

# Home Builders Association of Metro Denver 2022

For a better quality of life.



HOME BUILDERS  
ASSOCIATION  
of  
METRO DENVER



SPONSORSHIP OPPORTUNITIES

July 2022



# Home Building Market

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The Home Builders Association of Metro Denver (HBA) is the place to tap into the owners, leaders and decision makers of the eight-county home building sector. The HBA represents Builder Members from custom home builders to large production builders, that in 2021 accounted for an astounding 84% of all closings in the metro area.

Further, HBA members employ the vast majority of 109,000 men and women in the region's thriving construction sector, which does not reflect the jobs created for allied fields including architecture, legal services, appraisals and mortgages, real estate and title services, suppliers, appliances, design and so many others.

If you are marketing, selling and servicing the home building industry in metro Denver, there is simply no other platform to reach and impact your potential customers than the Home Builders Association of Metro Denver.

**\$4,945,915,225**

*The total annual revenue generated by HBA builder members last year was an eye-popping \$4,945,915,225.*





# Home Builders Association of Metro Denver 2022

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ORGANIZATIONAL YEAR ROUND PARTNERSHIPS





# Organizational 2022 Partnerships

## Levels of Sponsorship *revised for July 2022*

### Premier Partner (~~\$111,507~~ **71,524 value\***) ~~\$40,000~~ **\$26,500**

These companies and organizations will be recognized as top-level, 2022 annual Premier Partners of the HBA of Metro Denver, receiving universal recognition at all upcoming HBA events and programs during the term of the agreement. This positive brand association will be included in all HBA communications (\$8,372 value), recognition and advertising in the MAME Awards and Annual Meeting programs (\$2,234 value), web, e-newsletters and social media (\$11,722 value), onsite signage, and hospitality benefits as well as council memberships and sponsorships (\$10,976 value) along with bundled sponsorships for all HBA's signature industry events (\$38,220 value).

### Official Partner (~~\$64,642~~ **\$45,718 value\***) ~~\$25,000~~ **\$14,000**

These companies and organizations will be recognized as 2022 annual Official Partners of the HBA of Metro Denver receiving universal recognition at all upcoming HBA events and programs during the term of the agreement. This secondary brand association will be included in select HBA communications (\$6,198 value), recognition and advertising in the MAME Awards and Annual Meeting programs (\$2,120 value), web, e-newsletters and social media (\$7,082 value), onsite signage, and hospitality benefits as well as council memberships and sponsorships (\$5,208 value) along with bundled sponsorships for all HBA's signature industry events (\$25,110 value).

### Corporate Partner (~~\$31,781~~ **\$20,270 value\***) ~~\$15,000~~ **\$8,500**

These companies and organizations will be recognized as 2022 annual Corporate Partners of the HBA of Metro Denver receiving recognition at all upcoming HBA events and programs during the term of the agreement (\$4,595 value). They will receive brand association for HBA events, web, newsletter and social media recognition and engagement (\$4,422), onsite signage, and hospitality benefits as well as council memberships and sponsorships (\$5,208 value) along with bundled sponsorships for HBA's signature industry events (\$6,045).

\*Sponsorship values score by independent third party utilizing industry standards. Value recalculated without past event benefits, and prorated to-date.



# Premier Partner of HBA of Metro Denver

## Sponsor Assets

### 2022 Parade of Homes Associate Sponsorship

#### All HBA Signature Events: Sponsorships, Client & Employee Hospitality

Annual Meeting (Platinum), Parade of Homes Industry Night (Platinum), MAME Awards (Award Sponsor), Innovation Summit (Premium Table), Builder Product Expo (Platinum), Bricks & Sticks Golf Tournament (Birdie), HBA at Colorado Clays (Station), Comp tickets to each event (# of tickets vary by event).

#### HBA Council Memberships and Sponsorships

Two (2) individual annual memberships to each council along with Associate level council sponsorships for all four (4) HBA councils.

#### Category Exclusivity and Brand Usage Rights

Robust association with HBA of Metro Denver, including business category exclusivity, right to use HBA of Metro Denver logo with moniker "Premier Partner of the HBA of Metro Denver".

#### Promotion & Advertising Inclusion

Recognition in all industry event and council brochures, HBA event flyers and key HBA publications and news releases.

#### Web, Digital & Social Media Recognition

Company logo on hbadenver.com footer - seen on every page, rotating banner ads, logo on all HBA electronic e-newsletters, opportunity to contribute newsletter content, monthly story telling, promotional social media / blog posts.



# Official Partner of HBA of Metro Denver

## Sponsor Assets

### 2022 Parade of Homes Supporting Sponsorship

#### All HBA Signature Event Sponsorships, Client & Employee Hospitality

Annual Meeting (Platinum), Parade of Homes Industry Night (Gold), MAME Awards (Pearl), Innovation Summit (Bronze), Builder Product Expo (Prime Booth), Bricks & Sticks Golf Tournament (Hole), HBA at Colorado Clays (Station), Comp tickets to each event (# of tickets vary by event).

#### HBA Council Memberships and Sponsorships

Individual annual memberships to each council along with Associate level council sponsorships for your choice of two (2) HBA councils.

#### Category Exclusivity and Brand Usage Rights

Robust association with HBA of Metro Denver, including business category exclusivity, right to use HBA of Metro Denver logo with moniker "Official Partner of the HBA of Metro Denver".

#### Promotion & Advertising Inclusion

Recognition in all signature event flyers and choice council brochures & event flyers as well as key HBA publications and news releases.

#### Web, Digital & Social Media Recognition

Company logo on hbadenver.com footer - seen on every page, rotating banner ads, logo on all HBA electronic e-newsletters, opportunity to contribute newsletter content, bi-monthly story telling, quarterly promotional social media / blog posts.



# Corporate Partner of HBA of Metro Denver

## Sponsor Assets

### All HBA Signature Event Sponsorships, Client & Employee Hospitality

Annual Meeting (Gold), Parade of Homes Industry Night (Ruby), MAME Awards (Pearl), Innovation Summit (Patron), Builder Product Expo (Food & Beverage), Bricks & Sticks Golf Tournament (2 players), HBA at Colorado Clays (Station), Comp tickets to each event (# of tickets vary by event).

### HBA Council Memberships and Sponsorships

Individual annual memberships to each council along with Associate level council sponsorships for your choice of two (2) HBA councils.

### Category Exclusivity and Brand Usage Rights

Robust association with HBA of Metro Denver, including business category exclusivity, right to use HBA of Metro Denver logo with moniker "Corporate Partner of the HBA of Metro Denver".

### Promotion & Advertising Inclusion

Recognition in all signature event flyers and choice council brochures & event flyers as well as key HBA publications and news releases.

### Web, Digital & Social Media Recognition

Company logo on hbadenver.com footer - seen on every page, rotating banner ads, logo on all HBA electronic e-newsletters, opportunity to contribute semi-annual newsletter content, semi-annual promotional story telling & social media / blog posts.





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INDUSTRY SIGNATURE EVENT SPONSORSHIPS





# HBA Signature Industry Events

## **Builder Product Expo** *March 24, 2022, Marriott DTC, 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.

## **Innovation Summit** *Tuesday, April 26, 2022, Denver Art Museum Sturm Pavilion, 200+ Attendees*

Ignite Your Potential is the theme this year for the 4th Annual Innovation Summit, held at the new Sturm Pavilion of the Denver Art Museum. This year features three keynote speakers sure to provide you with the tools, motivation, and thought paradigms to inspire innovation in business and in life!

## **Bricks & Sticks Golf Tournament** *Tuesday, June 23, 2022, Raccoon Creek, Littleton*

HBA's annual golf tournament is a day of golf, fun, and fundraising with food, margaritas & bloody marys, games & contests, 18 holes with cart, prizes. The event concludes with lunch and prizes at the end of 18 holes.

## **Industry Night** *Thursday, August 11, 2022, Montaine, Castle Rock 700+ attendees*

*Industry Night* is the annual kick-off party to the Denver Parade of Homes, and serves as HBA's annual celebration of the Residential Home Building Industry. Networking, pouring wine, serving beer and hors d'oeuvres in the evening backdrop of model homes of our Location Host Sponso, Toll Brothers at Montaine in Castle Rock.

## **Annual Meeting** *Thursday, October 20, 2022, DU Cable Center, 300+ Attendees*

Builders, developers, associates and trade contractors unite to network, share insights, recognize and elect our Association's leadership. The HAP and Annual Awards are presented as well as a keynote speaker during dinner.

## **MAME Awards** *Saturday, November 5, 2022, Hyatt Regency Denver, 500+ Attendees*

One night. One industry. A celebration of the best of HBA. This event brings the best and brightest in Denver's homebuilding market together on one night. By honoring both custom and remodeling industry leaders as well as marketing and merchandising excellence, MAME is one amazing industry-wide celebration.

## **HBA at Colorado Clays** *Thursday, August 25, 2022, Colorado Clays, Brighton CO*

Come on out for a day of fun, comradery, fund raising and clay shooting. Our first Annual HBA at Colorado Clays event includes lunch and prizes following completion of 15 stage course.





For detailed  
breakdown of  
Sponsorship Level  
Benefits, contact  
Connie Dahl,  
cdahl@hbadenver.com  
or 303-551-6720

# Builder Product Expo

## Levels of Sponsorship

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### Diamond Sponsor **\$5,000**

This single, exclusive, top-level Diamond Sponsor will receive presentation rights for their selected HBA industry event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Platinum Sponsor **\$3,000**

These sponsors will receive limited presentation recognition with their selected HBA industry event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Gold Sponsor **\$2,000**

These sponsors will receive positive alignment with their selected HBA industry event in event digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Silver Sponsor **\$1,000**

These sponsors will receive positive association with their selected HBA industry event in event digital recognition, social media, event signage, as well as hospitality benefits.







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Benefits, contact  
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# HBA Innovation Summit

## Levels of Sponsorship

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### **Presenting Sponsor: \$7,500**

This single, exclusive, top-level Diamond Sponsor will receive presentation rights for their selected HBA industry event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits

The following sponsors will receive presentation recognition within their selected sponsorship in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits

### **Speaker Sponsor: \$5,000**

### **Champagne Toast Sponsor: \$5,000**

The following sponsors will receive positive alignment with their selected sponsorship in event digital recognition, social media engagement, event signage, as well as hospitality benefits.

### **Happy Hour Networking Sponsor: \$3,500**

### **Food & Beverage Sponsor: \$3,500**

### **Premium Table Sponsor: \$3,500**

### **Table Centerpiece Sponsor: \$3,500**

These sponsors will receive positive association with their selected sponsorship in event digital recognition, social media, event signage, as well as hospitality benefits.

### **Check In Sponsor: \$3,000**

### **Sturm Pavilion Sponsor: \$2,500**

### **O'Keef Sponsors: \$1,500**

### **Van Gogh Sponsor: \$750**



# Bricks & Sticks Golf Tournament

## Levels of Sponsorship

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### Diamond Sponsor **\$5,000**

This single, exclusive, top-level Diamond Sponsor will receive presentation rights for their selected HBA industry event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Lunch Sponsor **\$3,000**

Sponsorship of Lunch and awards banquet. Includes signage at the Buffet and in the morning at check in. Also recognition at awards ceremony.

### Hole Sponsor - **\$3,000**

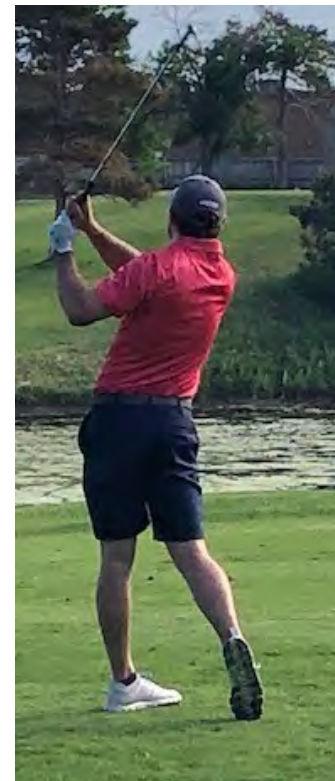
One FOURSOME for golf, lunch and the PAR-TEE Package, Golf cart displayed logo Sign at selected hole, Sign at Check in and lunch, Donation recognition at lunch.

### Birdie Sponsor - **\$1,500**

Includes: One FOURSOME for golf, lunch and Golf Game Package included, Golf Cart displayed logo, Sign at Registration Table & Lunch.

### Manned Hole Sponsor - **\$1,000**

Set up on a hole at the event and chat with potential clients as they come through. Includes tent, table and 2 chairs.



For detailed breakdown of Sponsorship Level Benefits, contact Connie Dahl, [cdahl@hbadenver.com](mailto:cdahl@hbadenver.com) or 303-551-6720





# HBA at Colorado Clays

## Levels of Sponsorship

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### Diamond Sponsor **\$5,000**

This single, exclusive, top-level Diamond Sponsor will receive presentation rights for their selected HBA industry event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Lunch Sponsor **\$3,000**

Sponsorship of Lunch and awards presentation. Includes signage at the Buffet and in the morning at check in. Also recognition at awards ceremony.

### Burrito Sponsor **\$2,000**

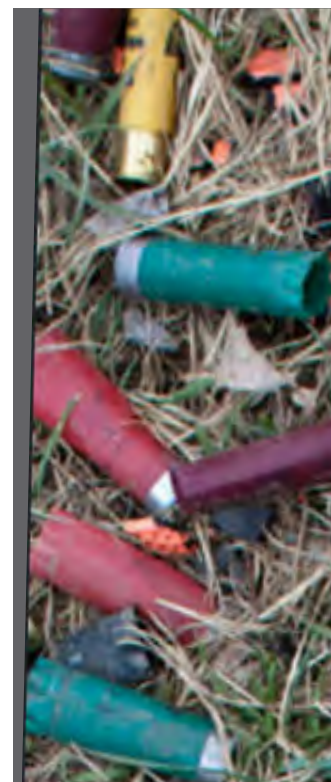
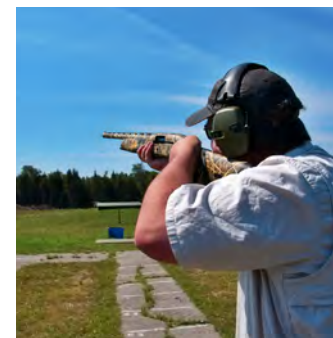
Sponsorship of Check-in and Breakfast Burritos. Includes signage at the check-in and breakfast pick up station at the morning at check in. Also recognition at awards ceremony.

### Team Sponsor **\$1,000**

Sponsor a team of four, support the HBA with a little something extra. Includes recognition at awards ceremony as well as team naming rights.

### Manned Station Sponsor Sponsor - **\$750**

Set up on a station at the event and chat with potential clients as they come through, Interacting with all shooters and activating clays.



For detailed  
breakdown of  
Sponsorship Level  
Benefits, contact  
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[cdahl@hbadenver.com](mailto:cdahl@hbadenver.com)  
or 303-551-6720



# POH Industry Night

## Levels of Sponsorship

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### Diamond Sponsor - \$5,000

This top-level Diamond Sponsor will receive presentation rights in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Platinum Sponsor - \$2,000

These sponsors will receive event recognition in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Gold Sponsor - \$1,500

These sponsors will receive positive alignment in event digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Silver Sponsor - \$1,000

These sponsors will receive positive association with event digital recognition, social media, event signage, as well as hospitality benefits.

### Additional Sponsorships

These sponsors will receive positive association with event digital recognition, social media, event signage, as well as hospitality benefits.





# Annual Meeting

## Levels of Sponsorship

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### Diamond Sponsor **\$5,000**

This top-level Diamond Sponsor will receive presentation rights for the event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Platinum Sponsor **\$3,000**

These sponsors will receive presentation recognition with their selected HBA industry event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Gold Sponsor **\$2,000**

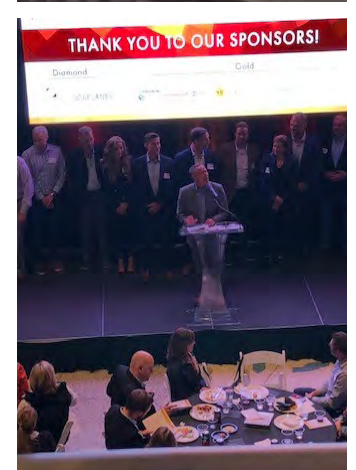
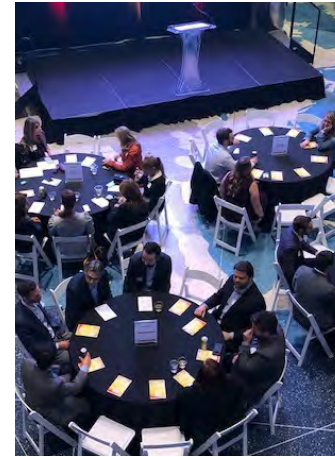
These sponsors will receive positive alignment with digital recognition, social media engagement, event signage, as well as hospitality benefits.

### Silver Sponsor **\$1,000**

These sponsors will receive positive association with their selected HBA industry event in event digital recognition, social media, event signage, as well as hospitality benefits.

### Exhibitor Sponsor - **\$500**

These sponsors will receive positive association with event digital recognition, social media, event signage, as well as 6' tabletop exhibit during the cocktail hour and hospitality benefits.



# MAME Awards

## Levels of Sponsorship

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We are excited to offer several options for for the MAME Awards. We are bringing together Production Building, Sales and Marketing as well as Custom Building & Remodeling categories for an event with huge exposure to anyone in our industry!

These sponsors will receive recognition within their selected sponsorship levels, with logo recognition, digital recognition, social media engagement, event signage, as well as hospitality benefits:

**Presenting Sponsor: \$10,000**  
**Platinum Sponsor: \$5,000**  
**Cocktail Sponsor: \$3,500**  
**Trophy Sponsor: \$3,000**  
**Award Sponsor: \$3,000**  
**Centerpiece Sponsor: \$3,000**  
**Wine Sponsors – \$3,000**  
**Table Sponsors – \$3,000**  
**Official Trade Partner Sponsor – \$2,000**  
**Pearl Sponsor: \$1,250**  
**Silver Sponsor: \$500**

# MAME



For detailed breakdown of Sponsorship Level Benefits, contact Connie Dahl, [cdahl@hbadenver.com](mailto:cdahl@hbadenver.com) or 303-551-6720



# Home Builders Association of Metro Denver 2022

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**INDUSTRY COUNCIL SPONSORSHIPS**



# HBA Councils

## Levels of Sponsorship

- Custom Builder & Remodeler Council
- Professional Women in Building Council
- Sales & Marketing Council
- Young Leaders Council

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### Council Champion - (~~\$9,957~~ \$4,979 value\*) ~~\$7,500~~ \$3,750

These category exclusive, sponsors will receive top level alignment with their selected HBA standing council including dominant brand association on all council promotional materials, signage at council events, social media recognition as well as council membership.

### Council Associate - (~~\$7,124~~ \$3,562 value\*) ~~\$5,000~~ \$2,500

These sponsors will receive positive alignment with their selected HBA standing council including brand association on council promotional materials, signage at council events, social media recognition as well as council membership.

### Council Supporter - (~~\$4,471~~ \$2,236 value\*) ~~\$2,500~~ \$1,250

These sponsors will receive positive association with their selected HBA standing council including ID on council promotional materials, signage at council events, social media recognition as well as council membership.

\*Sponsorship values score by independent third party utilizing industry standards. Price and Value prorated for 6 months remaining in 2022.





# Custom Builder & Remodeler Council

## Sponsor Benefits Packages

The Custom Builder Remodeler Council (CBRC) is a group of building professionals that seeks progress and prosperity for the Custom Home Builder, Remodeler, and Aging in Place Market. Our proactive approach to education, recognition and advocacy in the Denver Home Building Industry will provide a fresh perspective to the way you conduct business today and in the future.

CBRC Council Champion Sponsor - **\$7,500** for One Year

CBRC Council Partner Sponsor - **\$5,000** for One Year

CBRC Council Associate Sponsor - **\$2,500** for One Year

CBRC Gold Event-only Sponsor - **\$1,000** (Approx. 50 - 100 Attendees)

CBRC Silver Event-only Sponsor – **\$750** (Approx. 50 - 100 Attendees)



# Professional Women in Building Council

## Sponsor Benefits Packages

The Homebuilders Association of Metro Denver Professional Women in Building Council (PWB) represents women who are actively involved in all aspects of the building industry - as builders, developers, remodelers, suppliers, architects, marketing experts, interior designers, Realtors, mortgage lenders and trade contractors.

PWB Council Champion Sponsor - **\$7,500** for One Year

PWB Council Partner Sponsor - **\$5,000** for One Year

PWB Council Associate Sponsor - **\$2,500** for One Year

PWB Empowerment Luncheon-only Sponsor - **\$1,000** (Approx. 50 - 100 Attendees)

PWB Mentoring Program Sponsor - **\$1,000** for One Year

PWB Networking Event-only Sponsor – **\$250** (Approx. 30-50 Attendees)





# Sponsor Benefits Packaging

## Sales & Marketing Council

The Sales & Marketing Council (SMC) strives to connect members and provide a forum to exchange ideas, develop professional skills, give recognition and celebrate success within the industry. Through innovative educational programs and networking events, the SMC provides valuable tools for sales and marketing professionals, which result in a smarter, stronger homebuilding industry.

SMC Council Champion Sponsor - **\$7,500** for One Year

SMC Council Partner Sponsor - **\$5,000** for One Year

SMC Council Associate Sponsor - **\$2,500** for One Year

SMC Gold Event-only Sponsor - **\$1,000** (Approx. 50 - 100 Attendees)

SMC Silver Event-only Sponsor – **\$750** (Approx. 50 - 100 Attendees)



# Sponsor Benefits Packaging

## Young Leaders Council

The HBA of Metro Denver Young Leaders Council (YLC) is dedicated to promoting, enhancing and supporting young leaders within the home building industry. We will do this by: Providing professional development resources; Encouraging career development and recognition within the industry; Promoting and supporting community involvement; and Providing networking opportunities with leaders in every facet of the industry.

YLC Council Champion Sponsor - **\$7,500** for One Year

YLC Council Partner Sponsor - **\$5,000** for One Year

YLC Council Associate Sponsor - **\$2,500** for One Year

YLC Leaders & Libations Event-only Sponsor - **\$1,000**

YLC Eats & Inspiration Event-only Sponsor – **\$500**

YLC Mentoring Program Sponsor – **\$500** for One Year





# Home Builders Association of Metro Denver's Premier Consumer Event 2022

A longstanding event hosted by the Home Builders Association of Metro Denver, the Denver Parade of Homes is a summer family tradition. The Parade annually showcases professionally designed model and custom homes, from luxury show homes to attainably priced homes, from innovative to elegant, all located in neighborhoods along the Front Range. Attendees recognize the Parade of Homes not only as an entertainment event, but as "the source" of inspiration for the latest in home building and design trends.

For a better quality of life.



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A collage of various home interiors and exteriors, including a stone fireplace, a modern kitchen, a living room with a large rug, and a balcony with a lantern light.

**PARADE OF HOMES SPONSORSHIPS**

# Denver Parade of Homes

## Levels of Sponsorship

### Presenting Sponsor **\$30,000** (\$64,996 value\*)

This single, exclusive, top-level Presenting Sponsor will receive presentation rights for the 2022 Parade of Homes in all paid and promotional advertising and collateral materials, digital recognition, social media engagement, venue signage, as well as hospitality benefits

### Associate Sponsor **\$15,000** (\$39,341 value\*)

The Associate Sponsorship will receive your choice of Parade of Homes Map or People's Choice Award recognition in collateral materials, one-page ad insert in the print edition of *Colorado Homes & Lifestyles* adjacent to the subjected insert, printed collateral materials, digital recognition, social media engagement, category on-site branding and recognition.

### Supporting Sponsor **\$12,500** (\$21,734 value\*)

These sponsors will receive Associate Sponsor recognition for the 2022 Parade of Homes in promotional advertising and collateral materials, digital recognition, venue signage, as well as hospitality benefits.

### Contributing Sponsor **\$8,500** (\$17,385 value\*)

These sponsors will receive Supporting Sponsor recognition for the 2022 Parade of Homes in collateral materials, digital recognition, venue signage, as well as hospitality benefits.

### Patron Sponsor **\$5,000** (\$14,967 value\*)

These sponsors will receive Patron Sponsor recognition in select event promotional materials, limited on-site branding and recognition.

\*Sponsorship values score by independent third party utilizing industry standards.





# Associate Sponsor

Associate Sponsorship of the 2022 Parade of Homes

## Sponsor Assets

Category Exclusivity and Licensing Rights

Guaranteed Media Coverage in Colorado Homes & Lifestyles Magazine

Full Promotional Rights

Exclusive Presentation Rights of your choice of Parade of Homes Asset:

- People's Choice Awards
- Official Parade Map

Digital and Social Media Marketing

Extensive Onsite Recognition & Engagement

Customer Relations and Staff Benefits



# Supporting Sponsor

Supporting Sponsorship of the 2022 Parade of Homes

## Sponsor Assets

Category Exclusivity and Licensing Rights

Guaranteed Media Coverage in Colorado Homes & Lifestyles Magazine

Full Promotional Rights

Digital and Social Media Marketing

Extensive Onsite Recognition & Engagement

Customer Relations and Staff Benefits





# Contributing Sponsor

Contributing Sponsorship of the 2022 Parade of Homes

## Sponsor Assets

Full Promotional Rights

Digital and Social Media Marketing

Extensive Onsite Recognition & Engagement

Customer Relations and Staff Benefits

# Patron Sponsor

Patron Sponsorship of the 2022 Parade of Homes

## Sponsor Assets

Digital and Social Media Marketing

Extensive Onsite Recognition & Engagement

Customer Relations and Staff Benefits

