



**HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS**

ADVERTISING HANDBOOK

HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS

3959 CLAY AVE SW WYOMING, MI 49548 | MYGRHOME.COM | 616 281 2021

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REACH HBA MEMBERS & HOME CONSUMERS

The Home Builders of Greater Grand Rapids has a variety of unique advertising opportunities for you to reach both HBA members and consumers looking for home related products. Whether it's the general public interested in new home construction and design or our members, we've got the outlet for you to reach them.

To take advantage of any of these opportunities contact:

BRIAN BORBOT | ADVERTISING SALES

616 550 2746 | BRIANB.BIZ@GMAIL.COM

KYLIE HERRON | HBA MARKETING COORDINATOR

616 281 2021 EXT 251 | MARKETING@HBAGGR.COM



WEBSITE OPPORTUNITIES

Looking for an affordable way to get your name out there driving more traffic to your website and business? The HBA website advertising opportunities may be just the ticket. MyGRhome.com and paradeofhomes.mygrhome.com are consistently reaching those interested in everything related to homes.

Featured Members

To Visit The Websites Of Our Featured Members Click On Their Respective Logo



WEB PAGE LOGO LINK

The HBA Website, mygrhome.com brings new opportunities for members. Get featured in front of nearly 7,000 unique users per month with a featured members logo link. Up to six members may have a click-able link on the home page.

12 month link: \$500

6 month link: \$300

1024 pixels X 1024 pixels

JPEG or PNG image preferred.

Join the HBA

Gain resources for news, building advances, professional development, networking and events in the home building industry

Become a Member

Gain business development opportunities through association membership activities, as well as educational courses and seminars. Member also receives complimentary printed industry press that directly affects the entire residential construction industry. When you join your local HBA, you automatically become a member of the National Association of Home Builders, which adds even more value to your membership. Click the buttons below to learn more about the many benefits available to you.

[View Member Benefits >>](#)

Home Builders Association of Greater Grand Rapids

3920 Clay Ave SW,
Wyoming, MI 49548
(268) 281-0211
homes@hbagr.com

Monday	5AM-4PM
Tuesday	5AM-4PM
Wednesday	5AM-4PM
Thursday	5AM-4PM

BUILD IT UP OR FIX IT UP

From concrete to a larger construction, improve your skills and get the latest in building products. Get started today!

[MORE SPONSOR COUNSEL](#)

BANNER AD

Get featured on your choice of myGRhome.com or paradeofhomes.mygrhome.com web page with a banner ad on every page of the site. The ad is linked to the url of your choice.

12 month ad: \$1,100

6 month ad: \$600

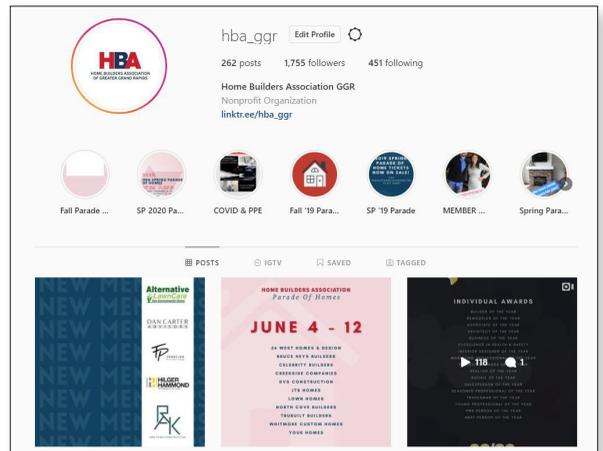
Ad Size: 730px X 130px



SOCIAL MEDIA SHOUT-OUT: \$10

Sponsor your business or an event your business is hosting on HBA's social media. Choose from either Facebook or Instagram. Members must provide captions, images, and hash-tags.

Facebook Followers: 5,000+
 Facebook Page Likes: 4,600+
 Instagram Followers: 2,000+





HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS



HBA AWARDS OF EXCELLENCE

Thank you to all who participated in the live premiere of the 2019-20 HBA Awards of Excellence! If you would like to see the replay, tickets are still available for \$5.

All winners may pick up their award in-person this Monday - Thursday 9am - 4pm OR when staff returns Monday, January 4th.

The HBA office will be physically closed beginning this Friday, December 18th and will reopen Monday, January 4th.

VIEW REPLAY





E-BLAST BANNER AD

Promote a current event or special in our weekly email to over 500 members.

Weekly: \$25
 Monthly [4 ads]: \$100
 Ad Size: 300px H X 600px W

Job Listing: Free
 Company Event: Free
 Property For Sale: Free

Project News & Home Postings

HOME STYLE: REMODEL: STYLE:
 \$: MIN: MAX: CITY:
 PRODUCT PHASE: FOR SALE: KEYWORD: Search...



powered by Englema Homes

Project: HighSchool2

Adding a video to realtor.com or iStock.com
 providing extra details
 providing extra details

powered by Englema Homes

Project: Ball

What a great mix of vertical siding, horizontal siding, solar roof, and more!

Read more about this project

powered by Englema Homes

Newly completed home!

Project: 1716

One of our newly completed homes!

Check out some of our other completed projects on our website.

powered by W. Brian of Design

Transitional Condo Remodel

Project: Transitional Condo Remodel

1716 New Lake, MI 49506

This condo project was a fun one that got completed all week. The clients had just purchased the house and were

MEMBER SHOWCASE

Consumers want to see your past and current project listings: For Sale, Remodel, Property Available, & New Construction. Company must provide images + specs through online portal.

\$18/ Month for 20 Posts
\$7/ Post

REMODEL VIRTUAL TOUR

- Still Images
- Before + After 3D tour
- HBAGGR website + Map Listing

\$600/ 1 year

NEW HOMES VIRTUAL TOUR

- Still Images
- 3D tour
- HBAGGR website + Map Listing

\$600/ 1 year

\$900/ 2 years

WEBSITE / SOCIAL AD RATES

	AD SIZES	DURATION	RATE
WEB LOGO LINK	1024px X 1024px	12 MO. / 6 MO.	\$500 / \$300
BANNER AD	730px X 130px	12 MO. / 6 MO.	\$1,100 / \$600
SOCIAL MEDIA SHOUT-OUT	1080px X 1080px	ONE-TIME POST	\$10
E-BLAST BANNER AD	300px X 600px	1 WEEK / 4 WEEKS	\$25 / \$100
MEMBER SHOWCASE		1 MO. / ONE-TIME POST	\$18 / \$7
REMODEL VIRTUAL TOUR		1 YEAR	\$600
NEW HOMES VIRTUAL TOUR		1 YEAR / 2 YEARS	\$600 / \$900

MEMBERSHIP ROSTER

HBAGGR Annual Roster contains complete contact information for all members plus additional industry specific contacts and information. Member information is listed both alphabetically and by business category.

The HBA membership roster will be distributed to 24,000 households in select zip codes in the West Michigan area.



2021 MEMBERSHIP ROSTER

WEST MICHIGAN WINDOW WASHING LLC DBA SQUEEGEE SQUAD
14385 8th Ave, Suite C
Mecum, MI 49325
(616) 427-2000
Troy Butler
troy@sqeegeesquad.com

WHITE BIRCH BUILDERS, INC.
5909 Palom St. East
Ada, MI 49303
(616) 309-9711
Todd Wigg
todd@whitebirchbuildersinc.com

WHITMORE HOMES LLC
7215 Heather St. SE #41
Ada, MI 49301
(616) 248-3434
Ryan Whitmore
Ryan@whitmorehomesllc.com

Williams Kitchen & Bath
williamskitchen.com

WILLIAMS KITCHEN & BATH
658 Richmond St NW
Grand Rapids, MI 49504-2036
(616) 771-9505
Mike Vance
mivance@wksmbd.com

WIMMATT BUILDING MATERIALS
1426 S 10th St SW
Wyoming, MI 49509
(616) 885-9500
Wynneke Kary
kary@wimmattdirect.com



WAGB, INC.
2131 Ramothdale SW
Wyoming, MI 49509
(616) 243-3700
Gregory Cowan
gregc@wagb.com

WOODS BUILDERS HOMES, INC.
2650 Horizon Dr SE, Suite 125
Grand Rapids, MI 49546
(616) 522-2458
David Woods
david@woods@woodbuilders.com

WOODWAYS
4245 38th St SE
Grand Rapids, MI 49512-5679
(616) 956-3070
Jim Caray
jimcaray@woodwayscustom.com

WRIGLEY HOFFMAN P.C.
3001 Orchard Vista Dr NE, Suite 220
Grand Rapids, MI 49546
(616) 454-6611
Tom Hoffmann
thoffmann@wrigleyhoffman.com

YOUNT TILE AND STONE LLC
10909 Potlatch Ave SE
Scarsdale, MI 48158
(616) 832-7514
Josh Young
josh@younttileandstone.com

YOUR HOMES LLC
4325 Central Parkway, Suite A
Hudsonville, MI 49426
(616) 789-2381
Ernie Crumback
marketing@yourhomes.com

YOUR SHOWER DOOR
2955 28th Street
Grand Rapids, MI 49512
(616) 940-0900
David Romczyk
sales@yourshowerdoor.com

Z ZEELAND ARCHITECTURAL COMPONENTS
6001 E Washington Ave
Zeeland, MI 49464-1500
(616) 772-6000
John Zeeland
john@zeelandzengroup.com

ELECTRICAL CONTRACTORS & SUPPLIERS
BOL & ANDERBUS ELECTRIC, INC.
814 CUSTON FLOOR & BOUND
Grand Rapids, MI 49508
(616) 348-5044
bol@bolandandbus.com

DEWEER & VAN DYKE, INC.
(616) 666-9542
deweer@van-dyke.com

KLEN ELECTRIC, INC.
(616) 421-1093
klen@klenelectric.com

LENTON MANUFACTURING COMPANY
(616) 389-3724
lenton.com

ENERGY SYSTEMS AND PRODUCTS
NORTHWOOD ENERGY SYSTEMS LLC
10000 22nd St NW
Northwood, MI 49669
(616) 381-1811
northwood@energy-systems.com

ENGINEERED STRUCTURAL PRODUCTS
FEAR, AFB CONCRETE, INC.
(616) 300-8808

ENGINEERS & SURVEYORS
CLASSIC ENGINEERING ARCHITECTURE
(616) 742-3801
classicengr.com

EXLER ENGINEERING, INC.
(616) 344-1063
exlereng.com

FENTON & ASSOCIATES, INC.
(616) 427-9344
fentoneng.com

INDEVELD
(616) 775-1008
indeveld.com

EQUIPMENT RENTALS
DAVEY SUPPLY INC.
(616) 313-2913
davey@supplies.com

EXCAVATING & TRENCHING
BROD URBAN & SONS EXCAVATING LLC
(616) 799-0728

HAP HEKATER & SONS, INC.
(616) 457-1242
hapter@hapter.com

ARMSTRONG EXCAVATING, INC.
(616) 381-1243
armstrongexc.com

HOFF EXCAVATING
(616) 293-7000

FINANCIAL SERVICES
CAPITAL ONE SPARK BUSINESS
(616) 427-9744

CHENEGA BANK
(616) 388-1438
chenega.com

LAKS MICHIGAN CREDIT UNION
(616) 344-0481
laks.com

MACATAWA BANK
(616) 392-2320
macatawa.com

MERCANTILE BANK OF MICHIGAN
(616) 726-0000

NORTHPOINT BANK
(616) 353-3310
northpoint.com

UNITED BANK OF MICHIGAN
(616) 800-7126
unitedbank.com

FINISH CARPENTER
ADAPTIVE HOME
(616) 862-7126
adaptivehome.net

ASTIN HOME BUILDERS, INC.
(616) 308-0078
astinhomebuilders.com

BECKER BROTHERS
(616) 435-0396
beckerbrothers.com

DAVE DONDOROSI CUSTOM HOMES, INC.
(616) 746-7068
dondorosihomes.com

GRUBB BUILDERS, INC.
(616) 322-4465
grubbbuilders.com

MIKE SCALAP BUILDERS, INC.
(616) 392-1007
mikescalapbuilders.com

PREPARED HOME BUILDERS LLC
(616) 318-4425
preppedhomes.com

FIREPLACES
FLAME COFFEE
(616) 662-3400
flamecoffee.com

HIDALGO
(616) 944-9127
hidalgo.com

HEALTHCARE FIREPLACE
A HOME DEPOT
(616) 236-5000
healthcarefireplace.com

PREMIER GRANITE & STONE, LLC
(616) 742-9518
premiergranite.com

VANDERMAAL BROTHERS CONCRETE PRODUCTS
(616) 841-4200
vandermaal.com

WILLIAMS KITCHEN & BATH
(616) 775-0000
williamskitchen.com

FLOORING
ADVANCED INTERIORS, INC.
(616) 427-4810
advancedinteriors.com

BEAVER TILE AND STONE
(616) 736-3984
beaverinteriors.com

CERURU
(616) 688-0344
ceruru.com

CERTIFIED TILE AND STONE INSTALLERS
COURTNEY FLOORS TO GO
(616) 409-4212
courtneymfg.com

KILGUSMA'S FURNITURE
(616) 747-7390
kilgusmas.com

DO TO SOLD HARDWOOD FLOORS
(616) 243-9111
dotosold.com

ITEMA ASSOCIATES
(616) 748-0000
itema.com

FOUNDATION STABILIZATION-LIFTING & REPAIR
ADAPTABLE HOME
(616) 747-7390
adaptablehome.com

GEORGTOWN WATERPROOFING, INC.
(616) 427-4810
georgetownwaterproofing.com

FRAMER
BLAIR BUILDERS
(616) 398-8811
blairbuilders.net

ROSMORPH BUILDERS
(616) 322-7222
rosmorph.com

C & P BUILDING & DEVELOPMENT LLC
(616) 842-9443
cpbuilding.com

CELEBRITY BUILDERS LLC
(616) 200-2020
celebritybuilders.com

KORTHAN CONSTRUCTION
(616) 332-8844

MATE DEPPE BUILDER LLC
(616) 527-6170
matedeppe.com

SPROKAL BUILDERS LLC
(616) 907-2281
sprokallbuilders.com

GARAGE DOORS
ARUNA BROS. SALES & SERVICE, INC.
(616) 247-4776
arunabros.com

DISCOUNT DOOR
(616) 343-2100
discountdoor.com

OVERHEAD DOOR CO.
(616) 434-2007
overheaddoor.com

NEW MICHIGAN DOOR CO.
(616) 434-2007
newmichigan.com

FLYTTA DOOR, INC.
(616) 388-7244
flyttadoor.com

GARAGE FLOOR COATING
CONCRETE REPAIR LLC
(616) 443-9648
concreterepair.net

OVERHEAD DOOR CO. OF GRAND RAPIDS
(616) 693-0000
overheaddoor.com

GLASS & MIRROR PRODUCTS
GLASS DESIGN
(616) 727-1100
glassdesign.com

MORRIS'S GLASS & MIRROR CO.
(616) 744-5399
morrissglass.com

OVER
SLICK CLOSET & GLASS
(616) 424-1221
algebra.com

VOI GLASS, INC.
(616) 425-5155
voiglass.com

GREEN BUILDING
CORB SANDWICH ARCHITECTURE
(616) 792-0200
corbsandwich.com

RAVIO HOME CUSTOM BUILDER LLC
(616) 447-7800
raviohomes.com

DUANE ARCHITECTURE DESIGN - BUILD LLC
(616) 289-1074
duanearchitecture.com

GLAW TISSO BUILDERS, INC.
(616) 841-1001
glawtisso.com

GREEN PRODUCTS & SERVICES
DAVID HORN CUSTOM BUILDER LLC
(616) 207-7043
davidhorn.com

GREENEDGE OF MICHIGAN
(616) 424-9100
greenedgeofmichigan.com

GREENEDGE OF MICHIGAN
(616) 424-9100
greenedgeofmichigan.com

HEALTHLAND BUILDERS LLC
(616) 207-7430
healthlandbuilders.com

ACHTIVE BUILDERS, INC.
(616) 606-3800
activebuilders.com

MORRIS BUILDERS, INC.
(616) 772-1100
morrishomes.com

NEW BREAK HOME BUILDERS LLC
(616) 401-1000
newbreakhomes.com

PIGNET BUILDERS, INC.
(616) 388-7883
pignethomes.com

PIVOT HOME BUILDERS BY DESIGN
(616) 742-0426
pivothomesbydesign.com

SCOTT CHRISTOPHER HOMES
(616) 443-1804
scottchristopherhomes.com

THOMPSON REBUILDING, INC.
(616) 424-9100
thompsonrebuilding.com

REINTECH
(616) 424-9100
reintech.com

EXPANDED LISTING

Stand out by expanding your listing with your logo above your information in the annual HBA Roster and Spring and Fall Parade guidebooks.

FULL PAGE

8.25"W x 10.75"H

HALF PAGE

8.25"W x 5.3125"H

QUARTER PAGE

4"W x 5.3125"H

MEMBERSHIP ROSTER RATES

	AD SIZES	RATE
BACK COVER	8.5"W X 11"H	\$1750
INSIDE COVER	8.5"W X 11"H	\$1300
FULL PAGE AD	8.5"W X 11"H	\$700
HALF PAGE AD	8.5"W X 11"H	\$400
QUARTER PAGE AD	8.5"W X 11"H	\$350
EXPANDED LISTING	8.5"W X 5.5"H	\$200

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded.
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- Cover and Inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

HOME BUILDERS ASSOCIATION

Parade Of Homes

2021 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	25,394	9,662
TOTAL ENTRIES	39	13
TOTAL TICKETS SOLD	4,057	2,171
TOURS PER PERSON	6	4

2020 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	30,342	9,005
TOTAL ENTRIES	24	15
TOTAL TICKETS SOLD	2,979	1,179
TOURS PER PERSON	10	5

2019 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	132,003	25,365
TOTAL ENTRIES	85	33
TOTAL TICKETS SOLD	10,250	2,511
TOURS PER PERSON	13	11

EVENT SPONSORSHIPS

CALL FOR PRICING

TITLE SPONSOR

KICK-OFF SPONSOR

BLOCK PARTY SPONSOR

BUILDER BUS SPONSOR

GIVEAWAY TOUR BUS SPONSOR

TICKET SPONSOR

PANTRY SPONSOR

PARADE APP ADVERTISING OPPORTUNITIES

The HBA Parade App, with over 6,000 current users, is designed so that parade goers can easily find a Parade home to start, get directions and help them plot their course. Spring Parade advertising runs May - July. Fall Parade runs September - November.

PARADE APP SPONSOR: \$1,000

Includes 1 banner ad on home screen. Logo will be in Parade Guide and the HBAGGR website.

APP BANNER AD: \$500

Rotating ad on homepage of app.
Four spots available.

600 pixels X 600 pixels

iOS DOWNLOADS



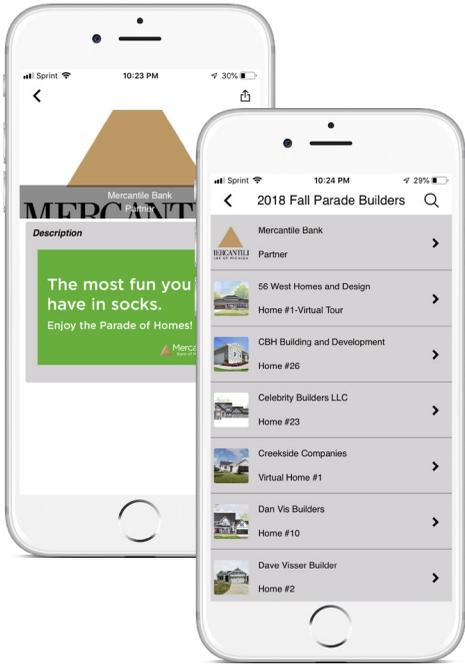
5,093

ANDROID DOWNLOADS



1,499





APP LOGO LINK: \$100
 Logo link with customized messaging that links to your web page.



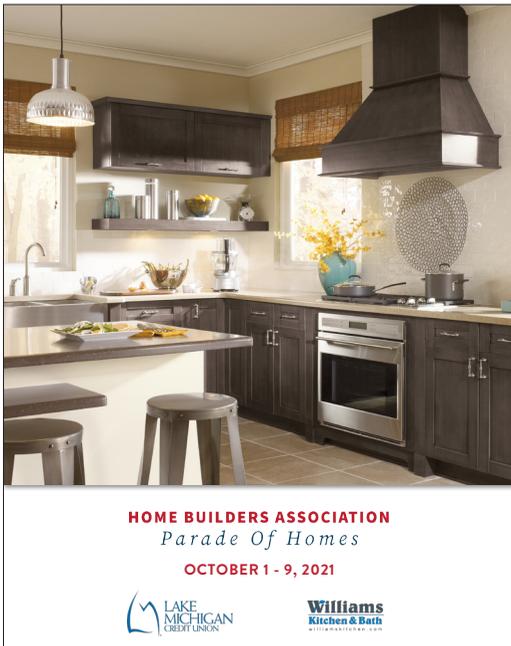
PUSH NOTIFICATIONS GEO-FENCING

Use Geo-fencing to send targeted push notifications to app users in the area of your home or business.

HBA Member
 Member with Guide Ad Purchase

\$250 (Per Region)
 \$50 (Per Region)

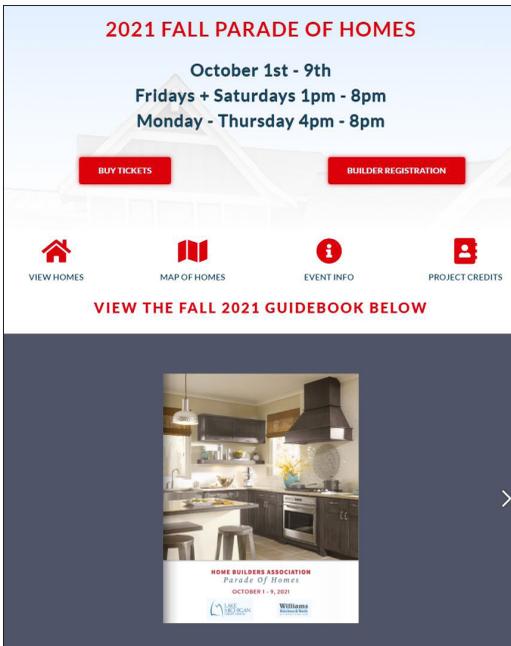
PARADE APP AD RATES			
	AD SIZES	DURATION	RATE
PARADE APP SPONSOR		3 MO.	\$1000
APP BANNER AD	600px X 600px	3 MO.	\$500
APP LOGO LINK		3 MO.	\$100
PUSH NOTIFICATION		ONE-TIME	\$250[PER REGION]
PUSH NOTIFICATION WITH GUIDE AD PURCHASE		ONE-TIME	\$50



HOME BUILDERS ASSOCIATION
Parade Of Homes
 OCTOBER 1 - 9, 2021



Printed Guidebook



Digital Guidebook on HBA Website

PARADE GUIDEBOOK

The Parade Guidebook is a must for any company targeting the Parade attendee market and beyond, including builders and remodelers. Both a printed and digital guidebook will be produced for Spring and Fall Parade of Homes.

FRONT COVER: CALL FOR RATE
BACK COVER: CALL FOR RATE

INSIDE FRONT COVER: \$2500
INSIDE BACK COVER: \$2300

FULL PAGE AD: \$2,200
 Digital ad links back to website
 8.5"W X 11"H

HALF PAGE: \$1,400
 Digital ad links back to website.
 8.5"W X 5.5"H

QUARTER PAGE AD: \$700
 Digital ad links back to website
 4.25"W X 5.5"H

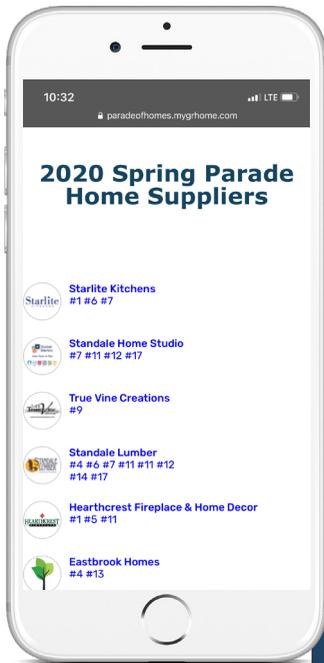
2021 DIGITAL GUIDEBOOK STATISTICS		
	SPRING	FALL
IMPRESSIONS	20,0329	10,082
VIEWS	3,123	1,681
AVERAGE TIME SPENT	5:37	2:52
DOWNLOADS	86	0
CLICKS ON LINKS	7,894	3,512

Please note, the Spring 2021 Guide was available online only

PROJECT CREDIT: \$50

Let visitors know you supplied the products or services in a home with a logo link to your web page. Listed in Parade App, Builder Webpage, Shop the Parade Directory Webpage, and digital guidebook. Choice of *one* QR-ME code in physical parade home.

Unlimited listings per parade.



Parade App



Shop the Parade Online Directory

2020 FALL PARADE PROJECT CREDIT DIRECTORY

The following HBA member companies have supplied goods and services to the builders to create these beautiful homes. If you are looking for any of the products you found while enjoying the parade homes please visit these members.

SUPPLIER	HOME NUMBER (S)
Advanced Interiors, Inc.	4, 5, 12
Bekins Audio/Video & Appliances	6, 13
Belden Brick & Supply Co.	7, 8
Bolt & Regnerus Electric, Inc. DBA Custom Video & Sound	7
Brower Buildingz Service, Inc.	13
Carter Lumber Co.	4, 5, V1
Century	6, 7
DeHaan Tile & Floor Covering, Inc.	10
Discount Door Co LLC	1
DK Homes LLC	10
Eastbrook Homes, Inc.	5
Eikenhout, Inc.	6
Flame Center	13
Gerrit's Appliance, Inc.	1, 5, 12
GoDwin Hardware & Plumbing, Inc.	1
Grand Rapids Lighting Center, Inc.	5
Hap Hoelwater & Sons, Inc.	7
Herrington Excavating, Inc.	V1
Kendall Lighting Center	1, 8
Laniga Appliance, Inc.	10
Leading Edge Insulation Services	4, 5, 10, 13
Lighthouse Title	12
Meulenbergh Painting & Decorating	1, 2
Modern Hardware	1, 7, 8, V1
Nawara Brothers Home Store	2
Norbert's Glass and Mirror	2
North Cove Builders LLC	4

myprh.com

Parade Digital Guidebook

5563 Timpson Ave SE
TruBuilt Builders LLC

Description

Incredible architectural lines and multi-media exterior materials define this home's modern aesthetic, a tribute to TruBuilt Builders' design repertoire. Sitting on a gorgeous waterfront lot, this home blends with its wooded surroundings in the perfect melding of modern and natural. The outdoor kitchen and fire pit transition seamlessly into the home, making it the perfect set up both entertaining and everyday living. Inside, a variety of natural accents (from trees harvested on the lot), stone-work, and breathing floor to ceiling windows help to bring the outside in. Quality trim and cabinetry by our sister company, TruCraft Cabinetry, is showcased throughout with custom touches such as tapered feet on the vanities, a wine shelf feature, ship-lap, and floating shelves. Rich colors and textures give this modern home a warm, classic feel. Come see for yourself and experience the precise quality and artistic design that TruBuilt Builders is known for!

Project Credits

Norberts Glass and Mirror
 Shower/Cabinet/Fireplace Glass & Mirrors

Builder Webpage

FULL PAGE

8.5"W X 11"H

HALF PAGE

8.5"W X 5.5"H

QUARTER PAGE

4.25"W X 5.5"H

PARADE GUIDEBOOK RATES

	AD SIZES	RATE
GUIDEBOOK FRONT COVER	8.5"W X 11"H	CALL FOR RATE
GUIDEBOOK BACK COVER	8.5"W X 11"H	CALL FOR RATE
GUIDEBOOK INSIDE FRONT COVER	8.5"W X 11"H	\$2500
GUIDEBOOK INSIDE BACK COVER	8.5"W X 11"H	\$2300
GUIDEBOOK FULL PAGE AD	8.5"W X 11"H	\$2200
GUIDEBOOK HALF PAGE AD	8.5"W X 5.5"H	\$1400
GUIDEBOOK QUARTER PAGE AD	4.25"W X 5.5"H	\$700
PROJECT CREDITS		\$50[PER PARADE]

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded.
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- Cover and Inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

AWARDS OF EXCELLENCE

SEE ADVERTISING MENU FOR PRICING

*Multiple Sponsorships Available

*PRESENTING PARTNER

Recognized as presenting sponsor with logo in all marketing materials, one (5) minute presentation, 2 tickets to event, optional vendor booth

AWARDS PARTNER

Signage on awards table, logo on awards bag, with optional promo postcard, volunteer to pass out awards, 2 tickets to event, recognized on promotional materials

PHOTO STATION PARTNER

Logo on photo strip, 2 tickets to event, and recognition in event marketing

ENTERTAINMENT PARTNER

Option to introduce entertainment, 2 tickets to event, optional vendor booth, and recognition in event marketing

RED CARPET PARTNER

Red Carpet Host, 2 tickets to event, and recognition in event marketing

INSTAGRAM #LIVE PARTNER

Logo on InstaLive feed, 2 tickets to event, volunteers to promote during event, and recognition in event marketing

*PARTING GIFT PARTNER

2 tickets to event, provides parting gift to guests, and recognition in event marketing

WINNERS TOAST PARTNER

Includes bottle of champagne to lead toast to winners at end of event, 2 tickets to event, and recognition in event marketing

*TABLE PARTNER

Logo in program, company signage at dinner table, and 8 tickets to event

REGISTRATION PARTNER

Signage on registration table, provide volunteers to staff registration table, 2 tickets to event, and recognition in event marketing

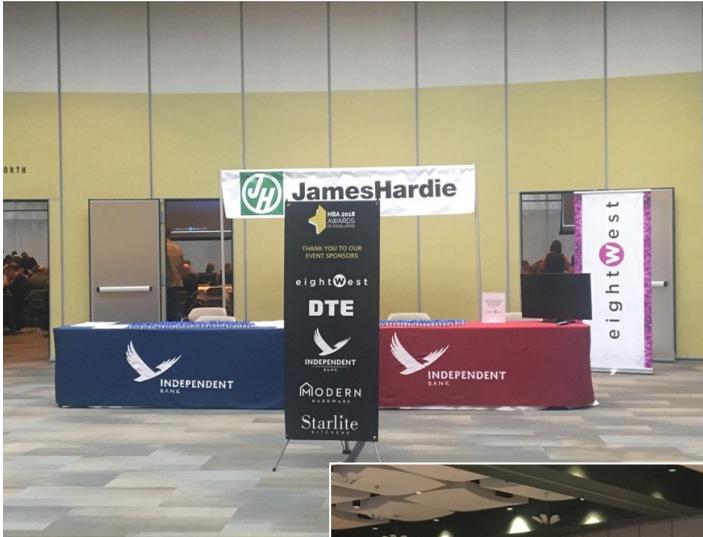
BAR PARTNER

Signage at bar station, 2 tickets to event, and recognition in event marketing

For more information, please contact the HBA or visit www.myGRhome.com/awards

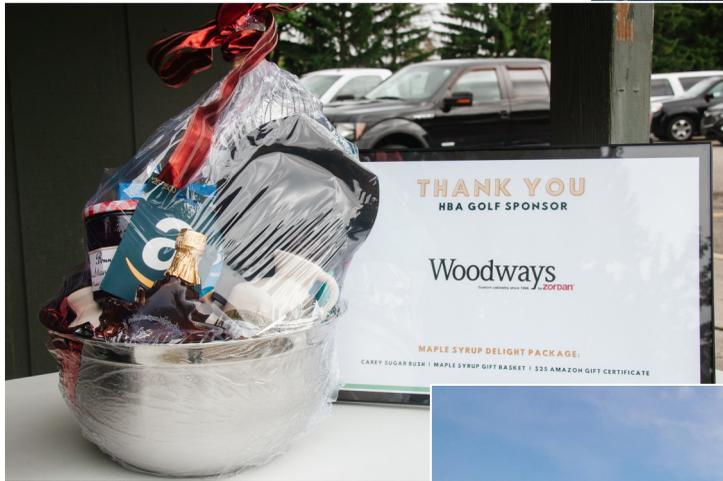
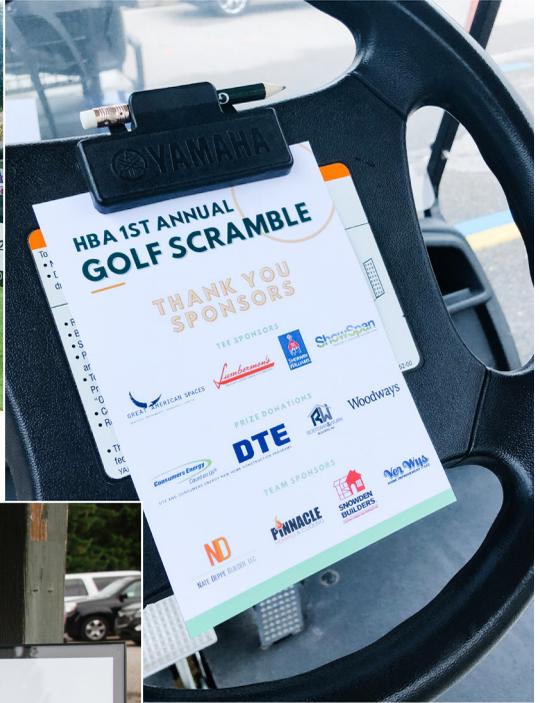
AWARDS OF EXCELLENCE SPONSORSHIP RATES

*PRESENTING PARTNER	\$2000
AWARDS PARTNER	\$2000
PHOTO STATION PARTNER	\$1500
ENTERTAINMENT PARTNER	\$1000
RED CARPET PARTNER	\$1000
INSTAGRAM #LIVE PARTNER	\$500
*PARTING GIFT PARTNER	\$400
WINNERS TOAST PARTNER	\$500
*TABLE PARTNER	\$500
REGISTRATION PARTNER	\$200
BAR PARTNER	\$200



 **HBA AWARDS OF EXCELLENCE**





GOLF TOURNAMENT

SEE ADVERTISING MENU FOR PRICING

*Multiple Sponsorships Available

HOLE IN ONE PARTNER

Lunch for 2, BYO booth to showcase service/product, recognition in event marketing, provide insurance for Grand Prize TBD by sponsor

GOLF CART PARTNER

Logo on golf carts, lunch for 2, and recognition in event marketing

LUNCHEON PARTNER

Logo on dining tables, lunch for 2, and recognition in event marketing

BEER CART PARTNER

Logo on beer cart station, company logo displayed at event registration, and recognition in event marketing

*TEE PARTNER

Lunch for 2, BYO booth to showcase service/product. Provide snack for golfers and/or optional game at booth, and recognition in event marketing

*FAIRWAY SIGN PARTNER

Large 2' x 2' signage on one of the fairways throughout the course, and recognition in event marketing

REGISTRATION PARTNER

Signage at registration table, optional promo material, lunch for 2, assist with golfer check-in, and recognition in event marketing

50/50 RAFFLE PARTNER

Lunch for 2, assist with raffle, and recognition in event marketing

*PRIZE PARTNER

Sponsor provides branded goodie bag with company swag or special offers valued at \$50+ OR \$50+ gift of choice, and recognition in event marketing

SILENT AUCTION DONATION

Company swag bag, or local/state excursion or activity TBD by sponsor, and recognition in event marketing

*COURSE SNACK PARTNER

Optional promotional brochure at snack table and recognition in event marketing

GOLF TOURNAMENT SPONSORSHIP RATES

HOLE IN ONE PARTNER	TBD
GOLF CART PARTNER	\$1000
LUNCHEON PARTNER	\$1000
BEER CART PARTNER	\$500
*TEE PARTNER	\$200
*FAIRWAY SIGN PARTNER	\$100
REGISTRATION PARTNER	\$100
50/50 RAFFLE PARTNER	\$100
*PRIZE PARTNER	\$50
SILENT AUCTION DONATION	TBD
*COURSE SNACK PARTNER	TBD

NETWORKING SPONSORSHIPS

ANNUAL MEETING TITLE SPONSOR

Sponsor provides venue and catering for the annual meeting.

MEMBER MEET-UP HOST SPONSOR

Sponsor determines networking meet-up location and provides refreshments for guests.

EDUCATION HOST SPONSOR: \$100

Meet members and network by hosting an education event. Choose from Education Breakfast, Education Lunch + Learn, or Education After Hours. Host provides classroom area, audio / visual and refreshments, with the option to provide the speaker or present your products and services.

SUMMER EVENT / MEMBER APPRECIATION SPONSOR:

Sponsor may choose venue or host this HBA member + family event in the Greater Grand Rapids area.

SPEED NETWORK SPONSOR

Exclusive 1-on-1 with predetermined HBA builder member. Recognition in event marketing + vendor booth.

LEGISLATIVE BREAKFAST SPONSOR

Recognition in event marketing + vendor booth.

ADD-ONS

HBAF

HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS
FOUNDATION

FOUNDATION CONTRIBUTION: TBD

There are several ways you can support the HBA Foundation. Serve on the Foundation Committee, donate materials, labor, or offer financial support to our special needs housing project. Get involved with our Next Generation program by considering a housing industry graduate for employment or help fund the scholarship program.

hbafoundationgr.com

HBA FOUNDATION
CLAY SHOOT

FOUNDATION CLAY SHOOT

Clay Shoot is one of the best attended events of the year and our most successful fundraising event because of your support! Promote your company and help rebuild the HBA Foundation scholarship fund.

hbafoundationgr.com





PWB CONTRIBUTION: TBD

The PWB is the voice of women in the local building industry. Through education, professional development and networking opportunities, the PWB helps members to acquire and develop invaluable leadership and business skills to boost career success. mygrhome.com/professional-women-in-building



AD DESIGN: \$45/HR

For \$45 per hour, the HBA will help you design your proof + advertisement. For personal use or HBA publications.

JOB POSTING: FREE

HBA member perk. Let us post your open positions on the HBAGGR website for you to build your team of professionals. Will also be promoted on our social media and weekly e-blast to members.

HBA HOMEOWNER EXPERT: FREE

Volunteer to be an on-call HBA member expert to answer consumer questions.

ADVERTISING AGREEMENT

COMPANY NAME: _____ CONTACT NAME: _____

PHONE: _____ FAX: _____

EMAIL: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

AUTHORIZING SIGNATURE: _____

ADVERTISING/AD SIZES	RATE	QUANTITY	TOTAL

SUBTOTAL

JOIN THE HBA			
HBA MEMBERSHIP	\$629*		

**Rate may fluctuate from year to year*

SUBTOTAL

CONTACT INFORMATION

Brian Borbot	(616) 550-2746	brianb.biz@gmail.com
Kylie Herron	(616) 281-2021 X251	marketing@hbaggr.com

PAYMENT INFORMATION

SUBMIT ALL PAYMENTS TO: HBAGGR 616 281 2021
 3959 CLAY AVE
 WYOMING, MI 49548

TOTAL AMOUNT AUTHORIZED: \$ _____

PAYMENT METHOD: CHECK ENCLOSED OR PLEASE CHARGE MY VISA MASTERCARD DISCOVER AMERICAN EXPRESS

CARD # V-CODE: _____ EXP DATE: ____/____/____

CARDHOLDER NAME: _____

SIGNATURE: _____ DATE: _____

FOR OFFICE USE ONLY:	SALES PERSON: _____
<input type="checkbox"/> INVOICED	<input type="checkbox"/> E-MAILED STATEMENT <input type="checkbox"/> READY FOR EXPORT