

Home Builders Association of Metro Denver 2023

For a better quality of life.



HOME BUILDERS
ASSOCIATION
of
METRO DENVER



SPONSORSHIP OPPORTUNITIES

January 2023a

Home Building Market

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 in 2021 was an eye-popping \$4,945,915,225.



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ORGANIZATIONAL YEAR ROUND PARTNERSHIPS





Organizational 2023 Partnerships

Levels of Sponsorship

Premier Partner (\$112,095 value*) \$40,000

These companies and organizations will be recognized as top-level, 2023 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 (\$13,488 value), recognition and advertising in the MAME Awards and Annual Meeting programs (\$4,136 value), web, e-newsletters and social media (\$21,266 value), onsite signage, and hospitality benefits as well as council memberships and sponsorships (\$20,775 value) along with bundled sponsorships for all HBA's signature industry events (\$52,430 value).

Official Partner (\$65,200 value*) \$25,000

These companies and organizations will be recognized as 2023 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 (\$9,856 value), recognition and advertising in the MAME Awards and Annual Meeting programs (\$3,608 value), web, e-newsletters and social media (\$10,072 value), onsite signage, and hospitality benefits as well as council memberships and sponsorships (\$9,858 value) along with bundled sponsorships for all HBA's signature industry events (\$31,806 value).

Corporate Partner (\$37,761 value*) \$15,000

These companies and organizations will be recognized as 2023 annual Corporate Partners of the HBA of Metro Denver receiving recognition at all upcoming HBA events and programs during the term of the agreement (\$7,545 value). They will receive brand association for HBA events, web, newsletter and social media recognition and engagement (\$7,059), onsite signage, and hospitality benefits as well as council memberships and sponsorships (\$9,858 value) along with bundled sponsorships for HBA's signature industry events (\$13,299).

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

Premier Partner of HBA of Metro Denver

Sponsor Assets

2023 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), Economic Housing Summit (Platinum), 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

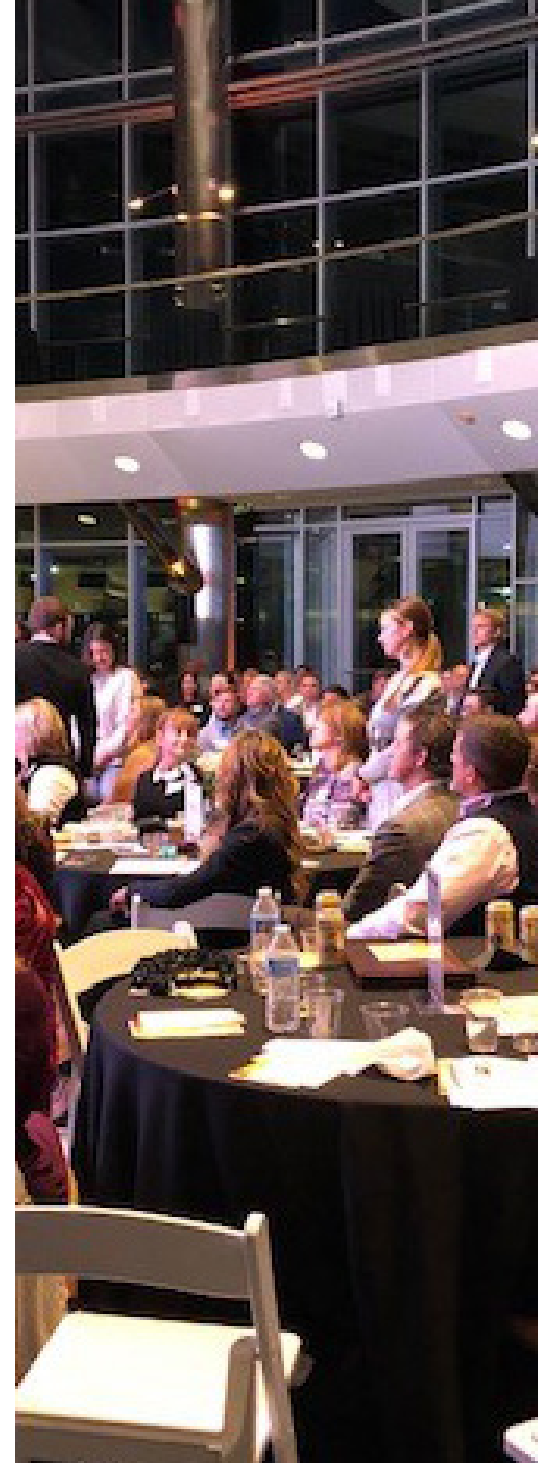
Robust association with HBA of Metro Denver, including business category exclusivity, right to use HBA of Metro Denver logo with moniker "Premier Partner of the HBA of Metro Denver".

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

2023 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), Economic Housing Summit (Gold Table), 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 (Silver), MAME Awards (Pearl), Economic Housing Summit (Gold), 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 *Thursday, April 6, 2023, 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.

Economic Housing Summit *Tuesday, May 2, 2023, 200+ Attendees*

HBA's Economic Summit host NAHB Chief Economist Robert Dietz to provide a forecast for Metro area real estate market, and highlight issues that affect this region. A panel of Building Industry Experts, will also discuss current trends and timely topics, from a custom builder, production builder and land developer business perspective.

Bricks & Sticks Golf Tournament *Tuesday, June 27, 2023, 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 10, 2023, 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 the new home community of our Location Host Sponsor.

HBA at Colorado Clays *Thursday, August 24, 2023, 100+ Attendees Colorado Clays, Brighton*

Come on out for a day of fun, comradery, fund raising and clay shooting. Our second Annual HBA at Colorado Clays event includes lunch and prizes following completion of 15 stage course. Event benefits HBA's Strategic Issues Fund.

Annual Meeting *Thursday, October 12, 2023, 300+ Attendees*

Builders, developers, associates and trade contractors unite to network, share insights, recognize and elect our Association's leadership and induct our new Board of Directors. Event also includes Land Forum, Exhibitor Cocktail Hour. The HAP Awards, HomeSafe Colorado Master Builders, Parade People's Choice and Annual Awards are presented during dinner as well.

MAME Awards *Saturday, November 4, 2023, 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.





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

Builder Product Expo

Levels of Sponsorship

Diamond Sponsor **\$3,000**

This exclusive, top-level Diamond Sponsor (only six available) will receive top billing, prominent end-cap booth presence rights for event in all event promotion and collateral materials, digital recognition, social media engagement, event signage, as well as hospitality benefits.

Platinum Sponsor **\$1,500**

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

Gold Sponsor **\$1,000**

These sponsors will receive positive alignment and significant recognition within the event, digital recognition, social media engagement, event signage, as well as hospitality benefits.

Food & Beverage Sponsor **\$750**

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

Booth Sponsor **\$900-\$1,250**

These sponsors will receive booth space, exposure in event digital recognition, social media, event signage, as well as hospitality benefits. Prices vary in accordance to booth location.



Economic Housing Summit

Levels of Sponsorship

Diamond Sponsor \$5,000

This top-level Diamond Sponsor will receive presentation rights for the event in all event promotion and collateral materials, 2-3 minute speaking opportunity/video presentation and intro of keynote speaker, digital recognition, social media engagement, event signage, premier seating as well as hospitality benefits.

Platinum Sponsor \$3,000

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

Gold Table Sponsor \$1,500

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

Patron Sponsor \$250

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



Bricks & Sticks Golf Tournament

Levels of Sponsorship

Diamond Sponsor **\$5,000**

This single, exclusive, 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.

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 or 303-551-6720



POH Industry Night

Levels of Sponsorship

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.



HBA at Colorado Clays

Levels of Sponsorship

Diamond Sponsor **\$5,000**

This single, exclusive, 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.

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.

Cart Shuttle Sponsor **\$1,000**

Sponsorship of Cart Shuttle includes cart signage and ability to talk to every shooter as you shuttle from end station to beginning. Includes 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 Connie Dahl, cdahl@hbadenver.com or 303-551-6720

Annual Meeting

Levels of Sponsorship

Diamond Sponsor **\$5,000**

This top-level Diamond Sponsor will receive presentation rights for your choice of Land Forum or Annual Meeting portions of 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**

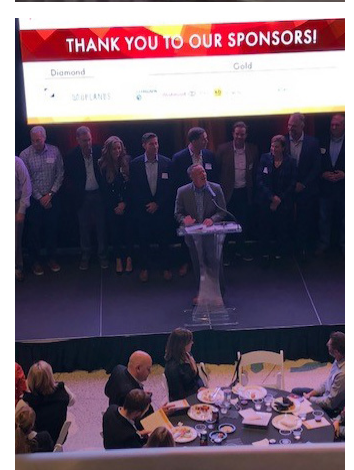
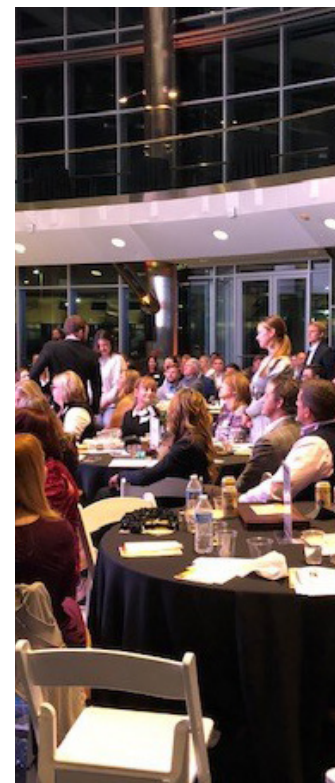
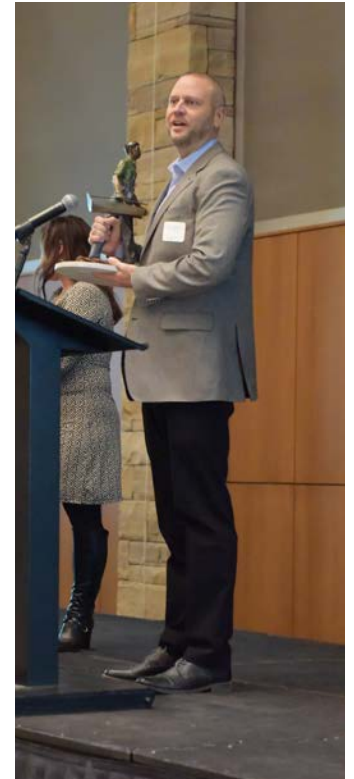
These sponsors will receive event recognition in all event promotion and collateral materials, digital recognition, social media engagement, event signage, honor of presenting a HAP Award, as well as hospitality benefits.

Gold Table Sponsor **\$1,500**

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

Exhibitor Sponsor - **\$700**

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

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



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INDUSTRY COUNCIL SPONSORSHIPS



HBA Councils

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

Council Champion - (\$9,957 *value**) **\$7,500**

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 Partner - (\$7,124 *value**) **\$5,000**

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 Associate - (\$4,471 *value**) **\$2,500**

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.



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 Building, and Remodelling 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)

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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)

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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)

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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

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Home Builders Association of Metro Denver's Premier Consumer Event 2023

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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PARADE OF HOMES SPONSORSHIPS



Denver Parade of Homes

Levels of Sponsorship

Presenting Sponsor **\$30,000** (\$70,876 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.

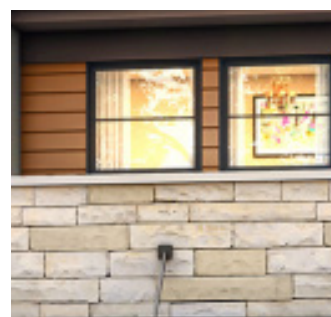
Contributing Sponsor **\$8,500** (\$17,385 value*)

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 2023 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 2023 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 2023 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 2023 Parade of Homes

Sponsor Assets

Digital and Social Media Marketing

Extensive Onsite Recognition & Engagement

Customer Relations and Staff Benefits

