

MADISON AREA BUILDERS ASSOCIATION

2023 SPONSORSHIP OPPORTUNITIES



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The background of the entire image is a piece of marbled paper with a complex, organic pattern of swirling, veined, and mottled colors in shades of grey, taupe, and off-white. The texture appears slightly rough and aged.

PACKAGE SPONSORSHIPS

EXTEND SPONSORSHIP REACH ACROSS A VARIETY OF MABA PUBLICATIONS AND EVENTS



PLATINUM SPONSOR

\$6,000

EVENT REGISTRATIONS

- + (6) SPRING PARADE OF HOMES PREVIEW PARTY
- + (6) SPRING PARADE OF HOMES
- + (6) HOLIDAY PARTY
- + (2) FALL GOLF FOURSOMES
- + (2) VIP ACCESS TO MAYOR'S CLUB
- + (2) VIP ACCESS TO PRESIDENT'S RECEPTION
- + RECOGNITION ON NAMES BADGES AT ALL EVENTS
- + \$5,000 SPONSORSHIP CREDITS

ADDITIONAL BENEFITS

- + COMPANY NAME IN ALL NEW MEMBER WELCOME KITS
- + RECOGNITION IN RIGHT ANGLE NEWSLETTER
- + RECOGNITION AT ALL EVENTS
- + PRESENTATION IN FRONT OF BOARD OF DIRECTORS
- + 15% DISCOUNT ON MABA ADVERTISING SPACES
- + LIST OF MEMBER ADDRESSES IN EXCEL DOCUMENT
- + RECOGNITION IN E-NEWSLETTER & EMAIL BLAST
- + FALL OR SPRING PARADE HOME EXHIBIT SPACE
- + INCLUDES ANNUAL MEMBERSHIP

VALUE: \$8,000+



GOLD SPONSOR

\$3,500

EVENT REGISTRATIONS

- + (4) SPRING PARADE OF HOMES PREVIEW PARTY
- + (4) SPRING PARADE OF HOMES
- + (4) HOLIDAY PARTY
- + (1) FALL GOLF FOURSOME
- + (1) VIP ACCESS TO MAYOR'S CLUB
- + RECOGNITION ON NAMES BADGES AT ALL EVENTS
- + \$2,500 SPONSORSHIP CREDITS

ADDITIONAL BENEFITS

- + COMPANY NAME IN ALL NEW MEMBER WELCOME KITS
- + RECOGNITION IN RIGHT ANGLE NEWSLETTER
- + RECOGNITION AT ALL EVENTS
- + LIST OF MEMBER ADDRESSES IN EXCEL DOCUMENT
- + RECOGNITION IN E-NEWSLETTER & EMAIL BLAST
- + FALL OR SPRING PARADE HOME EXHIBIT SPACE

VALUE: \$4,000+



SILVER SPONSOR

\$2,000

EVENT REGISTRATIONS

- + (2) SPRING PARADE OF HOMES PREVIEW PARTY
- + (2) SPRING PARADE OF HOMES
- + (2) HOLIDAY PARTY
- + RECOGNITION ON NAMES BADGES AT ALL EVENTS
- + \$1,500 SPONSORSHIP CREDITS

ADDITIONAL BENEFITS

- + COMPANY NAME IN ALL NEW MEMBER WELCOME KITS
- + RECOGNITION IN RIGHT ANGLE NEWSLETTER
- + RECOGNITION AT ALL EVENTS
- + LIST OF MEMBER ADDRESSES IN EXCEL DOCUMENT
- + RECOGNITION IN E-NEWSLETTER & EMAIL BLAST

VALUE: \$2,500+



MARCH MADNESS

PREMIER SPONSOR

\$1,000 OR HOST*

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + *HOST PROVIDES ALL FOOD & BEVERAGES

\$500 RECEPTION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE

\$500 SPECIAL GUEST SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + INTRODUCTION OF SPECIAL GUEST

SPORTING CLAYS

\$1,250 PREMIER SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO PROVIDE MARKETING MATERIALS & DISPLAY PROMOTIONAL ITEMS AT EVENT
- + OPPORTUNITY TO WELCOME ATTENDEES
- + (2) COMPLIMENTARY INDIVIDUAL REGISTRATIONS

\$1,000 LUNCH SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO PROVIDE MARKETING MATERIALS & DISPLAY PROMOTIONAL ITEMS AT EVENT
- + (1) COMPLIMENTARY INDIVIDUAL REGISTRATIONS

\$250 STATION SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + SIGNAGE AT SHOOTING STATION



CINCO DE MAYO

PREMIER SPONSOR

\$1,000 OR HOST*

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO WELCOME ATTENDEES
- + *HOST PROVIDES ALL FOOD & BEVERAGES

\$500 RECEPTION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE



BREW, BRATS & BUILDERS

\$1,000 PREMIER SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + (4) TICKETS TO SPONSORED EVENT

\$500 RECEPTION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO ON DRINK TICKETS
- + (2) TICKETS TO SPONSORED EVENT

\$500 ENTERTAINMENT SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + INTRODUCTION OF BAND OR MUSICIAN
- + (2) TICKETS TO SPONSORED EVENT



MABA FOUNDATION GOLF OUTING

\$2,000 PRESENTING TOURNEY SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + LEAD SPONSOR ON ALL PROMO (PRESENTED BY...)
- + OPPORTUNITY TO PROVIDE BANNER AT REGISTRATION
- + OPPORTUNITY TO SPEAK AT TOURNAMENT KICK-OFF
- + OPPORTUNITY TO PROVIDE LOGO GOLF BALLS TO GOLFERS
- + (1) COMPLIMENTARY FOURSOME REGISTRATION

\$1,000 BLOODY MARY BAR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO OR SIGNAGE DISPLAYED ON BLOODY MARY BAR
- + (1) DRINK PER GOLFER PROVIDED

\$1,000 LUNCH SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO PLACED ON EACH BOX LUNCH

\$1,000 AFTER PARTY SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO OPPORTUNITY ON ALL DINING TABLES
- + OPPORTUNITY TO PROVIDE OR DISPLAY PROMO ITEMS



PARADE OF HOMES PREVIEW PARTY

\$2,500 PREMIER SPONSOR

- + LOGO ON EVENT TICKET
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + (10) TICKETS TO PREVIEW PARTY

\$1,000 REGISTRATION SPONSOR

- + LOGO ON EVENT TICKET
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + (4) TICKETS TO PREVIEW PARTY

\$1,000 TICKET SPONSOR (BACK)

- + LOGO ON BACK OF TICKET (1/2)
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + (4) TICKETS TO PREVIEW PARTY

\$1,000 ENTERTAINMENT SPONSOR

- + LOGO ON EVENT TICKET
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + BANNER HUNG IN SPONSORED AREA (PROVIDED BY SPONSOR)
- + (4) TICKETS TO PREVIEW PARTY

\$1,000 BEVERAGE TENT SPONSOR

- + LOGO ON EVENT TICKET
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + BANNER HUNG IN SPONSORED AREA (PROVIDED BY SPONSOR)
- + (4) TICKETS TO PREVIEW PARTY

\$1,000 DINING TENT SPONSOR

- + LOGO ON EVENT TICKET
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + BANNER HUNG IN SPONSORED AREA (PROVIDED BY SPONSOR)
- + (4) TICKETS TO PREVIEW PARTY



SPRING PARADE OF HOMES PREMIER SPONSORSHIP

JUNE 16-25, 2023

\$10,000 PARADE OF HOMES PREMIER SPONSORSHIP

- + Inclusion in all TV, radio, print, and web ads
- + Logo on the front cover of the Parade of Homes Plan Book
- + Full page color ad in Parade of Homes Plan Book
- + Bookmark (Sponsor provided) placed in Parade of Homes Plan Book
 - Optional: Add - Advertisement wrap around Parade of Homes Plan Book (\$2,500.00 Add-on)
 - Optional: Remove Bookmark & Add: - Advertisement wrap around Parade of Homes Plan Book (\$500.00 Add-on)
 - Optional: Add - Blow-in, Glue-tip, Bind-in of Bookmark to Plan Book (Sponsor covers actual cost of process)
- + Tile ad placement on madisonparadeofhomes.com
- + Creative inclusion in consumer marketing on all paid and promoted content.
 - Excludes organic social media posts.
- + 25 tickets to Parade of Homes
- + 25 tickets to Parade of Homes Preview Party
- + Welcome email to all Members (sent out by Association)
- + Logo on welcome A-frames/H-frames at each cluster site and scattered home
- + Sponsor Exclusive e-mail to MABA email list (~11,000 past attendee emails)
- + Inclusion in all TV, radio, print, and web ads advertising for Virtual Spring Parade of Homes
- + Welcome Video Announcement on Virtual Parade of Homes homepage
- + Sponsor mention in virtual event announcement to MABA email list (~11,000)
- + People's Choice Awards After Party Main Sponsor
- + First Right to Match Proposals for 2024 Spring Parade of Homes Premier Sponsorship



SPRING PARADE OF HOMES

JUNE 16-25, 2023

\$2,000 TICKET SPONSOR (FRONT)

- + LOGO ON FRONT OF EVENT TICKET
- + RECOGNITION ON PARADE OF HOMES WEBSITE
- + PARADE HOME EXHIBIT SPACE TO DISPLAY PRODUCTS
- + (10) TICKETS TO PARADE OF HOMES

\$1,000 TICKET SPONSOR (BACK)

- + OPPORTUNITY TO PRESENT OFFER ON BACK OF TICKET
- + RECOGNITION ON PARADE OF HOMES WEBSITE
- + (6) TICKETS TO PARADE OF HOMES

\$2,000 PLANBOOK SPONSOR

- + CUSTOM BOOKMARK INSERT IN PARADE OF HOMES PLANBOOK
(SPONSOR PROVIDES BOOKMARK)
- + 10,000 COPIES PRINTED

\$2,000 BUILDER APPRECIATION DINNER SPONSOR

- + (2) TICKETS TO BUILDER-ONLY APPRECIATION DINNER
- + OPPORTUNITY TO THANK BUILDERS
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + SIGNAGE AT EVENT

\$500 PARADE HOME EXHIBITOR

- + SPACE IN A PARADE HOME GARAGE
- + RECOGNITION ON PARADE OF HOMES WEBSITE



FALL GOLF OUTING

SEPTEMBER 2023

PAGE ONE

\$2,000 PRESENTING TOURNEY SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + LEAD SPONSOR ON ALL PROMO (PRESENTED BY...)
- + OPPORTUNITY TO PROVIDE BANNER AT REGISTRATION
- + MAY INCLUDE INSERT IN GOLF CARTS SWAG PACKAGE
- + OPPORTUNITY TO SPEAK AT TOURNAMENT KICK-OFF
- + OPPORTUNITY TO PROVIDE LOGO GOLF BALLS TO GOLFERS
- + (1) COMPLIMENTARY FOURSOME REGISTRATION

\$1,000 GOLF CART SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO PROVIDE GOLF CART SWAG PACKAGE
- + SIGNAGE ON ALL GOLF CARTS

\$1,000 REGISTRATION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + YOUR COMPANY'S NAME & LOGO AT REGISTRATION TABLE
- + OPPORTUNITY TO STAFF TABLE AND GREET GOLFERS
- + OPPORTUNITY TO PROVIDE COMPANY BANNER AT TABLE

\$1,000 AFTER PARTY SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO OPPORTUNITY ON ALL DINING TABLES
- + OPPORTUNITY TO PROVIDE OR DISPLAY PROMO ITEMS

\$750 BEVERAGE CART SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO OR SIGNAGE DISPLAYED ON BEVERAGE CART
- + (2) DRINKS PER GOLF CART PROVIDED



FALL GOLF OUTING

SEPTEMBER 2023

PAGE TWO

\$1,000 BLOODY MARY BAR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO OR SIGNAGE DISPLAYED ON BLOODY MARY BAR
- + (1) DRINK PER GOLFER PROVIDED

\$1,000 LUNCH SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO PLACED ON EACH BOX LUNCH

\$500 DRIVING RANGE SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + SIGNAGE AT DRIVING RANGE
- + MAY INCLUDE INSERT IN GOLF CARTS SWAG PACKAGE

\$500 PUTTING GREEN SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + SIGNAGE AT PUTTING GREEN
- + MAY INCLUDE INSERT IN GOLF CARTS SWAG PACKAGE

\$500 HOLE SPONSOR (27 AVAILABLE)

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + SIGNAGE AT SPONSORED GREEN

\$2,000 EVENT SPONSOR

- + OPPORTUNITY TO GIVE WELCOME ON STAGE AT EVENT
- + PREMIER RECOGNITION IN ALL EVENT PROMOTION MATERIALS
- + LOGO ON EVENT ATTENDEE NAME BADGES
- + RECOGNITION ON EVENT SIGNAGE
- + RECOGNITION IN PARADE OF HOMES PLANBOOK
- + (6) TICKETS TO PEOPLE'S CHOICE AWARDS CEREMONY

\$750 AWARD CATEGORY SPONSOR

- + LOGO ON AWARD IN CATEGORY CHOSEN
- + PRESENTING AWARDS ON STAGE TO WINNERS
- + LOGO ON WEBSITE VOTING PAGE
- + LOGO ON ALL EVENT PROMOTION MATERIALS
- + RECOGNITION IN PARADE OF HOMES PLANBOOK
- + (2) TICKETS TO PEOPLE'S CHOICE AWARDS CEREMONY

ADDITIONAL SPONSORSHIPS (\$1,000 EACH)

- + RECEPTION SPONSOR: LOGO ON NAPKINS
- + DINNER SPONSOR: LOGO ON MENU CARDS AT EACH SEAT
- + DRINK SPONSOR: LOGO ON DRINK TICKETS

PEOPLE'S CHOICE AWARDS



OKTOBERFEST

\$1,000 PREMIER EVENT SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + (4) TICKETS TO SPONSORED EVENT

\$500 RECEPTION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO ON DRINK TICKETS
- + (2) TICKETS TO SPONSORED EVENT



MAYOR'S CLUB & SILENT AUCTION

\$1,500 PREMIER SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + (3) MAYOR'S CLUB MEMBERSHIPS
- + OPPORTUNITY TO DISPLAY PROMO ITEMS AT EVENT
- + OPPORTUNITY TO GIVE WELCOME REMARKS AT EVENT

\$500 BAR SPONSOR

- + RECOGNITION IN EVENT PROMOTION AND ONSITE
- + (1) MAYOR'S CLUB MEMBERSHIP
- + LOGO ON DRINK TICKETS
- + OPPORTUNITY TO PROVIDE NAPKINS OR CUPS WITH LOGO

\$500 FOOD SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + (1) MAYOR'S CLUB MEMBERSHIP
- + OPPORTUNITY TO PROVIDE NAPKINS WITH LOGO



FALL PARADE OF HOMES

OCTOBER 13-15 & 20-22, 2023

\$7,500 FALL PARADE OF HOMES PREMIER SPONSORSHIP

- + Inclusion in all TV, radio, print, and web ads
- + Logo on the front cover of the Parade of Homes Plan Book
- + Full page color ad in Parade of Homes Plan Book
- + Bookmark (Sponsor provided) placed in Parade of Homes Plan Book
 - Optional: Add - Advertisement wrap around Parade of Homes Plan Book (\$2,000.00 Add-on)
 - Optional: Remove Bookmark & Add: - Advertisement wrap around Parade of Homes Plan Book (\$500.00 Add-on)
 - Optional: Add - Blow-in, Glue-tip, Bind-in of Bookmark to Plan Book (Sponsor covers actual cost of process)
- + Tile ad placement on madisonfallparadeofhomes.com
- + Creative inclusion in consumer marketing on all paid and promoted content.
 - Excludes organic social media posts.
- + 25 tickets to Parade of Homes
- + Welcome email to all Members (sent out by Association)
- + Welcome signage at all homes
- + Sponsor Exclusive e-mail to MABA email list (~11,000 past attendee emails)
- + Inclusion in all TV, radio, print, and web ads advertising for Fall Virtual Parade of Homes
- + Welcome Video Announcement on Fall Virtual Parade of Homes homepage
- + Sponsor mention in virtual event announcement to MABA email list (~11,000)
- + First Right to Match Proposals for 2024 Fall Parade of Homes Premier Sponsorship



FALL PARADE OF HOMES

OCTOBER 13-15 & 20-22, 2023

\$2,000 TICKET SPONSOR (FRONT)

- + LOGO ON FRONT OF EVENT TICKET
- + RECOGNITION ON PARADE OF HOMES WEBSITE
- + PARADE HOME EXHIBIT SPACE TO DISPLAY PRODUCTS
- + (10) TICKETS TO PARADE OF HOMES

\$1,000 TICKET SPONSOR (BACK)

- + OPPORTUNITY TO PRESENT OFFER ON BACK OF TICKET
- + RECOGNITION ON PARADE OF HOMES WEBSITE
- + (6) TICKETS TO PARADE OF HOMES

\$2,000 PLANBOOK SPONSOR

- + CUSTOM BOOKMARK INSERT IN PARADE OF HOMES PLANBOOK
(SPONSOR PROVIDES BOOKMARK)
- + 5,000 COPIES PRINTED

\$2,000 BUILDER APPRECIATION DINNER SPONSOR

- + (2) TICKETS TO BUILDER-ONLY APPRECIATION DINNER
- + OPPORTUNITY TO THANK BUILDERS
- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + SIGNAGE AT EVENT

\$500 PARADE HOME EXHIBITOR

- + SPACE IN A PARADE HOME GARAGE
- + RECOGNITION ON PARADE OF HOMES WEBSITE

\$1,000 PREMIER EVENT SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO HOST EVENT

\$500 RECEPTION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO ON DRINK TICKETS

\$500 SPECIAL PRESENTATION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO INTRODUCE SPECIAL PRESENTER

A photograph of a silver microphone on a black stand, positioned on a dark surface. The background is a blurred crowd of people, suggesting a large event or conference.

ANNUAL MEMBERSHIP MEETING



PAST PRESIDENTS HAPPY HOUR

\$1,000 PREMIER EVENT SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO HOST EVENT

\$500 RECEPTION SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO ON DRINK TICKETS

HOLIDAY PARTY

\$1,000 EVENT SPONSOR

- + RECOGNITION IN ALL EVENT PROMOTION & ONSITE
- + OPPORTUNITY TO INTRODUCE EVENT
- + (4) TICKETS TO HOLIDAY PARTY

\$500 ENTERTAINMENT SPONSOR

- + RECOGNITION IN EVENT PROMOTION AND ONSITE
- + OPPORTUNITY TO INTRODUCE BAND
- + (2) TICKETS TO HOLIDAY PARTY

\$500 FOOD SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + (2) TICKETS TO HOLIDAY PARTY

\$500 BAR SPONSOR

- + RECOGNITION IN EVENT PROMOTION & ONSITE
- + LOGO ON HOLIDAY PARTY DRINK TICKET
- + (2) TICKETS TO HOLIDAY PARTY

MABA HAPPY HOUR

HOSTED AT SPONSOR'S CHOICE

Who doesn't love a drink with fellow industry peers after work? As the MABA Happy Hour host, you can host MABA Members at your office or location of choice! MABA will promote the event and your organization to members. Host covers beverage and food cost - no additional cost to MABA.



BUILDER EXCLUSIVES

HOSTED AT LOCATION OF CHOICE

Want to be the only Associate Member at a Builder-only event? As the Associate sponsor, you are not only invited to attend, you are welcome to take 5-10 minutes to introduce your business and products! Sponsor cost is \$250 plus cost of food and beverage. These events are first-come, first-serve, lock yours in today!



DON'T SEE WHAT YOU
ARE LOOKING FOR?



ASK MABA HOW YOU
CAN CUSTOMIZE
YOUR OWN
SPONSORSHIP
PACKAGE!

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