



HOME BUILDERS
ASSOCIATION
of
METRO DENVER



#HBAHereForGood



SPONSORSHIP GUIDE

Overall HBA Annual Opportunities

Contact cdahl@hbadenver.com or call Connie Dahl at 303-551-6720 for more information

All sponsors must be HBA of Metro Denver members in good standing.

Member Advantage Quarterly Events

- Breakfast/Refreshment Sponsor** (\$500)
 - Logo on Flyer and at Event
 - Table top and Personal Introduction at Event

Builder Product Expo *Reschedule Date TBD, 500+ Attendees*
Network and visit with our HBA members as they exhibit their newest products to our builders. Enjoy food, door prizes, and a cash bar at HBA of Metro Denver's Annual Builder Product Expo.

- Diamond Sponsor** (\$2,800)
 - Logo on Flyer and at Event
 - Double Booth at Event with 10 attendee and drink tickets
- Platinum Sponsor** (\$1,500)
 - Logo on Flyer and at Event
 - Booth at Event with 10 attendees and 10 drink tickets
- Prime Booth Exhibitor** (\$1,100)
 - Booth at Event with 2 attendees and 5 drink tickets
- Premium Booth Exhibitor** (\$900)
 - Booth at Event with 2 attendees and 5 drink tickets
- Choice Booth Exhibitor** (\$800)
 - Booth at Event with 2 attendees and 5 drink tickets
- Food & Beverage Sponsor** (\$500)
 - 2 attendees and 10 drink tickets

Annual Gathering of Members *October 28, 2021 300+ Attendees*
Builders, developers, associates and trade contractors unite to network, share insights, recognize and elect our Association's leadership. The HAP Awards are presented as well as a keynote speaker during dinner.

- Diamond Sponsor** (\$5,000)
 - Up to 3 Min. Speaking Opportunity + HAP Award Presentation
 - Opportunity to Provide Promo Material at Each Placessetting
 - Display Sponsor's Pop Up Banner at Event
 - Logo on Flyer and Rotating Logo on Screen
 - 3 month 728x90 Digital Banner on www.hbadenver.com
 - VIP Seating, 10 dinner and drink tickets, Logo on Table
 - Exhibitor Table Top
- Platinum Sponsor** (\$2,000)
 - HAP Award Presentation
 - Display Sponsor's Pop Up Banner at Event
 - Logo on Flyer and Rotating Logo on Screen
 - Premier Seating, 10 dinner and drink tickets, Logo on Table
 - Exhibitor Table Top
- Gold Sponsor** (\$1,000)
 - Logo on Flyer and Rotating Logo on Screen
 - Preferred Seating, 10 dinner and drink tickets, Logo on Table
- Exhibitor Sponsor** (\$500)
 - Table top sponsor with (1) one dinner and drink ticket

HBA Digital Banner Opportunities

- Leaderboard Banner** (\$1,000 per year run of site)
 - 728x90px rotating banner on all data-driven pages: Member Directory, Events, Blog, News, Jobs, Forms, etc.
- Rectangular Banner** (\$250 per year per Council page)
 - 300x250px rotating banner 1 choice of 4 page locations
- Leaderboard + Rectangular Banners** (\$1,500 per year)
 - 728x90px PLUS 300x250px rotating banner on Council pages

Parade of Homes & Industry Night *700+ attendees*
Thursdays - Sundays August 12 - 29th - Detailed [Parade of Homes Sponsorship](#) Level inclusion info available. Industry Night (Friday, August 13, 2021) is the Kick-off party to the Parade of Homes. Networking, pouring wine, serving beer and hors d'oeuvres in the evening backdrop of model homes of our Location Host Sponsor.

- Parade of Homes Presenting Sponsor** (\$30,000)
- Parade of Homes Map Sponsor** (\$22,000)
- Parade of Homes People's Choice Award Sponsor** (\$15,000)
- Parade of Homes Platinum** (\$12,500)
- Parade of Homes Gold Sponsor** (\$8,500)
- Parade of Homes Silver Sponsor** (\$5,000)
- Parade Promotional Blog Post/Online Story** (\$2,000)
- ParadeOfHomesDenver.com Digital Banner** (\$750)
- Industry Night Location Host Sponsor** (\$13,000)
- Industry Night Platinum Sponsor** (\$1,500)
 - Logo on flyer and at Event, 10 attendee tickets to event
 - Bring own signage to Event
- Industry Night Gold Sponsor** (\$1,250)
 - Logo on flyer and at Event, 8 attendee tickets to event
 - Bring own signage to Event
- Industry Night Ruby Sponsor** (\$1,000)
 - Logo on flyer and at Event, 6 attendee tickets to event
 - Bring own signage to Event
- Industry Night Sapphire Sponsor** (\$500)
 - Logo on flyer and at Event, 4 attendee tickets to event
- Industry Night Silver Sponsor** (\$250)
 - Logo on flyer and at Event, 2 attendee tickets to event

Additional Sponsorships Available:

See separate sponsorship packages for these events

Innovations Summit *Summer, 2021 [Sponsor Opptys](#)*

MHC Political Forum See [MHC web page](#) for more info

Colorado Award in Remodeling Excellence (CARE) Gala
Event combined with MAME (below)

Marketing and Merchandising Excellence (MAME) Gala
Hosted by the SMC *November 6, 2021 [Sponsor Opptys](#)*

Bricks & Sticks Golf Tournament *June 24, 2021 [Sponsor Opptys](#)*

For a better quality of life.



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Check sponsorship opportunities of interest

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Overall Annual Sponsorships

Suggested tiers for Annual sponsorship packages are listed below. Annual Sponsorships are the best way for a company to tailor benefits based on desired ROI. **Let us work with you to create your own custom sponsorship package to help grow your business today!**

- Diamond Sponsorship** (includes category exclusivity) - \$50,000 annually
- Platinum Sponsorship** (includes category exclusivity) - \$35,000 annually
- Gold Sponsorship** (includes category exclusivity) - \$25,000 annually

Annual Council & Committee Sponsorships

Select which council(s) you would like to sponsor for an entire year. Sponsorship allocation of funds will be determined as necessary for each event. Additional events may be added throughout the year based on council needs. **Annual sponsorships can start anytime during the year.**

Custom Builder and Remodeler Council (CBRC): \$_____

- **CBRC Annual Premier Sponsor - \$10,000:** Company logo on all CBRC event flyers, Ad on CBRC Council web page, Attendance to at least four CBRC Roundtable events for Builders/Architects only, 6 tickets to each council event, Opportunity to speak at every event, Banner and promotional material displayed at every event, Opportunity to host at least two of the monthly builder permit expeditor programs
- **CBRC Annual Signature Sponsor - \$5,000:** Company logo on all CBRC event flyers, Ad on CBRC Council web page, Attendance to at least four CBRC Roundtable events for Builders/Architects only, 4 tickets to each council event, Opportunity to speak at one event, Banner and promo material displayed at every event, Opportunity to host at least one of the monthly builder permit expeditor programs
- **CBRC Annual Advocate Sponsor - \$2,500:** Company logo on all CBRC event flyers, Ad on CBRC Council web page, EXCLUSIVE: Attendance to at least four CBRC Roundtable events for Builders/Architects only, 2 tickets to each council event, Banner and promo material displayed at every event
- **CBRC Gold Event Sponsor - \$1,000:** Company logo on the event flyer, 4 tickets to the event for each \$1,000 sponsored, banner and promo material displayed at event
- **CBRC Silver Event Sponsor - \$750:** Company logo on the event flyer, 2 tickets to the event for each \$750 sponsored, Banner and promo material displayed at event
- 2021 CBRC Events Calendar & Sponsorship Details: www.hbadenver.com/cbrc2021

Professional Women in Building Council (PWB): \$_____

- **PWB Annual Signature Sponsor - \$5,000:** Company logo on all PWB event flyers, Company Logo included in Quarterly Luncheon slideshows, Pull up banner with logo displayed at all PWB Events, Banner on PWB Council web page, Social media recognition throughout sponsorship, Bank of 20 tickets for PWB Events of your choice (limits apply), Opportunity to say a few words about your company at Quarterly Luncheons
- **PWB Annual Overall Sponsor - \$2,500:** Company logo on all PWB event flyers, Logo recognition included in all Quarterly Luncheon slideshow, Banner on PWB Council web page, Bank of 10 tickets for PWB Events of your choice (limits apply)
- **PWB Empowerment Luncheon - \$1,000:** Available in February (Women's Conference), May, August and November, Company logo on the event flyer, Logo recognition included in event slideshow, 2 tickets for each \$1000 sponsored, Opportunity to provide business cards, flyers or swag material on the individual luncheon tables
- **Connections and Cocktails - \$250:** Available in March, April, June, July, September and October, Company logo on the event flyer, 2 tickets for each \$250 sponsored, Opportunity to provide business cards, flyers or swag material - material location dependent on event location
- 2021 PWB Events Calendar & Sponsorship Details: www.hbadenver.com/pwb2021

Sales & Marketing Council (SMC): \$_____

- **SMC Annual Premier Sponsor - \$10,000:** \$2,500 Annual Council Sponsorship PLUS: \$7,500 MAME Leading Sponsorship, Premier logo placement on all promotional flyers, Brief speaking opportunity at all SMC breakfast events
- **SMC Annual Signature Sponsor - \$5,000:** \$2,500 Annual Council Sponsorship PLUS: \$3,000 valued MAME Sponsorship package of your choice, Opportunity to distribute promotional items at all SMC breakfast events
- **SMC Annual Council Sponsor - \$2,500:** Logo on all promotional flyers, Social media recognition, Representative/signage at check-in at each SMC event, Verbal recognition at SMC breakfast events, Banner Ad (300x250px) on the SMC webpage (provided by sponsor), 8 attendee tickets to all SMC breakfast events
- **SMC Event Sponsor - \$1,000:** Logo on promotional material for event, Opportunity to briefly address the attendees at the sponsored event, Social media recognition, Verbal recognition at event, 6 attendee tickets to event (excluding MAME)
- **SMC Event Sponsor - \$500:** Logo on promotional material for event, Verbal recognition at event, 4 attendee tickets to event (excluding MAME)
- 2021 SMC Events Calendar & Sponsorship Details: www.hbadenver.com/smc2021

Young Leaders Council (YLC): \$_____

- **YLC Annual Overall Sponsor - \$2,500:** Company Logo on all YLC Event flyers, at YLC Educational Events, Social Events & Happy Hours, Banner Ad (300x250) on YLC web page, Logo on YLC social media channel, Opportunity to give 2-minute speech on your company at Luncheon Events, Opportunity to provide promo material/swag at all Events, 2 tickets to all YLC Events
- **YLC Young Leaders & Libations Sponsor (Top Golf, Mini-Golf Tournament and/or Cornhole Tournament) - \$1,000:** Recognition on the Event flyer, Opportunity to provide promo material/swag, 2 tickets to Event
- **YLC Eats + Inspiration Sponsor - \$500:** Recognition on the Event flyer, Opportunity to provide promo material/swag, 1 ticket to Event
- **YLC Mentoring Sponsor - \$500:** Recognition on all Event flyers, Opportunity to provide promo material/swag
- **YLC Bookclub Sponsor - \$250:** Recognition on the Event flyer, Opportunity to provide promo material/swag
- 2021 YLC Events Calendar & Sponsorship Details: www.hbadenver.com/ylc2021

JobSite Safety Committee Education Class Sponsor - \$250: Recognition on Event flyer, Opportunity to provide promo material/swag

HBA University Education Class Sponsor - \$250: Recognition on Event flyer, Opportunity to provide promo material/swag