Home Builders Association of Metro Denver
2024
Tap into the $6.4B 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 2022 accounted for an astounding 89.3% 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.
Organizational 2024 Partnerships

Levels of Sponsorship

Premier Partner ($114,284 value*)  $40,000
These companies and organizations will be recognized as top-level, 2024 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 ($16,548 value), recognition and advertising in the MAME Awards and Annual Meeting programs ($3,803 value), web, e-newsletters and social media ($29,057 value), onsite signage, and hospitality benefits as well as council memberships and sponsorships ($20,776 value) along with bundled sponsorships for all HBA's signature industry events ($44,100 value).

Official Partner ($65,519 value*)  $25,000
These companies and organizations will be recognized as 2024 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 ($11,868 value), recognition and advertising in the MAME Awards and Annual Meeting programs ($3,608 value), web, e-newsletters and social media ($13,494 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 ($26,691 value).

Corporate Partner ($38,613 value*)  $15,000
These companies and organizations will be recognized as 2024 annual Corporate Partners of the HBA of Metro Denver receiving recognition at all upcoming HBA events and programs during the term of the agreement ($9,327 value). They will receive brand association for HBA events, web, newsletter and social media recognition and engagement ($8,919), 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 ($10,509).

*Sponsorship values score by independent third party utilizing industry standards.
Premier Partner of HBA of Metro Denver

Sponsor Assets

2024 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.

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

Sponsor Assets

2024 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.

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

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

**Builder Product Expo**  *Thursday, April 4, 2024, 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, April 30, 2024, 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 20, 2024, 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 8, 2024, Location TBA 500+ 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 22, 2024, 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 24, 2024, 350 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 9, 2024, 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.
Builder Product Expo

Levels of Sponsorship

Diamond Sponsor  $5,000
This single, exclusive, top-level Diamond Sponsor will receive presentation/naming rights for event 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 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-$1,100
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.

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

Location Host Sponsor - $15,000
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 $2,500
Sponsorship of Lunch and awards presentation. Includes signage at the Buffet and in the morning at check in. Also recognition at awards ceremony.

Breakfast Sponsor $1,750
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 $800
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 the MAME Awards. We are bringing together Production Building, Sales and Marketing as well as Custom Building & Remodelering 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

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

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

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

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

For detailed breakdown of Sponsorship Level Benefits, contact Connie Dahl, cdahl@hbadenver.com or 303-551-6720
Home Builders Association of Metro Denver's Premier Consumer Event

2024

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.

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