<input type="checkbox"/>

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MAIN EVENTS— The Blue Jacket Invitational

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
The Blue Jacket Invitational (Golf Outing)	HBAR's annual membership golf outing which includes a light breakfast, a morning shotgun start, boxed lunch, 6 drink tickets and an Awards Dinner.		
October 4, 2021			
	2020 Attendance: over 200 players!		
Gold Sponsor	1 Hole sponsorship on each course, 1 Foursome, logo posted online, company name mention at the start of the event and awards dinner, 6 drink tickets per player, lunch and dinner.	\$3,500	<input type="checkbox"/>
Silver Sponsor	1 hole sponsorship, 1 Foursome, logo posted online, mention of company name at the start of the event and awards dinner, 6 drink tickets per player, lunch and dinner.	\$2,500	<input type="checkbox"/>
Putting Sponsor SOLD OUT	Signage. logo posted online, mention of company name at the start of the event and awards dinner, 2 tickets to awards dinner	\$1200	<input type="checkbox"/>
Cigar Sponsor SOLD OUT	Logo placement on cigars handed out, verbal recognition at shotgun start, logo placement online, 2 people at awards dinner	\$1,400	<input type="checkbox"/>
Putting Contest SOLD OUT	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.	\$1,500	<input type="checkbox"/>
Beverage Station Sponsor	Recognition at the event, opportunity to provide golf goodie bags or an item at each station, and the opportunity for 3 from your firm to network and attend Awards Dinner.	\$1,200	<input type="checkbox"/>
Hole Sponsors	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"/>
	Sponsor 2 holes, one on each course, save \$150!	\$850	<input type="checkbox"/>
Blue Jacket Packages	Receive a Foursome and a Hole Sponsorship, save \$200!	\$1,250	<input type="checkbox"/>
	Receive a Foursome and 2 Hole Sponsorships, one on each course, save \$500!	\$1,500	<input type="checkbox"/>

Check out www.thebluejacketinvitational.com for more!

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MAIN EVENTS—The Presidents Dinner

EVENT/DATE	SPONSORSHIP DESCRIPTION	COST	CHECK BOX TO SPONSOR
PRESIDENT'S DINNER December	Honoring Spen Custis, Eastwood Homes, as the 2022 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.		
	2019 Attendance: 350		
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"/>

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