



# 2023

## MARKETING GUIDE

Get a head start on your marketing budget through this guide that includes calendars, events and advertising opportunities through GBVBA!



This guide is a comprehensive resource for you to build a custom marketing plan that aligns with your business's goals. Greater Brazos Valley Builders Association strives to cultivate a positive business environment in the building industry. We want to serve you and ensure you are provided with tools needed for your success!

### *Contact Us*

230 Southwest Parkway East  
College Station, Texas 77845  
979-696-0272

#### MARKETING

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## Our Team

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DATES, ADVERTISING OPPORTUNITIES AND EVENT INFORMATION IN THIS VERSION OF THE MARKETING GUIDE IS SUBJECT TO CHANGE

# A Message from Us

## ***To our amazing Members,***

From the bottom of our hearts, thank you for going out of your way to be the absolute BEST members. Our association has truly built an incredible membership base and it's because of YOU! So many of you dedicate your time and efforts to ensure we are *always* improving. We sincerely appreciate those who volunteer on our committees, serve as a part of our leadership, join us at events, sponsor various activities & annual events, share your experiences through word-of-mouth, get other businesses to join GBVBA, send us encouraging words, share our social media posts, etc. -- truly, the list goes on. We notice your participation and want you to feel our endless appreciation for you [and your entire staff!]. Thank you for simply being YOU - you are all unique in your own ways, individually and as businesses. Embrace it.

**Gratefully,**

**GBVBA Staff**

*Rose, Stacy, Cindy and Kimberly*



# Join a Committee!

Being an active member in the Greater Brazos Valley Builders Association means business! Working with builders and associates in areas that serve the community and support the construction industry is the best way to ensure that your dues are being utilized. As a committee member, you have the opportunity to meet other members of GBVBA and offer your ideas and expertise to our association!

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## Builders BBQ Cookoff & Family Festival

Attend committee meetings prior to the BBQ Cookoff to plan and organize the event. Implement committee decisions. Attend and volunteer at the event. Solicit participation/sponsorship for the event.

## Community Service

Attend committee meetings. Review community service requests from charitable organizations. Determine donation requests for approval of donation. Works within budget and helps to raise funds for donations.

## Golf Tournament

Plan and organize the GBVBA Golf Tournament. Implement committee decisions. Helps obtain sponsors and encourages entries and ways to increase participation. Attend and volunteer at the event. Solicit participation/sponsorship for the event. Attend committee meetings prior to the tournament. Takes place. Usually in May/June.

## Remodeler's Council

Establishes the educational needs and scheduling for programs for members of the council. Determine ways to education the public to assist with consumer knowledge about remodeling and favorable contractor traits. [Additional Fee of \$100 per year]

## Membership & Hospitality

Plan and organize monthly general membership meetings. Obtain sponsors for monthly membership meetings. Attend committee meetings. Volunteers at the events. Plan and organize membership drive events and member services. Solicit and recruit new members. Works on membership retention. Works enthusiastically with committee to create and implement new ideas for membership and membership services.

## Builder/REALTOR®

Attend committee meetings. Plan, organize and implement committee decisions, in conjunction with the B/CS Realtors Association, two (2) events for the Builders, Realtors and Affiliates. Attend and volunteer at both events. Solicit participation/sponsorship for the events.

## Education

Attend committee meetings to determine educational needs, organize and implement a variety of programs for the benefit of members and general public. Solicit participation/sponsorship for programs.

## Skeet Shoot

Attend committee meetings prior to the Skeet Shoot to plan, organize and implement the annual Skeet Shoot. Attend and volunteer at the event. Solicit participation/sponsorships for the event.

## Home & Garden Expo

Attend committee meetings prior to the show to plan and organize the event. Implements committee decisions. Attend and volunteer at the event. Solicit participation/sponsorships for the event.

## Spring & Fall Parade of Homes™

Attend committee meetings prior to the Parade to plan, organize and implement the Parade of Homes. Solicit participation/sponsorship for the Parade. Help out during the Parade hours.

If you have questions or would like to join a committee, please email Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



# 2023 Important Dates

## EVENTS

### JANUARY

- 1/18 - Leadership Workshop
- 1/26 - Annual Awards & Installation

### FEBRUARY

- 2/1 - Member Luncheon

### MARCH

- 3/3 - 44th Annual Home & Garden Show Preview Party
- 3/4 & 3/5 - 44th Annual Home & Garden Show

### APRIL

- 4/5 - Member Luncheon
- 04/13 - Builder/REALTOR® Spring Mixer
- 4/29 & 4/30 - Spring Parade of Homes™ [Weekend 1]

### MAY

- 5/3 - Member Luncheon
- 5/6 & 5/7 - Spring Parade of Homes™ [Weekend 2]
- 5/22 - Annual Golf Tournament

### JUNE

- 6/14 - Community Development Update Luncheon

### JULY

- 7/12 - 7/15 - Sunbelt Builders Show in Fort Worth

### AUGUST

- 8/2 - Member Luncheon
- 8/10 - Member Mixer at Audio Video

### SEPTEMBER

- 9/6 - Member Luncheon
- 9/20 - Annual Sporting Clay Shoot

### OCTOBER

- 10/4 - Member Luncheon
- 10/14 & 10/15 - Fall Parade of Homes™
- 10/26 - Builder/REALTOR® Fall Festival
- 10/28 - Builders BBQ & Family Festival

### NOVEMBER

- 11/1 - Member Luncheon

### DECEMBER

- 12/6 - Holiday Mixer/Elections

## OFFICE CLOSED

**JANUARY 2, 2023 - New Year's Holiday**

**APRIL 7, 2023 - Good Friday**

**MAY 29, 2023 - Memorial Day**

**JULY 4, 2023 - Independence Day**

**SEPTEMBER 4, 2023 - Labor Day**

**NOVEMBER 22, 2023 [HALF DAY] - Thanksgiving**

**NOVEMBER 23 & 24, 2023 - Thanksgiving**

**DECEMBER 25 - 29, 2023 - Christmas Holiday**

As a reminder, dates, times, advertising opportunities and other information published in the *2023 Marketing Guide* are subject to change. Members will be notified of any changes via email. The most up-to-date digital version of the guide will always be posted to [www.gbvbbuilders.org](http://www.gbvbbuilders.org) under the EVENTS tab.

For questions, please email Stacy Wilkinson at [stacy@gbvbbuilders.org](mailto:stacy@gbvbbuilders.org)

# 2023 Calendar

## JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

## FEBRUARY

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

## MARCH

S	M	T	W	T	F	S
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

## APRIL

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

## MAY

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## JUNE

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

## JULY

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

## AUGUST

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

## SEPTEMBER

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## OCTOBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

## NOVEMBER

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

## DECEMBER

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

○ EVENT

[ HALF DAY

● OFFICE CLOSED

# Website Advertising

Greater Brazos Valley Builder Association's website is an incredible tool for our members and the general public. Visits to our site include those seeking information on builder & associate members, upcoming events, membership information and much more. The site has increased traffic during peak times i.e., during our Home & Garden Show and Parade of Homes™ which are two events open to the public. Your business has the potential to be seen by thousands of people per year!

## TOP BANNER

**The Top Banner Ad will be placed on the Home Page of [www.gbvbbuilders.org](http://www.gbvbbuilders.org). The location of this ad is below the header and should be 1200\* X 150\* px.**  
**-- 1 Available**

Frequency	Cost
6 months	\$1,500 [\$250/month]
12 months	\$2,400 [\$200/month]

## FEATURED PARTNERS

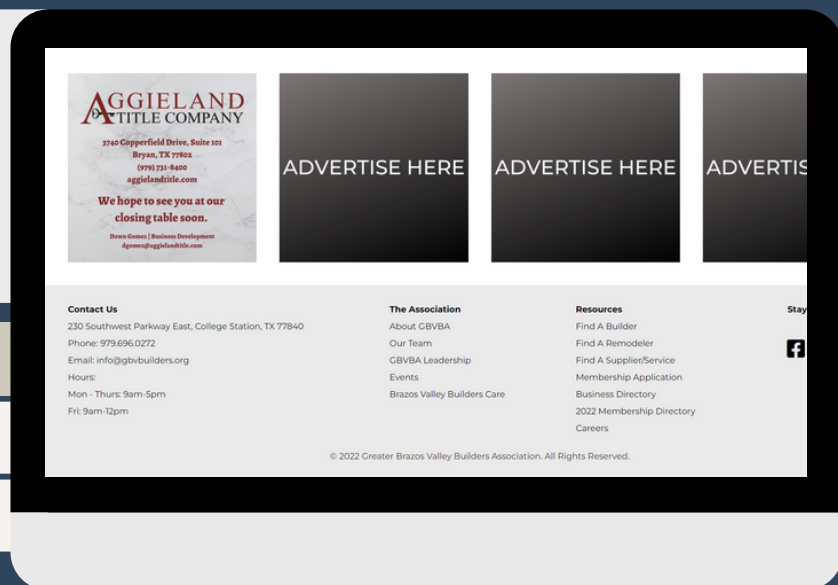
**The Featured Partners Ad will be placed on the Home Page of [www.gbvbbuilders.org](http://www.gbvbbuilders.org). The location of this ad is in the middle of the Home Page, below Event announcements and should be 500\* X 500\* px.**  
**-- 2 Available**

Frequency	Cost
6 months	\$780 [\$130/month]
12 months	\$1,200 [\$100/month]

## SUPPORTING PARTNERS

**The Supporting Partners Ad will be placed on the Home Page of [www.gbvbbuilders.org](http://www.gbvbbuilders.org). The location of this ad is at the bottom of the Home Page, above the footer and should be 400\* X 400\* px.**  
**-- 4 Available**

Frequency	Cost
6 months	\$420 [\$70/month]
12 months	\$600 [\$50/month]



WE LOVE GOOGLE REVIEWS AND WOULD APPRECIATE YOUR FEEDBACK ON HOW OUR ASSOCIATION HAS IMPACTED YOU & YOUR BUSINESS! GOOGLE REVIEWS ARE FEATURED ON OUR WEBSITE AT NO COST TO YOU!

For Advertisement Availability and Forms, please email Stacy Wilkinson at [stacy@gbvbbuilders.org](mailto:stacy@gbvbbuilders.org)

# Newsletter Advertising

Sticks & Bricks is the official newsletter publication of the Greater Brazos Valley Builders Association. This publication is released bi-monthly, six times per year: February, April, June, August, October and December! The newsletter is sent to all 550+ members and their representatives via email. It is *always* promoted through our digital media sources and is also uploaded to our website [www.gbvbbuilders.org](http://www.gbvbbuilders.org) underneath the "ABOUT US" tab at the top menu bar. This is a great opportunity to showcase your business to other members of the association including Builders and Associates!



## OPTIONS & PRICING

AD SIZE	1 PUBLICATION	3 PUBLICATIONS	6 PUBLICATIONS
FULL PAGE AD 7.5" x 10" Vertical	\$185	\$555	\$925
HALF PAGE AD 7.5" X 4.75" Horizontal	\$100	\$300	\$500
HALF PAGE AD 3.5" X 10" Vertical	\$100	\$300	\$500
QUARTER PAGE AD 3.5" x 4.75" Vertical	\$55	\$165	\$275
QUARTER PAGE AD 2.125" x 7.5" Horizontal	\$55	\$165	\$275

FULL PAGE

HALF PAGE  
HORIZONTAL

HALF  
PAGE  
VERTICAL

QUARTER  
PAGE  
VERTICAL

QUARTER PAGE  
HORIZONTAL

For Advertisement Form, please email Stacy Wilkinson at [stacy@gbvbbuilders.org](mailto:stacy@gbvbbuilders.org)



# MEMBER LUNCHEONS

Member Luncheons are typically held on the first Wednesday of the month. Luncheons include the Community Development Update Luncheon, typically held in June, and the Annual Housing Forecast, typically held in November. Each luncheon, we host a unique guest speaker[s]. This is a great opportunity to enjoy a delicious lunch, surrounded by roughly 75+ other GBVBA members and learn more from our guest speakers.

## GENERAL LUNCHEON SPONSORSHIP [LIMIT 1] - \$650

### AVAILABLE DATES

- February 1st
- April 5th
- May 3rd
- August 2nd
- September 6th
- October 4th

- ▶ Logo projected on large screen
- ▶ Time at the podium prior to guest speaker
- ▶ Opportunity to bring literature and promo items to put on all tables
- ▶ VIP Seating at the front of the room
- ▶ Digital Promotion of Event

## COMMUNITY DEVELOPMENT UPDATE LUNCHEON SPONSORSHIPS - JUNE 14, 2023

The Community Development Update Luncheon is a great opportunity to get an insider look on projects & development in our community!

### Title Sponsor [Limit 1] - \$700

- ▶ Logo projected on large screen and banner displayed
- ▶ 1 VIP Table of 6
- ▶ 5 minutes at the podium
- ▶ Distribution of promotional materials at each table
- ▶ Logo on event program

### Contributor Sponsor [Limit 11] - \$250

- ▶ Table with Company Name Displayed
- ▶ Verbal Recognition at the event
- ▶ Logo Recognition in the event program

## ANNUAL HOUSING FORECAST SPONSORSHIPS - NOVEMBER - DATE TBD

**THIS WILL BE AN EVENING FUNCTION IN 2023 AND IS APPROXIMATELY 2 HOURS LONG.**

The Annual Housing Forecast is a great opportunity to learn about economic development and factors that effect the housing industry.

### Title Sponsor [Limit 1] - \$1,000

- ▶ Logo on projector
- ▶ Time at the podium prior to guest speaker - 10 minutes
- ▶ Opportunity to bring literature and promo items to put on all tables
- ▶ Company Banner displayed at the front of the room
- ▶ Digital Promotion of Event
- ▶ 2 VIP Tables and 24 Drink Tickets

### Contributor Sponsor [Limit 10] - \$350

- ▶ Table with Company Name Displayed
- ▶ Verbal Recognition at the event
- ▶ Logo Recognition in the event program



For Availability, please email Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)

# MEMBER MIXERS

*Dates TBD*

Interested in hosting an After-Hours Mixer at your business? Look no further -- we'd love to visit your location, network with members, learn more about your company and sip on some cold refreshments!

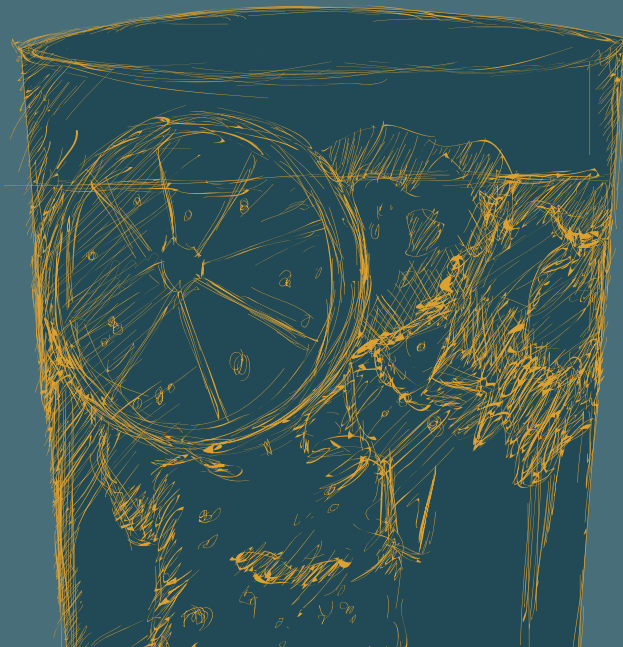
## WHAT IS EXPECTED OF MY COMPANY?

GBVBA will promote this Mixer via email and on all digital media platforms.

Your company is responsible for choosing the time of this event and the refreshments provided [drinks and hors d'oeuvres]. We typically suggest around 75 people in attendance but will give you a more accurate RSVP count one week prior.

Your company is more than welcome to offer prizes, drawings or giveaways -- we'll leave that up to your discretion [have fun with it]!

**\*WE DO NOT CHARGE A HOSTING FEE. ALL COSTS ASSOCIATED WITH A MEMBER MIXER ARE WITHIN YOUR COMPANIES BUDGET.**



Ready to plan a Member Mixer?  
Contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)

# COME AND JOIN US AT OUR **LEADERSHIP WORKSHOP**

## **Leadership Sponsorship [Limit 1] - \$350**

- ▶ Opportunity for you to meet our Officers & Board of Directors
- ▶ 5-to-15-minute presentation of your company
- ▶ Lunch provided
- ▶ Company Banner displayed at the workshop



# JANUARY 18TH

## **The Boathouse at Millican Reserve**

For Availability, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



# Awards & Installation

JANUARY 26TH

*The Stables in Cavalry Court*

Join us on the evening of January 26th as Greater Brazos Valley Builders Association recognizes and celebrates dedicated members and leadership. Also presented will be our 2023 Officers and Board of Directors.

## Event Underwriter [Limit 1] - \$2,000

- ▶ 2 VIP Tables of 8
- ▶ Special Recognition as Event Underwriter

## Hosted Bar Sponsorship [Limit 3] - \$1,000

- ▶ 1 VIP Table of 8 and [2] Complimentary Bottles of Wine [Red and White]
- ▶ Recognition in Event Brochure
- ▶ Logo Recognition at Bar Area

## VIP Table Sponsorship [Limit 10] - \$625

- ▶ Full Reserved Table of 8
- ▶ Logo on Table



For Availability, please contact Stacy Wilkinson at [stacy@gbvbbuilders.org](mailto:stacy@gbvbbuilders.org)



# Home & Garden Expo

BRYAN - COLLEGE STATION

MARCH 4TH & 5TH, 2023



Travis Bryan Midtown Park  
2533 Midtown Park Blvd.  
Bryan, Texas 77801

**NEW  
LOCATION!**

PREVIEW PARTY WILL BE  
HOSTED HERE AS WELL ON  
FRIDAY, MARCH 3RD.



Advertising  
Opportunities coming  
late 2022! The digital  
version of this guide  
will be updated and  
uploaded to  
[www.gbvbbuilders.org](http://www.gbvbbuilders.org)  
periodically to reflect  
additional  
information.

***Reserve a booth!***

10' X 10' SINGLE Booth

- \$675 for Members
- \$875 for Non-Members

10' X 20' DOUBLE Booth

- \$1,200 for Members
- \$1,625 for Non-Members

20' X 20' PREMIUM Booth

- \$3,500 for Members
- \$5,000 for Non-Members

End Caps: 10X10 = add \$100

End Caps: 10X20 = add \$150

- For Booth Reservation Pricing and Information, please email Cindy Davis Brown at [office@gbvbbuilders.org](mailto:office@gbvbbuilders.org)
- For Sponsorship Availability, please contact Stacy Wilkinson at [stacy@gbvbbuilders.org](mailto:stacy@gbvbbuilders.org)

# BUILDER/REALTOR®

# Spring Mixer

Join members of Greater Brazos Valley Builders Association and the BCS Regional Association of Realtors® as we come together to enjoy networking, great food, cold drinks, music, and several prize giveaways!

## Food Sponsor [Limit 3] - \$2,000

- ▶ Logo on Standing Banner AND slideshow
- ▶ Recognition on GBVBA/BCSRAOR Digital Platforms

## Bar Sponsor [Limit 2] - \$2,000

- ▶ Logo on Standing Banner AND slideshow
- ▶ Recognition on GBVBA/BCSRAOR Digital Platforms

## Photo Booth Sponsor [Limit 1] - \$2,000

- ▶ Logo on Standing Banner AND slideshow
- ▶ Recognition on GBVBA/BCSRAOR Digital Platforms

## Music Sponsor [Limit 1] - \$1,500

- ▶ Logo on Standing Banner AND slideshow
- ▶ Recognition on GBVBA/BCSRAOR Digital Platforms

## GOLD [Unlimited] - \$750

- ▶ \$1,250 instead of above price if you also commit to the Builder/REALTOR® Fall Festival
- ▶ Logo on Slideshow and recognition on GBVBA/BCSRAOR Digital Platforms

## SILVER [Unlimited] - \$500

- ▶ \$750 instead of above price if you also commit to the Builder/REALTOR® Fall Festival
- ▶ Logo on Slideshow and recognition on GBVBA/BCSRAOR Digital Platforms

## BRONZE [Unlimited] - \$250

- ▶ \$350 instead of above price if you also commit to the Builder/REALTOR® Fall Festival
- ▶ Logo on Slideshow and recognition on GBVBA/BCSRAOR Digital Platforms

FALL FEST  
2023 INFO  
TBA/TBD

For Availability, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



# SPRING & FALL PARADE OF HOMES™

*Advertise your Craftsmanship!*

ENTER A HOME OR SUBDIVISION



PHOTO COURTESY  
MURPHY  
SIGNATURE HOMES



## ENTRIES

The Spring and Fall Parade of Homes™ is a great opportunity to showcase your craftsmanship to the general public. This event is advertised to Bryan-College Station and surrounding areas, including upper Houston & more!

For Entry Forms [Spring and Fall] and other information, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)

## OTHER DETAILS

- Spring Parade is a two-weekend event - 4 days total
- Ticket Scanning Feature = HOT Leads!
- Ticket proceeds benefit Ronald McDonald House Charities of Central Texas
- Opportunity to sell a home or lot!
- Homes published in Parade Guide Insert by Insite Magazine / Builder Bios published in Parade Guide

CONNECT WITH US  [bcsparadeofhomes.org](http://bcsparadeofhomes.org)



[facebook.com/bcsparadeofhomestm](https://facebook.com/bcsparadeofhomestm)



[@bcsparadeofhomestm](https://www.instagram.com/bcsparadeofhomestm)

# Sponsor the Spring Parade of Homes™

APRIL 29TH & APRIL 30TH  
MAY 6TH & MAY 7TH

## PREMIUM [LIMIT 1] - \$3,000

- Insite Magazine: Cover Photo on Parade of Homes™ Guide
  - PLUS 100-word description & logo on *Contents Page* of Guide
- Guide published via Bryan Broadcasting: Advertising in the Guide
- Branding: Home Photos used in ALL branding of Parade including, but not limited to: GBVBA Website, Featured in 1 GBVBA Newsletter Publications [COVER] March/April Edition], Facebook Cover Photo on BCS Parade of Homes & GBVBA Association Page, Instagram/Parade of Homes™ FB Profile Photo, Digital Tickets via [www.bcsparadeofhomes.org](http://www.bcsparadeofhomes.org), Video Footage of Parade Home used for Parade of Homes™ TV Commercials via KBTX and KAGS, Featured in 2024 Version of GBVBA's "The Marketing Guide"
- Instagram & Facebook: Weekly Instagram posts on @bcsparadeofhomestm and weekly Facebook posts on BCS Parade of Homes Page & GBVBA Page \*includes boosted posts

## GOLD [LIMIT 2] - \$2,950

- Website & Mobile App: Full Color Banner Ad on Parade of Homes™ Website & Mobile App
  - PLUS Prominent Logo Recognition on Parade of Homes™ Website & Mobile App
- TV Commercials: Logo Displayed on KBTX & KAGS TV Commercials
- Insite Magazine: Full Page/Full Color Ad in Parade of Homes™ Guide
- Guide published via Bryan Broadcasting: Advertising in the Guide
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
- GBVBA Newsletter: Full Page Ad [2 months- Jan/Feb Edition + March/April Edition]

## SILVER [LIMIT 8] - \$1,850

- Website & Mobile App: Full Color Banner Ad on Parade of Homes™ Website & Mobile App
  - PLUS Logo Recognition on Parade of Homes™ Website & Mobile App
- Insite Magazine: Half Page/Full Color Ad in Parade of Homes™ Guide
- Guide published via Bryan Broadcasting: Advertising in the Guide
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
  - [1] Boosted Facebook Post
- GBVBA Newsletter: Half Page Ad [1 month- March/April Edition]

## BRONZE [LIMIT 10] - \$1,350

- Website & Mobile App: Full Color Banner Ad on Parade of Homes™ Website & Mobile App
  - PLUS Logo Recognition on Parade of Homes™ Website & Mobile App
- Insite Magazine: Quarter Page/Full Color Ad in Parade of Homes™ Guide
- Guide published via Bryan Broadcasting: Advertising in the Guide
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
- GBVBA Newsletter: Quarter Page Ad [1 month- March/April Edition]

For Availability, please contact Stacy Wilkinson at [stacy@gbvblders.org](mailto:stacy@gbvblders.org)

\*Questions about impressions and analytics can also be answered by Stacy Wilkinson



# Sponsor the Spring Parade of Homes™

APRIL 29TH & APRIL 30TH  
MAY 6TH & MAY 7TH

## PAPER TICKETS/CONTRIBUTOR [LIMIT 1] - TBD

- Name & Logo placed on all Paper Tickets \*Possible picture upon approval
  - Additional Perks:
    - POH Website & Mobile App: Logo Recognition on [bcsparadeofhomes.org](http://bcsparadeofhomes.org)
    - Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
    - GBVBA Newsletter: Name Recognition [1 month- March/April Edition]

## BILLBOARD RECOGNITION [LIMIT 1] - \$2,600

- Photo & Name Recognition on Parade of Homes™ billboard placed on Highway 6 south of College Station [8 weeks]
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page



PHOTO COURTESY  
MURPHY SIGNATURE  
HOMES

For Availability, please contact Stacy Wilkinson at  
[stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)

# Sponsor the Fall Parade of Homes™

DATES TBD

## PREMIUM [LIMIT 1] - \$2,000

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- Insite Magazine: Cover Photo on Parade of Homes™ Guide
  - PLUS 100-word description & logo on *Contents Page* of Guide
- Branding: Home Photos used in ALL branding of Parade including, but not limited to: GBVBA Website, Featured in 1 GBVBA Newsletter Publication [COVER] Sept/Oct Edition], Facebook Cover Photo on BCS Parade of Homes & GBVBA Association Page, Instagram/Parade of Homes™ FB Profile Photo, Digital Tickets via [www.bcsparadeofhomes.org](http://www.bcsparadeofhomes.org), Video Footage of Parade Home used for Parade of Homes™ TV Commercials via KBTX and KAGS, Featured in 2024 Version of GBVBA's "The Marketing Guide"
- Instagram & Facebook: Weekly Instagram posts on @bcsparadeofhomestm and weekly Facebook posts on BCS Parade of Homes Page & GBVBA Page

## GOLD [LIMIT 2] - \$1,600

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- Website & Mobile App: Full Color Banner Ad on Parade of Homes™ Website & Mobile App
  - PLUS Prominent Logo Recognition on Parade of Homes™ Website & Mobile App
- TV Commercials: Logo Displayed on KBTX & KAGS TV Commercials
- Insite Magazine: Full Page/Full Color Ad in Parade of Homes™ Guide
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
- GBVBA Newsletter: Full Page Ad [2 months- July/Aug Edition + Sept/Oct Edition]

## SILVER [LIMIT 8] - \$1,100

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- Website & Mobile App: Full Color Banner Ad on Parade of Homes™ Website & Mobile App
  - PLUS Logo Recognition on Parade of Homes™ Website & Mobile App
- Insite Magazine: Half Page/Full Color Ad in Parade of Homes™ Guide
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
  - [1] Boosted Facebook Post
- GBVBA Newsletter: Half Page Ad [1 month- Sept/Oct Edition]

## BRONZE [LIMIT 10] - \$600

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- Website & Mobile App: Full Color Banner Ad on Parade of Homes™ Website & Mobile App
  - PLUS Logo Recognition on Parade of Homes™ Website & Mobile App
- Insite Magazine: Quarter Page/Full Color Ad in Parade of Homes™ Guide
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
- GBVBA Newsletter: Quarter Page Ad [1 month- Sept/Oct Edition]

For Availability, please contact Stacy Wilkinson at [stacy@gbvblders.org](mailto:stacy@gbvblders.org)

# Sponsor the Fall Parade of Homes™

DATES TBD

## PAPER TICKETS/CONTRIBUTOR [LIMIT 1] - TBD

- Name & Logo placed on all Paper Tickets \*Possible picture upon approval
  - Additional Perks:
    - POH Website & Mobile App: Logo Recognition on bcsparadeofhomes.org
    - Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page
    - GBVBA Newsletter: Name Recognition [1 month- Sept/Oct Edition]

## BILLBOARD RECOGNITION [LIMIT 1] - \$2,600

- Photo & Name Recognition on Parade of Homes™ billboard placed on Highway 6 south of College Station [8 weeks]
- Instagram & Facebook: Recognition on @bcsparadeofhomestm Instagram Posts, recognition on BCS Parade of Homes Facebook Page & GBVBA Page Facebook Page



For Availability, please contact Stacy Wilkinson at  
[stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



# 2023 ANNUAL GOLF TOURNAMENT *at* Pebble Creek Country Club

MAY 22ND, 2023

**ENTER A TEAM!**  
**\$150 per player**  
**OR**  
**\$600 per team of 4**

## \$350

- ☐ **Trophies [1 available]:**  
present winners with their trophies
- ☐ **Hole in One Contest @ Hole #17 [1 available]:**  
company name displayed on contest hole sign; **MANNED HOLE** to monitor competition and to register 'Score a One' competition participants; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages
- ☐ **Beverage Cart [2 available]:**  
ride on club's beverage cart as they serve beverages during tournament; sponsor signage displayed on beverage cart
- ☐ **Prize [1 available]:**  
present prizes on behalf of company to all winners
- ☐ **Hole in One Contest @ Hole #13 [1 available]:**  
company name displayed on contest hole sign; **MANNED HOLE** to monitor competition and to register 'Score a One' competition participants; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages

## \$300

- ☐ **Club Throw @ Hole #1 [1 available]:**  
company name displayed on contest hole sign; **MANNED HOLE** to monitor competition; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages
- ☐ **Hole in One Contest @ Hole #4 OR #8 [2 available]:**  
company name displayed on contest hole sign; **MANNED HOLE** to monitor competition and to register 'Score a One' competition participants; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages
- ☐ **Buy a Drive @ Hole #5 [1 available]:**  
company name displayed on contest hole sign; **MANNED HOLE** to register golfers for 'Tiger Drive' opportunity; includes canopy and ice chest supplied with non-alcoholic beverages
- ☐ **Longest Drive @ Hole #2 - BUILDERS ONLY [1 available]:**  
company name displayed on contest hole sign; present prize to winner; opportunity to sit at the hole location [NO canopy/chairs provided]
- ☐ **Longest Drive @ Hole #14 - ALL GOLFERS [1 available]:**  
company name displayed on contest hole sign; present prize to winner; opportunity to sit at the hole location [NO canopy/chairs provided]
- ☐ **Closest to the Line @ Hole #11 [1 available]:**  
company name displayed on contest hole sign; present prize to winner; opportunity to sit at the hole location [NO canopy/chairs provided]
- ☐ **Hole Sponsor Plus [9 available]:**  
company name displayed on sign at tee box; opportunity to sit at the hole location [NO canopy/chairs provided]

## \$250

- ☐ **Registration [1 available]:**  
company name displayed on sign at driving range; opportunity to place table-top display during warm-up

## \$200

- ☐ **Driving Range [2 available]:**  
company name displayed on sign at driving range; opportunity to place table-top display during warm-up
- ☐ **Tee Box [4 available]:**  
company name displayed on sign at tee box;  
**\$50 discount if purchased with a full team**

## GRAB BAGS

*All sponsors of the 2023 Annual Golf Tournament may provide promotional items in the Grab Bags at no additional cost.*



For Availability, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



# Annual Builders BBQ Cookoff & Family Festival

The Annual Builders BBQ Cookoff & Family Festival is a fun, family-friendly event usually held at Millican Reserve each year. Not only do we coordinate a competitive cookoff, but we'll also have plenty of activities for the kiddos! PS: this event will *not* be on an Aggie Home Game Day!

2023 Date TBD

## ADVERTISING OPPORTUNITIES

- Title Sponsor [Limit 1] - \$1,200
- Tent, Cooling Tent, Tables & Chairs Sponsor [Limit 2] - \$800
- Music Sponsor [Limit 1] - \$1,000
- Junior Cookoff Sponsor [Limit 1] - \$650
- Prize Sponsor [Limit 4] - \$750
- T-Shirt Sponsor [Limit 2] - \$800
- Beverage/Snack Sponsor [Limit 1] - \$500
- Trophy Sponsor [Limit 1] - \$500
- Food Sponsor [Limit 1] - \$500
- Koozie Sponsor [Limit 1] - \$500
- Kid's Activities Sponsor [Limit 4] - \$500
- Media Package Sponsor [Limit 1] - \$500
- Registration Sponsor [Limit 1] - \$350
- Contributor Sponsor [Limit 1] - \$350

### ALL SPONSORSHIPS

#### INCLUDE:

- ▶ Logo Recognition on Event Banner \*opportunity to bring company banner to hang along fence line as well
- ▶ Opportunity to bring & set up company canopy with table & promotional items
- ▶ Logo recognition on T-Shirts

## ENTER THE COOKOFF

- TEAM OF 4 - \$300

### 6 CATEGORIES:

Open, Dessert, Margarita, Chicken, Ribs & Brisket

- Junior Cook-Off Team of 2 - FREE

For Availability, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)

**DATE TBD**

# **ANNUAL SPORTING CLAY SHOOT** **& Washer Tournament**

## **TEAMS: [LIMIT 25]**

**\$600 per team of 5 OR \$125 per single shooter  
INCLUDES:**

- 100 targets of sporting clays
- snacks and beverages
- lunch and awards after competition

## **SPONSORSHIPS**

**EVENT UNDERWRITER - \$1,000 [Limit 1]**

**WASHER SPONSOR - \$1,000 [Limit 1]**

**FOOD SPONSOR - \$850 [Limit 2]**

**PRIZE SPONSOR - \$550 [Limit 4]**

**REGISTRATION SPONSOR - \$300 [Limit 1]**

**BEVERAGE SPONSOR - \$350 [Limit 2]**

**SNACK SPONSOR - \$250 [Limit 1]**

**SPORTING CLAY SPONSOR - \$300 [Limit 5]**

**RANGE STATION SPONSOR - \$300 [Limit 3]**

**TRAP STAND SPONSOR - \$300 [Limit 2]**

- All sponsorships include logo recognition on event banner, and recognition on all GBVBA digital platforms. For company table/tent opportunities, please contact Stacy Wilkinson for more details at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



## **WASHER TOURNAMENT INFO TBA**

For Availability, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)



# Holiday Mixer / Elections

Join members of Greater Brazos Valley Builders Association as we come together to celebrate a GREAT year and elect next year's officers & directors.

Date: Wednesday, December 6th

Location: TBD

Time: TBA

## Sponsorships

Food Sponsor - \$500 [Limit 4]

Beverage Sponsor - \$600 [Limit 4]

\*Both sponsorships will have logo and verbal recognition at this event



For Availability, please contact Stacy Wilkinson at [stacy@gbvbuilders.org](mailto:stacy@gbvbuilders.org)