

SPONSORSHIP OPPORTUNITIES

2023



**HOME BUILDERS ASSOCIATION
OF MICHIGAN**

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QUESTIONS ABOUT
SPONSORSHIPS?
CONTACT DIANA DIXON
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\$25,000

ONLY ONE AVAILABLE

EVENT SPONSORSHIP

PATRON SPONSORSHIP PACKAGE

BANNER ADS & REDIRECT LINKS

12-months with your banner logo on our website identifying the company as patron-level sponsor with redirect link to your company website (or URL of your choosing)

12-months with your banner logo appearing on our weekly Friday Finish video (emailed to members weekly) identifying company as a patron-level sponsor with redirect link to your company's website (or URL of your choosing)

MICHIGAN BUILDER MAGAZINE

Front Cover Photo/Design and feature story in one issue of **Michigan Builder Magazine** (published quarterly with a circulation of more than 8,000 including all HBA members along with government leaders and those in residential building industry)

A half page ad in Michigan Builder Magazine in all issues

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

Sponsorship recognition at HBA Michigan's Annual Summer Convention – your choice of reception, dinner or luncheon sponsor - This includes a 5 minute speaking opportunity, event registration and one night accommodation for a company representative

Leadership Conference Lunch Sponsorship – 5-minute speaking opportunity along with introduction of one of our national recognized speakers

Sponsorship of the HBAM Remodelers Council Workshop (if held) or the Michigan Executive Officer's Annual Professional Development Conference (with speaking opportunity) – The latter event brings the leaders of all 19 local associations together and provides a great forum to share information with HBA's across the state

\$12,000

EVENT SPONSORSHIP

ONLY FOUR AVAILABLE

MASTER SPONSORSHIP PACKAGE

BANNER ADS & REDIRECT LINKS

Nine-months with your banner logo on our website identifying the company as master-level sponsor

Nine-months with your banner logo appearing on our weekly Friday Finish videos

MICHIGAN BUILDER MAGAZINE

A half-page ad in Michigan Builder Magazine (or a quarter-page ad in two issues)

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

Sponsorship recognition at HBA Michigan's winter board of directors meeting including a 10 minute speaking opportunity (currently held in conjunction with the Great Lakes Builders Show taking place February 6-7 in Novi); Acknowledgement in registration brochure to be distributed to all members; One complimentary registration

Sponsorship at HBA Michigan's Annual Summer Convention—your choice of sponsoring Remodelers Council Breakfast, Keynote Speaker Sponsorship or Welcome Reception; 10 minute speaking opportunity at event; Acknowledgement in all promotional materials/signage at event; Post event member registration list; One complimentary registration

PREMIER EVENT SPONSOR

GRAND TRAVERSE RESORT & SPA | ACME, MI

GRAND TRAVERSE RESORT & SPA

Recognition as official sponsor of the reception and work directly with our team to identify a special guest to address convention attendees.

PRE-EVENT MARKETING

Acknowledgement in all printed information to be distributed to all members; two complimentary registrations; two complimentary overnight (one night per person) accommodations at Grand Traverse Resort and Spa.

ON-SITE ACKNOWLEDGEMENT

Introduction and recognition at event with 15 minute speaking opportunity; Acknowledgement in all printed material distributed by the HBA of Michigan; Sponsor acknowledgement/signage at event; Opportunity to display promotional materials at event; Post event registration list

EVENT SPONSORSHIP

HBAM SUMMER CONVENTION

GRAND TRAVERSE RESORT & SPA | ACME, MI

LEGACY COUNCIL EVENT | \$5,000

Meet the members of our new high-volume builder council during their luncheon meeting and afternoon golf

WELCOME RECEPTION | \$6,000 (OR TWO AT \$3,000) ONE SOLD

The Welcome Reception will be the first night event for all registrants with entertainment and activities for the kids

OPENING CEREMONIES | \$6,000

Meet and have the opportunity to introduce one of our state's most dynamic leaders; Genesee County Sheriff Chris Swanson - a charismatic motivational speaker who oversees the fifth largest public safety office in the state

KEYNOTE LUNCHEON | \$6,000 (OR TWO AT \$3,000)

Address all of our convention participants by sponsoring the keynote luncheon and introducing our speaker

REMODELERS COUNCIL BREAKFAST | \$2,500

Join our state's top remodelers during their roundtable breakfast and address participants

YOUNG PROFESSIONALS EVENT | \$5,000

Join our industry's Young Professional at The Den; this event will include axe throwing, boutique bowling, and virtual reality games

NAME BADGE/LANYARD | \$2,500 SOLD

Have your logo printed on all of the name badge lanyards that will be worn by convention attendees

RECEPTION & DINNER | \$10,000 (OR TWO AT \$5,000)

Sponsor the main night reception/dinner with an amazing banquet and entertainment

EVENT SPONSORSHIP

HBAM SUMMER CONVENTION

GRAND TRAVERSE RESORT & SPA | ACME, MI

ANNUAL MEMBERSHIP, LEADERSHIP COUNCIL & BOARD MEETING | \$5,000

Meet and address delegates and speakers - Invited speakers include Michigan's Speaker of the House and Senate Majority Leader

EDUCATIONAL SPEAKERS | \$2,500

Motivational, educational, professional - the sky is the limit on speakers for our attendees

KIDS KORNER | \$1,000

Gift bags full of activities and toys to keep little hands and curiosities occupied

YOUNG PROFESSIONALS ATTENDANCE | \$500 PER ATTENDEE

The new building professionals are the future of our association and the building industry - Sponsor a young professional to attend the Summer Convention so they can learn how important the trade association is to the industry

SPONSORSHIP PERKS:

RECEIVE THESE PERKS WHEN ANY SPONSORSHIP IS PURCHASED

- Marketing material acknowledgement in Michigan Builder, website, direct mailing, electronic invitations
- On-site brochure acknowledgment and sponsor signage
- Introduction, recognition and speaking opportunity at sponsored event for \$2,000+
- Two (2) complimentary registrations for \$2,000+ | One (1) complimentary registration for <\$2,000

MAGAZINE SPONSORSHIP

MICHIGAN BUILDER MAGAZINE

The Home Builders Association of Michigan (HBAM) Michigan Builder magazine is back in circulation this year with a new printing company, more pages, and distribution to 8,000 members, building industry organizations and legislators.

AD	SIZE	RATE
Center Spread	17 x 11.125 (with bleeds)	\$5,000
Full Page	8.625 x 11.125 (with bleeds)	\$2,500
Half Page	7.5 x 5 (horizontal) 4.917 x 7.5 (vertical)	\$1,500
Third of a Page	3.625 x 6.625	\$1,150
Quarter Page	3.625 x 5	\$1,000

Record Attendance at 2023 International Builders Show (IBS)

More than 1,000 Michiganders traveled to Vegas January 30-February 2

What happens when your national association puts together a partnership with the kitchen and bath show organizers to stage its International Builders Show? Some 70,000 home building professionals from around the world show up. Nearly 700 HBA members from Michigan were there, along with more than 300 others from our state. When including participants in the National Kitchen & Bath Industry Show, nearly 110,000 people were roaming the two shows within the corridors of the Las Vegas Convention Center. Participants in IBS had access to hundreds of educational sessions, numerous networking events and more than 1,300 exhibits (covering 600,000 square feet). If you've never attended, make plans to do so at IBS 2024. It will take place in Las Vegas the week of February 26, 2024.

For those that do attend, the HBA's of Michigan, Indiana and Illinois jointly host a free networking reception (open to any and all that attend IBS from our state). This year nearly 300 members dropped in to network with their peers from the upper Midwest.



This regular event would not be possible without the longstanding sponsorship support of DTE and the Michigan Propane Gas Association (MPGA). More specifically, this would not happen annually without the leadership of Christine Cole from DTE and Tom Jaenicke from MPGA. If you know them or see them in the near future, please tell them thank you!

CATCH THE Friday Finish

Check your inbox or our social media every Friday for a brief weekly alert with updates on the industry and other benefit programs provided by your state association.



THANK YOU TO OUR SPONSORS!



14 HBAofMichigan.com • SPRING 2023





MEMBERSHIP PAYS

HBA membership offers discount programs to help run your business and save you money.

www.hbamichigan.com



NAHB Member SAVINGS

Put your membership to work.



Exclusive discounts that benefit you, your business and your family. nahb.org/Savings

MICHIGAN BUILDER • SPRING 2023

QUARTER PAGE ADS

HALF PAGE ADS

WEBSITE SPONSORSHIP

HBAOFMICHIGAN.COM

Whether you want to get your name out there, advertise specials or promote new products, our website is the place to find a local, targeted audience that is looking for home industry related services. **All website ads are placed for one (1) year and can be changed up to four (4) times that year.**

CAROUSEL ADS | 8 AVAILABLE

The home page carousel is a rotating list of links to site features, products or upcoming events. Carousel ads highlight your new products, member profile, press releases or anything else you would like to draw attention to.

HOME PAGE SQUARE ADS | 10 AVAILABLE

These ads are placed on the home page in a group of 3 rotating ads. The ad can be linked to the sponsor's website or other page.

SECONDARY PAGE SQUARE ADS | 20 AVAILABLE

These ads are placed on all secondary pages in a group of 3 rotating ads. The ad can be linked to the sponsor's website or other page.

EVENT PAGE CAROUSEL ADS | 8 AVAILABLE

The event page carousel is a rotating list of links to site features, news stories, or upcoming events. Carousel ads highlight your new products, member profile, press releases or anything else you would like to draw attention to.

AD	SIZE	RATE
Home Carousel	2400 x 700	\$6,000
Event Carousel	2400 x 500	\$3,000
Home Square	300 x 300	\$3,000
Secondary Square	300 x 300	\$1,500