



Marketing Opportunity Guide

Home Builders Association of Northwest Michigan

3040 Sunset Lane, Traverse City, MI 49685 | 231.946.2305 | HBANWMI.com

Marketing Opportunities at a Glance

Some sponsorships and ad spaces are limited so please allow 48 hours for the HBANWMI staff to confirm availability.

Membership

Annual Builder or Associate Membership	\$550
Affiliate Membership	\$75

Membership Directory

All Ads In 4-Color

Outside Back Cover	\$1,545
Inside Front Cover	\$1,245
Inside Back Cover	\$1,245
Full Page Inside	\$770
Half-page Inside	\$380
Quarter-page Inside	\$270
Eighth-page Inside	\$215

Tuesday Toolbox – Biweekly E-Newsletter

Corporate Ad	\$25 each, or 4 for \$75
E-Blast to Membership	

HBANWMI.com Website Advertisements

Home Page Only

12 Months	\$475
6 Months	\$285
3 Months	\$225

Home Expo

Exclusive Supporting Sponsor	\$10,000
Supporting Sponsor – <i>Limit 2</i>	\$6,500
Corporate Sponsor – <i>Limit 2</i>	\$4,000
Seminar Sponsor	\$3,500
Exhibitor Lounge Sponsor	\$2,500
Shuttle Bus Sponsor	\$1,125
Registration Booth	\$1,125
Exhibitor Booth	\$455-\$1,900
Enter-to-win Prize Sponsor	

Annual Golf Tournament

Exclusive Tournament Sponsor	\$5,000
Golf Cart Sponsor	\$2,000
19 th Hole Sponsor – <i>Limit 3</i>	\$1,000
Lunch Sponsor – <i>Limit 2</i>	\$1,000
Beverage Cart Sponsor – <i>Limit 4</i>	\$500
Driving Range Sponsor	\$500
Player Goodie-Bag Sponsor – <i>Limit 3</i>	\$300
Specialty Hole Sponsor – <i>Limit 4</i>	\$150
Hole Sponsor	\$125
Golfer Registration – Foursome	\$600

Parade of Homes

Exclusive Platinum Sponsor	\$10,000
Gold Sponsor – <i>Limit 2</i>	\$7,000
Silver Sponsor – <i>Limit 2</i>	\$4,000
Bronze Sponsor – <i>Limit 2</i>	\$2,500
Mandatory Builder Meeting Sponsor – <i>Limit 2</i>	
New Home Builder Entry Fee	
Remodeled Home Builder Entry Fee	

Parade of Homes Tour Guide Advertising

Centerfold Insert	\$2,500
Inside Front Cover	\$2,000
Back Cover Outside	\$2,500
Back Cover Inside	\$2,000
Full Page Inside	\$1,650
Half-page Inside	\$850
Quarter-page Inside	\$550
Full Page – Participating Builder	Included

Holiday Party & Installation of Officers

Hosting Sponsor	\$5,000
Exclusive Supporting Sponsor	\$2,500
Corporate Sponsor	\$1,000
Single Guest Tickets	\$TBD

Foundation Scholarship Dinner

Exclusive Foundation Sponsor	\$5,000
Supporting Sponsor	\$4,000
Toolbox Sponsor – <i>Limit 4</i>	\$2,000
Exclusive Wine Sponsor	\$2,000
Corporate Table Sponsor	\$1,000
Half-table Sponsor	\$500
Single Guest Tickets	\$100
Silent Auction Items	Donation

Educational Opportunities

Education Program Sponsor	\$5,500
Education Course Sponsor	\$300-\$5,000
Education Classes	\$300
Builder Forum Sponsor	\$300

General Membership Meetings

Host a meeting – provide a meeting location, heavy hors d'oeuvres for guests, builders' jackpot, and door prizes.

Contact HBA staff for details.

INTRODUCTION

The Home Builders Association of Northwest Michigan, Inc. (HBANWMI) provides many opportunities to market your company through sponsorships and participation in association events as well as advertising in our publications and on our website. By participating in events and marketing opportunities, you also provide the association with a strong foundation that allows us to offer more vibrant programming and services.

By sponsoring and participating in an association event, you:

- Promote your products and services directly to the residential building community, and consumers in the market,
- Show your support to the home building industry,
- Network with other members of the association,
- Develop brand recognition for your company, and
- Keep attendance fees to HBANWMI events affordable for your customers – our members.

This Marketing Opportunity Guide has been created to assist you in determining where your business can participate in the association that would best fit your needs. This guide will include an outline of our association events and publications along with a description of each.

MISSION STATEMENT

We are a professional association of industry leaders who are committed to excellence through our support of legislative, educational, and economic initiatives to promote home ownership in our community.

Take Advantage of Your Membership!

The HBANWMI has worked hard to market and “brand” our association as the “Good Housekeeping Seal of Approval”. Here are some simple steps that you can use to take advantage of your membership in the association:

- Use the Association logo on all your business materials including stationary, business cards, websites, and advertising. Let the public know that you are a member!
- Provide a web link to our association website from your business website. www.HBANWMI.com The reciprocal link provides a greater value to both of our websites.
- Mention your association membership in your press releases. Any time you can positively promote the association it adds value.
- Set up and manage your directory listing through our member portal. Add your logo, biography information, and keywords to help searchers find your business listing.
- Plan your support in advance! Know what events are to come and budget for your participation and sponsorships.

ASSOCIATION EVENTS

Home Builders EXPO

The Home Builders EXPO is held each March and provides tremendous visibility for our member companies. Not only is this an outstanding opportunity to showcase your products and services, but also to make new client contacts, network, and expand your market share.

During this event, over 100 booths are available for rental in various sizes. This is a “must-see” event in our community and has gained acclaim for providing an excellent one-stop shopping venue for consumers considering home building or remodeling projects. Here are some of the finer details of the event:

- Ticket Entrance
- Booth Rentals
- Seminars and Community Education Programs
- Vendor Lounge
- Shuttle Bus
- Prize drawing for Attendees

2024 HOME EXPO SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

EXCLUSIVE TITLE SPONSOR | \$10,000

- Large company logo on admission tickets
- Company logo on HBANWMI website
- Recognition in all TV, Radio, and Print promotion
- Company logo on the cover of the event program
- Prominent signage at the EXPO venue
- Company logo on all outgoing HBANWMI EXPO email blasts & social media posts
- (2) 10' x 10' Premium Exhibitor Booths
- (1) Seminar/Workshop Presentation per day of the EXPO
- 50 EXPO admission tickets

EXCLUSIVE SUPPORTING SPONSOR | \$6,500

- Company logo on admission tickets
- Company logo on HBANWMI website
- Company logo in EXPO program
- Prominent signage at the EXPO venue
- Mention/Company logo in Print TV & Radio Ads
- Company logo on all outgoing HBANWMI EXPO email blasts
- 40 EXPO admission tickets
- (1) 10' x10' Premium Exhibitor Booth
- (1) Seminar/Workshop Presentation per day of the EXPO

CORPORATE SPONSOR | \$4,000 | Limited to 2

- Company logo on admission tickets
- Company logo on HBANWMI website
- Company logo in EXPO Program
- Company logo on all outgoing EXPO emails
- (1) 8' x10' or 10x10 Exhibitor Booth
- 30 EXPO admission tickets

SEMINAR SPONSOR | \$3,500

- Company logo on print media
- MC each seminar
- Recognized in promotional material
- Signage bearing company name
- Announced over PA system

EXHIBITOR LOUNGE | \$2,500 | Limited to 4

- Your company will be recognized on signage in the Exhibitor Lounge
- Display Marketing Materials in the Exhibitor Lounge

SHUTTLE BUS | \$1,125 | Limited to 1

- Your company name on both sides of bus

REGISTRATION BOOTH | \$1,125

- Prominently displayed on front of booth

SEMINAR SPEAKER | \$500 | Limited to 7

- Provide content & speaker for educational seminar
- Company logo on HBANWMI EXPO website
- Recognition in limited print promotions
- Promotion on social media
- Signage at EXPO venue

PRIZE DONATIONS

- Company signage displayed with donation during event
- Listed on entry/raffle card
- Media recognition when prizes are awarded

EXHIBITOR BOOTH | \$455—\$1,900

- 4 different size booths available



Parade of Homes

The Parade of Homes takes place annually in June. This event is a great way to interact with the public and showcase your latest home and/or development projects in our eight-county area. This event highlights the “Commitment to Excellence” that drives our members by displaying the best they have to offer with the most up-to-date trends and products in the industry.

If you are a builder, this event can give you exposure to develop your business and meet prospective clients. If you are a supplier, sub-contractor, or designer who is involved in a parade home, this event gives you the opportunity to advertise your work and for the public to see and feel the quality of your product. Some of the features of this event include:

- Tickets and Ticket Outlet Sales
- Parade of Homes Tour Guide and Mobile App – features the Parade homes and advertising from HBANWMI members
- Non-Profit Organizations Hosts for the homes
- Marketing opportunities within the industry and with the general public

2024 PARADE OF HOMES SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

EXCLUSIVE PLATINUM SPONSOR | \$10,000

- Large company logo on Parade tickets
- Company logo on Parade of Homes website
- Recognition in all TV, radio, and print promotion
- Company logo on the cover of the tour guide
- Recognition in all live & taped interviews
- Company logo on all outgoing HBANWMI Parade of Homes email blasts
- Back cover ad space in the tour guide
- Company logo on all HBANWMI Parade promo materials at the Homes
- 40 Parade of Homes tickets
- Vendor booth at the mandatory builder meeting
- Logo on sponsor "Thank You" ad

EXCLUSIVE GOLD SPONSOR | \$7,000

- Company logo on admission tickets
- Company logo on Parade of Homes website
- Full-page ad in the tour guide
- Recognition in all TV, radio & print promotion
- Recognition in all live & taped interviews
- Company logo on all outgoing HBANWMI Parade of Homes email blasts
- 30 Parade of Homes tickets
- Vendor booth at the mandatory builder meeting
- Company logo on all HBANWMI Parade of Homes promo materials at the homes

SILVER SPONSOR | \$4,000 | Limited to 2

- Company logo on Parade of Homes website
- Company logo on Parade of Homes tickets
- Company logo on limited print & TV promotion
- Half-page ad in the tour guide
- Company logo on all outgoing HBANWMI Parade of Homes email blasts
- Vendor booth at the mandatory builder meeting
- 20 Parade of Homes tickets

BRONZE SPONSOR | \$2,500 | Limited to 4

- Logo on Parade of Homes Website
- Quarter page ad in the tour guide
- Logo included in limited print promotion
- 10 Parade of Homes Tickets

EXCLUSIVE AUTO DEALER SPONSOR | \$2,000

- Logo on Parade of Homes Website
- Auto displayed at agreed-upon homes
- Quarter page ad in the tour guide

EXCLUSIVE RESTAURANT SPONSOR | \$1,000

- Coupon & logo on Parade of Homes Tickets
- Company Logo on Parade of Homes website
- Company logo on limited print & TV promotion



Annual Golf Outing

The Annual HBANWMI Golf Outing is held in August at Crystal Mountain on the Betsy Valley and Mountain Ridge courses. This is a scramble-format golf outing with a shotgun start. 240 golfers participate in this fun, casual event. As a part of the registration fee, each golf participant is given a “gift bag” which includes a gift, snacks, and other donated goodies. This golf outing is open to all members and guests and can be a great opportunity to entertain business clients as well.

The fee for golfing is determined each year and includes lunch and the “19th Hole Happy Hour” that follows the golf event. “Mulligans” are sold the day of the event, along with raffle tickets for 50/50 drawing and prizes. Specialty holes provide an opportunity for sponsors to interact with participants and help raise money to support HBA programing. Prizes are awarded for first through third-place teams, with the first-place team recognized on an HBANWMI plaque that is kept at the Association office. The day’s events include, but are not limited to:

- Two courses to choose from
- Gift Bags
- Specialty Holes:
 - 50/50
 - Double or Nothing
 - Longest Drive – Men / Women
 - Longest Putt – Men / Women
- Mulligans – one free swing
- Beverage Carts
- Raffle Donations
- 19th Hole Happy Hour
- 50/50 drawing

2024 GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

60 Teams – 240 HBA Members

SPONSORSHIP BENEFITS

Exclusive Tournament Sponsor \$5,000

- WTCM “Ask the Expert” mention
- Exclusive sponsor sign at check-in
- Exclusive sponsor sign at 19th Hole Happy Hour
- Company logo on the HBANWMI website
- Company logo on social media
- Company logo on golfer info sheet in all golf carts
- 2 Tuesday Toolbox Newsletters (600+ email addresses)
- Company logo on Sponsor Thank You sign

Golf Cart Sponsor \$2,000

- Company logo on every golf cart
- Company logo on Sponsor Thank You sign

19th Hole Happy Hour \$1,000 | Limit 3

- Company logo on Happy Hour sign
- Company logo on the HBANWMI website
- Company logo on Sponsor Thank You sign

Lunch Sponsor \$1,000 | Limit 2

- Company logo sign at the boxed lunch table
- Company business card lunch box stuffers
- Company logo on Sponsor Thank You sign

Bottled Water Sponsor \$500 | Limit 2

- Company logo on player info sheet in each cart
- Company logo Social media
- Company logo on Sponsor Thank You sign

Beverage Cart Sponsor \$500 | Limit 4

- Company logo sign at the beverage cart
- Company logo on Sponsor Thank You sign

Driving Range Sponsor \$500

- Company logo sign at the driving range
- Company logo on direction signs at the range
- Company logo on the shuttle bus
- Company logo on Sponsor Thank You sign

Player Goodie Bag Sponsor \$300 | Limit 3

- Company logo on player info sheet with goodie bag in each cart
- Option to put company swag in goodie bags
- Company logo on Sponsor Thank You sign

Specialty Hole Sponsor \$150 | Limit 4

Hole Sponsor \$125

Education and Professional Development Programs

The HBANWMI supports and encourages both member and community education. The Professional Development Center on the lower level of the HBANWMI office building is home to a variety of educational programming that supports the mission of our Association. Our education programs include National Association of Home Builders (NAHB) designation courses and assessments as well as local interest courses such as high-performance building and continuing education for builder licensing. The PDC has been updated with state-of-the-art technology to ensure seamless interaction for both in-person and virtual attendees, making it an excellent option for all in need of a meeting space.

The HBANWMI also supports our membership by bringing in National Speakers who are keynote speakers for our General Membership Meetings as well as offering public seminars that are of value to both our members and our community.

Builder Forums at our General Membership Meetings are also a part of our education program. These forums are available for \$300 prior to our meetings and can offer a wide range of information to benefit our members. Our education programs include:

- National Designation courses and assessments
- Local Courses and Seminars
- National Speakers
- Builder Forums
- Industry Experts
- Suppliers and Vendors

General Membership Meetings

The HBANWMI holds monthly membership meetings generally on the second Monday of the month from September through May. Meetings have from 90 to 125 members and guests and offer educational and informational opportunities as well as networking. Each meeting will have a theme or subject of emphasis. Generally, the meetings typically consist of the following “segments”:

- Builder Forum
- Social Hour – refreshments
- Membership Recognition
- HBA Updates and Information Sharing
- Prize Drawings

In addition to the meeting segments, the following marketing opportunities are also available:

- Tabletop Rentals – form a “mini-trade show”

ANNUAL HOLIDAY PARTY AND INSTALLATION OF OFFICERS

Each December the Home Builders Association brings together its members for a celebration of the year. Sponsorships are available to help keep the members' attendance costs down and to support a great party where we celebrate the association's leadership and members. It is also the event where officers elected in October are recognized.

PUBLICATIONS

Membership Directory

The Membership Directory is published annually and distributed at the Home Builders EXPO in March, the Parade of Homes in June, and through the Homes Builders Association office. It is a referral source for our association and our members. Member advertising in the directory is an important source of support for the publication and offers a more detailed look at an organization. The directory is also available on our website as a PDF.

Online Directory

Updated in real-time, the online directory provides the opportunity to share company bio information, logos, advertising, and keywords to assist site visitors in locating businesses based on specialty or differentiating skills, etc.

Parade of Homes Tour Guide

The Parade of Homes Tour Guide is published once a year for the purpose of marketing the annual event. The guide includes information not only about the association but, on each home and development that is featured in the Parade. The Tour Guide is provided with the purchase of tickets to the Parade of Homes and is also given out to interested parties throughout the year as a resource and showcase of our association builders and suppliers.

Advertising is sold by the association to help support the publication and all members are invited to utilize this opportunity. Builders and developers who are participating in the event receive designated pages to showcase their products. This page includes a rendering of the home, a description, features, a floor plan, and contact information for the builder. The adjoining page is reserved for builders to further advertise their companies.



Advertising

Parade Tour Magazine & Mobile App

HBA Northwest Michigan
 3040 Sunset Lane | Traverse City, MI 49684
 (231) 946-2305 | caroline@hbagta.com.com

**1,200 Hard Copy Parade Tour Magazines Distributed
 Electronic Magazine Featured on HBANWMI Website for 1+ Years**

Parade Tour Magazine	Size	Price
<i>PREMIUM OPPORTUNITY!</i>		
<input type="checkbox"/> Center Insert Full Color 4 Sided	4" w x 6" h	\$2,500.00
<input type="checkbox"/> Back Cover Outside	8.5" w x 11" h	Platinum Sponsor
<input type="checkbox"/> Back Cover Inside	8.5" w x 11" h	\$2,000.00
<input type="checkbox"/> Front Cover Inside	8.5" w x 11" h	\$2,000.00
<input type="checkbox"/> Full-Page Full Color Inside	7.5" w x 10" h	\$1,650.00
<input type="checkbox"/> Insert Full Color 2 Sided	4" w x 6" h	\$1,500.00
<input type="checkbox"/> ½ Page	7.5" w x 4.75" h	\$850.00
<input type="checkbox"/> ¼ Page	3.5" w x 4.75" h	\$550.00

Magazine File Criteria: PDF ready to print, Minimum Resolution 300 DPI

Mobile App	Price
<input type="checkbox"/> Top Banner Ads	\$350
<input type="checkbox"/> Bottom Banner Ads	\$350
<input type="checkbox"/> Middle Banner Ad	\$350
<input type="checkbox"/> Home Display Ads	\$425
<input type="checkbox"/> Splash Ad	\$750
<input type="checkbox"/> Enhanced Builder Ultimate Listing	\$250
<input type="checkbox"/> Enhanced Builder Listing	\$150
<input type="checkbox"/> Additional Builder Photos/Files	\$25 ea

Ad Submission & Payment Deadline May 10, 2024

Tuesday Toolbox

The Tuesday Toolbox is a brief one (1) page newsletter that is sent bi-weekly (on Tuesdays) to association members and community partners via email to update them on breaking news, as well as provide resources to help their business succeed. Additional information or applications may be linked for topics that are more comprehensive. Sponsorships for this publication are available on a weekly, monthly, or annual basis. Sponsorship would include an acknowledgment of the sponsor company and their color logo positioned in a prominent location on the publication.

Limited advertising space is available for purchase. The opportunity to be a guest columnist and provide an article of interest is also available.

WEBSITE

The HBANWMI website offers a professional venue to act as a resource to not only members of the association but to the community at large. The website provides information on association events, members, and important topics that affect the home building and remodeling industry.

A searchable membership directory is available to the public with a listing of the association membership and categories.

Advertising opportunities will also become available. Advertising “Real Estate” has been established on higher-traffic pages, including the HBANWMI home page banner. Information on pricing and location will be distributed once the program is launched.

ANNUAL EVENT TIMELINE - 2024

January

8 - General Membership Meeting

February

12 - General Membership Meeting

March

9 - General Membership Meeting

9-10 – Home Expo

April

8 - General Membership Meeting

May

13 - General Membership Meeting

16 - HBA Foundation Golf Challenge

June

13-16 - Parade of Homes

July

August

TBD - Pit Spitters Networking Night

22 - HBA Golf Tournament

September

9 - General Membership Meeting

October

14 - Annual Meeting of the Membership and Board Elections

10 - HBA Foundation Scholarship Dinner

November

11 - General Membership Meeting - Chili Cook-off

December

13 - Holiday Party - Installation of Officers

Location

Waara Technologies

Grand Traverse Resort

Grand Traverse Resort

@Home Cabinetry and Interiors
Interlochen Golf Course

Turtle Creek Stadium
Crystal Mountain

Nature's Edge
Hagerty Center