

HBA MARKETING GUIDE

Grow Your Business in 2021



HOUSING & BUILDING
ASSOCIATION
OF COLORADO SPRINGS

For questions or for more information, please contact
Rhonda Scurek at 719-592-1800 ext. 119 or Rhonda@cshba.com

[CSHBA.com/SPONSORSHIPS](https://www.cshba.com/SPONSORSHIPS)



HOW WE CAN HELP YOU GROW

Make HBA sponsorships part of your annual marketing to add opportunities for your business



The HBA offers a wide range of signature events throughout the year, with a variety of sponsorship levels to choose from to accommodate your budget and timeline. These events are designed for networking and business building within our community. The more you get involved, the more return you'll see on your investment in membership.

Take a look at our exciting events and decide which ones will help make an impact on your company. We will do our very best to resonate with you and exceed your expectations. The strength of the HBA relies heavily on the support of our members and we strive to provide valuable marketing opportunities to keep your business and our organization vital.

Visit [CSHBA.com/sponsorships](https://www.cshba.com/sponsorships) for more details on current offerings, or let us customize a package for you! Use our sponsorships as part of your annual marketing strategy. For more information contact Rhonda Scurek at 719-592-1800 x 119 or rhonda@cshba.com.

TAKE ADVANTAGE OF OTHER NETWORKING OPPORTUNITIES

In addition to sponsoring an event, the HBA offers opportunities with our committees, councils and education classes that can bring benefits to you and your company. Sponsor a breakfast for a monthly technical committee or a Wet Wednesday Lunch & Learn seminar. Host a Remodelers Council meeting at your place of business, or become a Signature Member and receive promotion of your company 24/7 on CSHBA.com. However you get involved is up to you!

While the events are a great and easy way to start exploring sponsorships, the committees and councils open doors to lasting relationships. You can even combine them and get the most out of your marketing budget!

ADVANCE YOUR INDUSTRY

Take charge of your strategy and utilize these opportunities to advance your relationships, career, and business by getting more involved within the industry!"

Sincerely,
Renee Zentz
CEO
Housing & Building Association of Colorado Springs

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BREAKFAST WITH THE BUILDERS



Wednesday, May 5, 2021



To Be Determined



500+



Promote your company to the REALTORS®

EVENT DETAILS

For more than two decades, HBA builder members and licensed real estate agents have been getting together at this exclusive event to talk about new inventory and locations that could potentially benefit new home buyers. Attracting a diverse group of sponsors, this event typically draws hundreds of REALTORS® who spend quality time networking over breakfast and visiting booths hosted by builders and developers. This event is key to developing and growing builder-agent relationships, which is critical for maintaining a high-functioning housing and building industry in Colorado Springs.

AUDIENCE

- 500+ Realtors
- 45-50 builders and developers
- Other representation by HBA Cares, Parade of Homes and the Pikes Peak Association of Realtors

"Breakfast with the Builders is a great opportunity for us to connect with many top Realtors in town and show them who we are."

– Chandra Toussaint, Elevation Homes

SPONSOR PACKAGES

Presenting Sponsor | \$2,000*

- 10' x 10' booth at the event
- Logo would appear on the following: CSHBA.com, email blast, print advertising, door prize presentation
- Name is mentioned in every form of promotion
- Receive an electronic contact list of all attendees within 4 days of the Breakfast. This information includes name, company name, phone (work/cell), email address and address (when available)
- Receive 20 tickets to the 2021 Parade of Homes

Event Sponsor | \$1,000*

- 10' x 10' booth at the event
- Logo would appear on CSHBA.com
- Receive an contact list of all attendees within 4 days of the Breakfast. This information includes name, company name, work phone and address (when available). No email address or cell phone number will be provided.

* Restrictions apply. Refer to the 2021 Breakfast with the Builders Sponsorship Form for complete details.



PAC GOLF TOURNAMENT



Monday, June 7, 2021



Kissing Camels Golf Course at Garden of the Gods Collection



144+



Benefiting the HBA PAC

EVENT DETAILS

This high-profile event is the HBA Political Action Committee’s major fundraiser for the year and is strongly supported by builder and developer members. Held at Colorado Springs’ signature course, Kissing Camels Golf Club features immaculately groomed fairways, bunkered greens and towering pines. The tournament brings fun to the fairways with individual and team competition, games of “skill,” and exciting raffle prizes. A wide variety of sponsorship opportunities are available that allow sponsors to meet one-on-one with the players in the tournament, including owners or top representatives of member companies. Don’t miss this exclusive chance to get out and play!

AUDIENCE

- 144 players
- All HBA Members are invited; high representation from company owners, executive level management and mid-level employees

“With opportunities to interact with fellow members, clients and builders being rare these days, the PAC Golf Tournament is a perfect opportunity to engage with them in a meaningful way while also showing support for local representatives (past, present and future). This incredibly fun event helps to ensure our communities continued support for the building and development industry. Buy your sponsorship and foursome early, as they all go fast!”

– Kyle Campbell, Classic Consulting Engineers & Surveyors, LLC

SPONSOR PACKAGES

Signature Sponsor | \$5,000

- 2 teams (8 players) (\$2,800 value)
- One String and Mulligan per player
- Tee box sponsorship
- Sign recognition throughout the tournament
- Signage at Stretch Raffle
- The Stretch Raffle Prize will be given away under the sponsor’s name

Supporting Sponsor | \$2,500

- 1 team (4 players) (\$1,400 value)
- One String and Mulligan per player
- Tee box sponsorship

Beverage Sponsor | \$1,500

- Attend the tournament, ride in the beverage cart, and distribute drinks and beer

Lunch Sponsor | \$1,250

- Box lunches will be provided to each golfer on your behalf
- Option to staff a table during registration to interact with golfers
- Option to place sponsor-supplied sticker on box lunch

Closest to the Pin | \$1,000 (4 Available)

- Sponsor may attend tournament and be present at the hole to meet and greet all golfers and take measurements
- Choice of contest on the front 9 for men, contest on the front 9 for women, one on the back 9 for men’s and one on back 9 for women
- Option to host a drawing, contest or provide giveaways for participants
- Winners will receive a \$50 Pro Shop Gift Card on sponsors’ behalf

Sponsorship Continued On Next Page

PAC GOLF TOURNAMENT

SPONSOR PACKAGES CONT'D.

Longest Putt Sponsor | \$1,000 (2 Available)

- Exclusive sponsorship for the longest putt (M/W)
- Sponsor signage on green
- May be present on hole & host an additional game
- Winners will receive \$50 Pro Shop Gift Cards on behalf of the sponsor

Longest Drive Sponsor | \$1,000 (2 Available)

- Exclusive sponsorship for the longest drive (M/W)
- Sponsor signage on hole
- May be present on hole & host an additional game
- Winners will receive \$50 Pro Shop Gift Cards on behalf of the sponsor

Cart Sponsor | \$1,000 (Exclusive)

- Your company may advertise on the front of each player cart in the field all day

Trophy Sponsor | \$1,000 (Exclusive)

- Trophies will be awarded to each of the four players on each of the teams at the awards banquet immediately following for 1st, 2nd, and 3rd place compliments of sponsor

Putting Challenge Sponsor | \$1,000 (Exclusive)

- Staff the Putting Challenge acting as the 19th hole to meet and greet all players
- Sponsor must provide prizes and may also offer giveaways/drawing/games

Tee Box Sponsor | \$1,000

- Signage at the tee box green
- Sponsors may attend the tournament and be present at the Tee Box to meet and greet teams
- Option to host a drawing contest or provide giveaways for participants

Driving Range Sponsor | \$800 (Exclusive)

- Banners to be placed on driving range
- Sponsors may be present at range to greet golfers

Swag Bag Sponsor | \$750 (Exclusive)

- Sponsor logo on bags for 144 golfers (HBA provides)
- Sponsor provides 1 logoed item for 144 swag bags
- Sponsor has option to be present at registration to hand out bags to golfers

Swag Sponsor | \$250

- Sponsor provides 1 logoed item for 144 swag bags

Score Card Sponsor | \$250 (4 Available)

- Your company may advertise on the scorecard used by all of the golfers in the tournament

Stretch Prize Sponsor | \$150 or in-kind item

- Minimum of \$150 value
- Donate an item that is \$150 value or more to be auctioned in the stretch raffle
OR
- Donate \$150 and the HBA will provide a gift card to a local business in your name



PARTY ON THE PATIO



Wednesday, July 21, 2021



TBD



300+



Member Networking

EVENT DETAILS

There's a reason this event gained national recognition in its first year! This summer social is a way for the HBA to show appreciation for its members and their guests to experience what it's like to be part of this great Association. From Pikes Peak to the city skyline, the stunning views from the patio provide the perfect backdrop for casually connecting with each other over food and drinks, and the exciting raffle prizes will keep members there until the end.

AUDIENCE

- 300+ attendees
- Attendees include company owners, executive and mid-level employees from builders, Realtors, title companies, banks, trade contractors and CSHBA board members
- Elected officials are invited

"Party on the Patio is one of the must-attend events of the year. Not only is it free for members, it's also a great time to connect as an organization and remember our true mission."

-Justin Burns, Strategic Insurance Agency

SPONSOR PACKAGES

Presenting Sponsor | \$500

- A table reserved for your company
- 6 drink tickets
- List of attendees within 4 days, post event (emails not included)
- Your logo on: evite, weekly emails, standalone email, CSHBA.com, social media sites, and at the event
- Recognition at the event





ALL MEMBERS CUP



Friday, August 13, 2021



Pine Creek Golf Club



120+



Benefiting the Emerging Leaders Program

EVENT DETAILS

The only thing better than golf is golf with a cause, and the All Members Cup sinks the putt on both! Benefiting the Emerging Leaders Program this tournament draws owners and top representatives of member companies, as well as the current and up-and-coming leaders of the Association. Enjoy a beautiful fall setting, games, prizes, brews, and an awards banquet following the tournament. Take advantage of an array of sponsorship opportunities that fit your interests and budget, and allow you to greet players throughout the tournament for valuable networking.

AUDIENCE

- 120+ golfers; all HBA members and their guests are invited
- Includes HBA leadership and Emerging Leader candidates

“The HBA of Colorado Springs has been, and continues to be, key in the successful and prudent growth of our city. At Vantage Homes we understand the importance of this organization and the continued identification and development of its future leaders. The All Members Cup is a great way to support both the Emerging Leaders Program and HBA Cares, all while spending time with our friends and colleagues throughout the HBA.”

– Mike Hess, Vantage Homes

SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR COMPANY UNLESS NOTED

PRESENTING SPONSOR | \$2,200

- Two foursome
- Your own tee box to meet and greet all players and display your company’s products and information
- Company branding throughout tournament
- A complete list of all players and their companies
- Logo on CSHBA.com
- Option to staff tee box with giveaways, drawings, or a competition

SUPPORTING SPONSOR | \$1,500

- One foursome
- Your own tee box to meet and greet all players and display your company’s products and information
- A complete list of all players and their companies
- Logo on CSHBA.com
- Option to staff tee box with giveaways, drawings, or a competition

LONGEST PUTT SPONSOR | \$750 (Exclusive)

- An exclusive sponsorship for the longest putt (one men’s and one women’s)
- Sponsor signage on green
- Sponsor may be present on hole and may host an additional game
- Winners will receive \$50 Pro Shop Gift Cards on behalf of the sponsor

TROPHY SPONSOR | \$750 (Exclusive)

- Trophies presented to top team
- Company’s name listed on trophies
- Be part of the trophy presentation

Sponsorship Continued On Next Page

ALL MEMBERS CUP

SPONSOR PACKAGES CONT'D.

LONGEST DRIVE SPONSOR | \$750 (Exclusive)

- An exclusive sponsorship for the longest drive (one men's and one women's)
- Sponsor signage on hole
- Sponsor may be present on hole and may host an additional game
- Winners will receive \$50 Pro Shop Gift Cards on behalf of the sponsor

CLOSEST TO THE PIN SPONSORSHIP | \$750 (Exclusive)

- An exclusive sponsorship for closest to the pin (one men's and one women's)
- Sponsor may also host a drawing, contest or provide giveaways for participants (first come-first served basis)
- Winners will receive \$50 Pro Shop Gift Cards on sponsors' behalf

BATTER UP HOLE SPONSOR | \$750 (Exclusive)

- Work the craziest hole on the course!
- Attend awards luncheon
- Present winner with their prize at the awards luncheon

STRETCH RAFFLE SPONSOR | \$150 or in-kind item minimum of \$150 value

- Donate an item that is \$150 value or more to be part of the stretch raffle
- OR
- Donate \$150 and the HBA will provide a \$150 prize in your name

DRIVING RANGE SPONSOR | \$500

- Company signage on driving range
- Sponsor may greet golfers on range

TEE BOX SPONSOR | \$500

- Greet golfers on the course
- Attend awards luncheon
- Option to create a game with a prize giveaway to be presented at the awards luncheon

SWAG BAG SPONSORS | \$300

- Logo on the swag bags
- Opportunity to place additional items in bag

SNACK SPONSOR | \$200

- Welcome snacks provided to golfers on your behalf

BEVERAGE SPONSOR | \$750 (Limit 2)

- Attend the tournament, ride in the beverage cart, and distribute drinks and beer

BLOODY MARY SPONSOR | \$500 (Exclusive)

- Attend the tournament and distribute drinks and beer in the Clubhouse

PUTTING CHALLENGE | \$500 (Exclusive)

- Staff the putting challenge acting as the 19th hole to meet and greet all players
- Sponsor must provide overall prize and may also offer giveaways/drawing/games

LUNCH SPONSOR | \$1,000

- Awards lunches will be provided following tournament play
- Option to staff a table during registration to interact with golfers

CART SPONSOR | \$750 (Exclusive)

- Your company may advertise on the front of each player cart in the field all day



67TH PARADE OF HOMES



September 10 – 26, 2021



Throughout El Paso County



18,000+



Promote your Company to the Public

EVENT DETAILS

The HBA's signature event, the Parade of Homes is recognized as the premier home tour of the Pikes Peak region. This legendary event showcases the latest trends and technology in residential construction, and reflects the high-caliber talent of local builders, interior designers, craftsmen and landscape architects. Typically featuring more than two dozen new homes by nearly as many builders, this unparalleled event gives the public more than two weeks to tour homes in some of the finest neighborhoods in and around El Paso County. No other event offers such an impressive range of indoor and outdoor styles, features and amenities that appeal to the needs and dreams of current and future homeowners – from affordable living to luxury dream homes.

AUDIENCE

- More than 18,000 people attended the 2019 Parade
- 89% of attendees have a household income of more than \$100,000
- 88% of attendees own their own home
- 77% are married or in a relationship

“As a team, we believe that the Parade of Homes is the single biggest marketing event of the year. The Parade of Homes allows us to present our custom homes to the general public and the PR, advertising, and marketing efforts of the HBA greatly expand our internal marketing budget and exposure to home buyers. The Parade of Homes is an event that Colorado Springs looks forward to every year. Not only does it bring out consumers who are looking for ideas, it bring out home buyers who are looking for a builder to help them bring their dreams of home ownership to reality.”

–Danielle Doyle, Jayden Homes

PARADE OF HOMES MAGAZINE AND PLANBOOK

This full-color, glossy magazine will feature the homes in the 2021 Parade and will be distributed to the general public visiting the Parade of Homes sites. Don't miss the opportunity to showcase your quality products and services in this invaluable publication!

PRINT ADVERTISING

All magazine ads are full-color

Map Back Cover	\$3,449
Double Truck Ad	\$3,499
Logo of El Paso County Business Location on Map <i>PLUS</i> a Full Page Ad	\$2995
Outside Back Cover	\$2,819
Inside Front Cover	\$2,693
Inside Back Cover	\$2,693
Before the Map	\$2,494
After the Map	\$2,494
Pages 2 or 3	\$2,494
Full Page	\$2,195
Half Page (horizontal or vertical)	\$1,499
Quarter Page	\$849
Business Card Size Ad	\$525

ONLINE ADVERTISING

Rotating banner ads are available on SpringsParade.com

PARADE APP

Banner ad (640 x140 pixels)	\$ 300
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PARADE WEBSITE

728 x 90 pixels	\$1,499
300 x 600 pixels	\$1,499
728 x 90 pixels located on bottom of Builder page <i>(Must be listed as a trade partner for builder)</i>	\$499
Link from Trades List on Builder Page to Trade Website	\$100/link

Sponsorship Continued On Next Page

67TH PARADE OF HOMES

SPONSOR PACKAGES

Title Sponsorship | \$20,000

- Logo featured on the following: Parade magazine cover, Title sponsor rider on Parade site signs, tickets, print display ads & Gazette special section, radio and TV commercials and SpringsParade.com
- Name is mentioned in every form of promotion for the Parade of Homes
- Full page ad in Parade magazine
- 40 Parade of Homes tickets
- 6 tickets to the Awards Banquet and the opportunity to present a Parade award
- Recognition at the Parade of Homes Awards Banquet

Event Sponsor | \$15,000

- Logo to appear on the following: Parade site signs, tickets, print display ads and Gazette special section, TV commercials and SpringsParade.com
- 1/2 page ad in Parade magazine
- 30 Parade of Homes tickets
- 4 tickets to the Awards Banquet and the opportunity to present a Parade award
- Additional opportunities are available at the special event nights supporting HBA Cares and Careers in Construction Colorado

Corporate Sponsor | \$10,000

- Logo to appear on the following: Parade magazine sponsor page, Parade site signs at all homes in the Parade, tickets, print display ads & Gazette special section and SpringsParade.com
- Sponsor to receive 1/4 page ad in the Parade magazine
- 20 Parade of Homes tickets
- 2 tickets to the Awards Banquet and the opportunity to present a Parade award
- Recognition at the Parade of Homes Awards Banquet

Supporting Sponsor | \$5,000

- Logo featured in the following: Parade magazine, Gazette special section, electronic media announcements and SpringsParade.com
- 1/4 page ad in the Parade magazine
- 10 Parade of Homes tickets
- 2 Tickets to the Awards Banquet
- Recognition at the Awards Banquet

Military Ticket Outlet | \$3,000

- 200 complimentary military tickets to be given away from your place of business
- Logo to appear on SpringsParade.com
- 1/4 page ad in the Parade magazine
- 10 Parade of Homes tickets
- Recognition at the Parade of Homes Awards Banquet

Product Sponsor | \$3,000

- Table top signs in all the homes
- 1/4 page ad in the Parade magazine
- Opportunity to put a promotional flyer (8 1/2" x 11") in all homes. Note: HBA will place these in a tiered literature holder.
- 10 Parade of Homes tickets
- Recognition at the Parade of Homes Awards Banquet

Prize Sponsor | \$3,000

- Prize to be given to people who get their ticket stamped at all Parade homes or register online (prize to be Apple Watch or equivalent)
- 1/4 page ad in the Parade magazine
- Logo to appear on the following: Parade ticket and SpringsParade.com
- 10 Parade of Homes tickets



PARADE OF HOMES BANQUET



Wednesday, October 6, 2021



TBD



300+



Recognize the Award Recipients

EVENT DETAILS

One of the most important parts of the Parade of Homes is recognizing the builders, trade partners and interior designers who put their work, passion and pride into it each year. Each home is judged by industry professionals from around the country on a number of features. The Awards Banquet offers a formal yet intimate setting to honor the recipients of the prestigious Industry Awards of Excellence and the coveted People's Choice Award. Enjoy this opportunity to congratulate the winners, socialize with members, thank sponsors, and take another look at the impressive homes that were part of the Parade.

AUDIENCE

- 300+
- All HBA Members are invited
- Attending from the Parade: Parade builders and developers, their trade partners and Parade sponsors
- Elected officials are invited

"I love going to the awards banquet to celebrate all the hard work that everyone puts into their homes. It's such a pleasure to see the dedication and teamwork from all the different builders and to celebrate all of the industry success!"

-Jessica Brown, La-Z-Boy Furniture Galleries

SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR BUSINESS CATEGORY UNLESS NOTED

Title Sponsor | \$1,500

(Exclusive)

- Logo to appear on the following: evite, event page on CSHBA.com, in awards presentation, signage at the buffet and/or bar
- 6 registrations to the Awards Banquet
- 6 drink tickets
- Exclusive to your business category at the Title Sponsor level only

Event Sponsor | \$1,000

- Logo to appear on the following: evite, event page on CSHBA.com, in awards presentation, signage at the buffet and/or bar
- 2 registrations to the Awards Banquet
- 2 drink tickets
- Non-exclusive





BREAKFAST WITH THE BOARD



Wednesday,
October 13, 2021



TBD



100+



Annual Update from the
Leadership of the HBA of
Colorado Springs

EVENT DETAILS

Breakfast with the Board is designed to keep our members up to date on what is happening with the housing industry in Colorado Springs and El Paso County as well as Careers in Construction Colorado and HBA Cares.

AUDIENCE

- 100+ attendees
- Attendees include company owners, executive and mid-level employees from builders, Realtors, title companies, banks, trade contractors and CSHBA Board Members.
- Elected officials are invited.

"It's a great opportunity to stay informed on what our HBA has been involved with throughout the year."
-Eric Hunter, Keller Homes, A Toll Brothers Company

SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE EXCLUSIVE TO YOUR BUSINESS CATEGORY AT EACH SPONSOR LEVEL

Presenting Sponsor | \$1,500

- 6 registrations at a VIP table in front of the room
- Opportunity to have a table at the event and speak to the audience
- Logo on all forms of promotion

Supporting Sponsor | \$750

- 2 seats at a VIP table in the front of the room
- Opportunity to have a table and hand out information about your company
- Logo on all forms of promotion

Reserve Table* | \$600

- 9 seats at an Executive Table in front of the room
 - Member of Executive Committee at your table
 - Logo on the table and CSHBA website
- *Limited availability





GET THE EDGE ON THE HOUSING MARKET

Wednesday, September 15, 2021



TBD



120+



Housing Market Information & Trends



EVENT DETAILS

Join the HBA President for the State of the Association, followed by an overview of the latest quarterly data on the Colorado Springs housing market, including housing starts, closings, inventory and available lots. Come “get the edge on housing” and connect with owners and top representatives of member companies while you’re there. Information provided by Metrostudy/Zonda.

AUDIENCE

- 120+ attendees
- Anyone who wants to know housing market information and trends
- High representation from company owners, executive and mid-level employees from builders, REALTORS®, title companies, banks and trade contractors
- Elected officials are invited

“Land Title has been a sponsor of the Metrostudy housing market update for several years. It’s a great way to connect with home builders, REALTORS®, lenders and local business leaders. We appreciate being associated with this high caliber event. It increases Land Title brand awareness and gives us the chance to cultivate stronger relationships with other HBA members.”

–Mark Reyner, Land Title Guarantee

SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE EXCLUSIVE TO YOUR BUSINESS CATEGORY AT EACH SPONSOR LEVEL

Presenting Sponsor | \$1,500

- 6 registrations at a VIP table in front of the room
- Opportunity to have a table at the event and speak to the audience
- Logo on all forms of promotion





Supporting Sponsor | \$750

- 2 seats at a VIP table in the front of the room
- Opportunity to have a table and hand out information about your company
- Logo on all forms of promotion





CHILI FEST

-  Wednesday, October 20, 2021
-  Alpine Lumber Company
-  300+
-  Member Networking Event

EVENT DETAILS

Rated as the favorite member event of the year, the Chili Fest brings together members and community partners for a chili cookin' throw down! Builders and associates compete for titles for the Best Red Chili, Best Green Chili and Best Dessert. Cookers decorate their booths with the theme of their choice, and a panel of judges vote on their favorite one for even more heated competition. Music, beer, and line dancing will make you want to don your cowboy hat for some Southwest-flavored fun!

AUDIENCE

- 300+ attendees
- Attendees include company owners, executive and mid-level employees from builders, Realtors, title companies, banks, trade contractors and CSHBA Board Members
- Elected officials are invited

“The Chili Fest is great place to make the lasting relationships over great chili! The event is family friendly offering fun for all ages. C & C Sand and Stone looks forward to participating every year.”

–Brandon Elrod, C & C Sand and Stone

SPONSOR PACKAGES NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR COMPANY

Event Sponsor | \$750

- Chili booth at event
- 20 tickets to event
- Logo on CSHBA.com and at event
- Assist with announcements

Beverage Sponsor | \$500

- Beverage booth at the event
- 15 tickets to event
- Logo on CSHBA.com and at event

Entertainment Sponsor | \$500

- Chili booth at event
- 15 tickets to event
- Logo on CSHBA.com

Trophy Sponsor | \$350

- Chili booth at event
- 10 tickets to event
- Announce the winners
- Logo on CSHBA.com and at event

Kids Zone Sponsor | \$300

- 10 tickets to event
- Logo on CSHBA.com and at event
- HBA will provide supervision of kids

Discounted Ticket Package | \$200

- 12 tickets for the price of 10 to hand out to your customers and clients



ANNUAL MEMBERSHIP EVENT/BOARD INSTALL



Wednesday, November 17, 2021



TBD



150+



Meet Your Board of Directors

EVENT DETAILS

The Annual Membership Event pays tribute to the tradition of electing distinct industry leaders to represent the most influential association in the Pikes Peak region the HBA. In addition to the installation of the incoming president, new board of directors are elected and installed on this night. This formal gathering also serves to thank the outgoing president for the previous year of leadership, and to recognize the volunteer efforts of the association's committee and council members who provided critical support to the building industry that year. A social hour precedes the ceremony, giving members the opportunity to socialize and network with owners and top representatives of member companies as well as the local elected officials in attendance.

AUDIENCE

- 150+ people; including Board of Directors, as well as candidates for the Board of Directors.
- Company owners, executive level management and mid-level employees.
- Elected officials and community partners are invited.

Land Title has been a sponsor of the Annual Member Reception and Board Installation for many years. It is one way we are able to thank our great HBA members who are the heartbeat of the home building industry and celebrate incoming board members who will continue to lead the effort within the association and in the public domain. The Colorado Springs HBA's strength in the community is a direct reflection of the contributions our members and leaders make everyday. It is a pleasure to do our small part in recognizing and thanking this world-class group of people for everything they do.

Mark Reyner, Land Title Guarantee Company

SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR BUSINESS CATEGORY UNLESS

Title Sponsor | \$1,250

- 4 complimentary registrations to the event
- Logo on a individual slide during program
- Logo on CSHBA.com, sign-in table at Board of Directors meeting
- Recognition during the Installation program

Event Sponsor | \$750

- 2 complimentary registrations to the event
- Logo on: sign at the bar, group slide during program presentation; HBA website
- Recognition during the Installation program



HOLIDAY PARTY



Wednesday,
December 1, 2021



TBD



400+



Member Networking
Event

EVENT DETAILS

As the last signature event of the year, the Holiday Party is the perfect opportunity to celebrate the year's successes together as an association. Drink, dance and share the spirit of the season with colleagues, community partners, family and friends. Raffle and door prizes, tasty appetizers, a photo booth and other fun touches top off the evening. Keeping with the spirit, each year HBA Cares Split the Pot collects donations at the event to help make the season for someone in our community a little brighter.

"Ent Credit Union has been a sponsor of the HBA Holiday Party for several years, and our staff always looks forward to greeting everyone who attends. It allows us to meet a lot of members in a fun environment while promoting our business!"

-Tony Sloan, Ent Credit Union

"This is the event that everyone goes to! You can always count on catching up with members you haven't seen in a while, and the atmosphere is just a lot of fun."

-Randy Novak, J & M Cleaning, Inc.

AUDIENCE

- 400+ attendees including HBA members and potential HBA members
- Elected officials and community partners are invited

SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR BUSINESS CATEGORY UNLESS

Event Sponsorship | \$4,000

- 20 tickets to the event
- Logo on all drink tickets
- Logo on CSHBA.com, social media and all advertisements
- Large signage at venue
- Exclusive to your business category

Food Sponsorship | \$1,500

- 10 tickets to the event
- Logo on CSHBA.com
- Logo on all advertisements
- Signage at venue

Beverage Sponsorship | \$1,500

- 10 tickets to the event
- Logo on CSHBA.com
- Logo on all advertisements
- Signage at venue

Entertainment Sponsorship | \$500

- 5 tickets to the event
- Logo on CSHBA.com and venue signage

Decoration Sponsor | \$250

- 2 tickets to the event
- Logo on CSHBA.com and venue signage

Door Prize Sponsor | \$100 (or a prize valued at \$100)

- Signage at venue
- Logo on CSHBA.com

Ticket Package | \$300

- Receive 12 tickets for the price of 10 with your company logo printed on the ticket



BECOME A SIGNATURE MEMBER

PROMOTE YOUR COMPANY 24/7 TO BUILDERS, DEVELOPERS & REMODELERS

Promote your company 24/7 with the HBA! Receive premier advertising opportunities and tickets to marquee events at a discounted rate.

AS A SIGNATURE MEMBER, YOU WILL BE PROMOTED IN THE FOLLOWING MANNER:

Logo Listed in the Following:

- CSHBA.com (\$250/month) | \$3,000
- Event Sponsor—Annual Membership Reception | \$750
- Parade of Homes Magazine (/14 page ad)* | \$849
- Membership Directory (1/4 page ad)* | \$429
- Membership Directory—online, enhanced listing | \$250

Annual Value \$5,278

** This amount can be applied toward the purchase of a larger ad*

Receive Tickets to the Following Events:

- Parade of Homes (September) 10 tickets | \$170
- Chili Fest (October) 10 tickets | \$200
- Holiday Party (December) 5 tickets | \$150

Annual Value \$450

Total Signature Member Value \$5,798
Your Annual Cost \$2,595





HBA EDUCATION CLASSES

Sales & Marketing Council and Technical Committee Sponsorship Opportunities to Builders, Developers & Remodelers



SPONSOR PACKAGES

Annual Sales & Marketing Council Presenting Sponsorship | \$2,500

- Logo on all promotional flyers for 2021 SMC events
- Social media recognition
- Representative/signage at check-in at each SMC event (provided by sponsor)
- Opportunity to speak at each SMC event
- 4 registrations to all SMC events, excluding Breakfast with the Builders and any event valued at \$40 or more

Annual Sales & Marketing Council Supporting Sponsorship | \$1,000

- Logo on all promotional material for the sponsored event
- Opportunity to briefly address the attendees at the sponsored event
- Social media recognition for the sponsored event
- Verbal recognition at the sponsored event
- 2 registrations to the sponsored event, excluding Breakfast with the Builders and any event valued at \$40 or more

Annual Sales & Marketing Council Event Sponsor | \$500

- Logo on promotional materials for the sponsored event
- Verbal recognition at the sponsored event

Annual Presenting Tech Sponsorship | \$1,000

- Logo on all promotional material for the sponsored event
- Opportunity to briefly address the attendees at the sponsored event
- Social media recognition for the sponsored event
- Verbal recognition at the sponsored event
- 2 registrations to the sponsored event, excluding any event valued at \$40 or more

Annual Event Tech Sponsor | \$500

- Logo on promotional materials for the sponsored event
- Verbal recognition at the sponsored event

EMERGING LEADERS PROGRAM



Educating Future Leaders of the Association

ABOUT THE EMERGING LEADERS PROGRAM

This program is designed to develop leaders that understand the depth and the breadth of the Association at the local, state and national levels. In addition, contribute to your professional development by helping you to become community and Association leaders. One benefit of this program is it allows emerging leaders to develop both personally and professionally by offering industry education, leadership opportunities, networking opportunities and personal advancement.

PARTICIPANTS

To participate in the Emerging Leaders Program, Emerging Leader candidates must be nominated by a current member of the Leadership Development Committee, a member of the Board of Directors or CSHBA Committee, Council Chair, or Vice Chair

SPONSOR PACKAGES NOTE: NON-EXCLUSIVE TO YOUR BUSINESS CATEGORY

Scholarship Program Presenting Sponsor | \$2,500

- Contact list of all attendees of the International Builders
- Scholarship letters with your logo and contact information sent to all scholarship recipients and their employers
- Company is mentioned in every form of promotion



EMERGING LEADERS



ADVERTISE ON CSHBA.COM

LET CSHBA.COM WORK FOR YOU!

Audience

- 47,424 Unique Users
- 86.1% New Users
- 51.6% Female | 48.4% Male
- Breakdown by Age
 - Age 18-24 | 5.03%
 - Age 25-34 | 26.25%
 - Age 35-44 | 22.64%
 - Age 45-54 | 21.42%
 - Age 55-64 | 17.33%
 - Age 65 plus | 7.33%
- 61.39% fall between ages 35 to 64

FACT: The CSHBA's website averages more than 5,000 page views per month.

Sponsor Agreements

You can choose to promote your company on a short-term or year-long basis. A Sponsor agreement allows you to have a scrolling business logo on our home page with a link to your website. There is a minimum three month agreement.

Pricing:

3 Months	\$450 (billed as \$150/month)
6 Months	\$750 (billed as \$125/month)
12 Months	\$1,200 (billed at \$100/month)

Banner Ads

Banner ad space is available for purchase on five different pages of CSHBA.com. Your logo ad (up to 300x250px) will link to your website and have trackable clicks via your Member Login. There is a minimum three month agreement.

Pricing:

3 Months	\$450 (billed as \$150/month)
6 Months	\$750 (billed as \$125/month)
12 Months	\$1,200 (billed as \$100/month)

General Advertising

Advertising is available on the following pages of CSHBA.com:

- Membership
- Event Specific Web Pages
- Events Calendar
- Advocacy
- Community
- Education
- Careers/Job Bank
- Member Login
- Reasons To Join

HBA 2021 SPONSORSHIP FORM

PLEASE CONTACT US ABOUT THE FOLLOWING SPONSORSHIP OPPORTUNITIES:

GENERAL EVENTS

- Advertising
- Parade of Homes Planbook
- Website
- CSHBA.com
- SpringsParade.com
- Marquee Events
- Breakfast with the Builders
- Parade of Homes
- Parade of Homes Award Banquet

GOLF TOURNAMENTS

- PAC Golf
- All Member Cup

MEMBER-TO-MEMBER EVENTS

- Party on the Patio
- Chili Fest
- Annual Membership Reception
(Board Installation)
- Holiday Party

SPECIALTY

- Signature Member
- Breakfast with the Board
- Get the Edge on the
Housing Market/Metrostudy
- Sales & Marketing Council Sponsorship
- Technical Committees
- Leadership Development

COMPANY: _____

CONTACT: _____

ADDRESS: _____

EMAIL : _____

PHONE: _____ FAX: _____

Please contact Rhonda Scurek at 719-592-1800, ext. 119 for more information or to secure your sponsorship for this event.

Sponsorship Terms and Details subject to change as event details are confirmed.

Be an Industry Player

Grow your business by putting yourself and your company in front of your customers.

For questions or for more information, please contact Rhonda Scurek at 719-592-1800 ext. 119 or Rhonda@cshba.com

CSHBA.com/sponsorships
4585 Hilton Parkway, Suite 100, Colorado Springs, CO 80907

"Sponsorship is worth every penny. Being part of the HBA is like getting a fishing license; it doesn't mean I'll catch a fish, but it allows me to go into the pond and try. Participating in events have enabled us to gain new business, and we've absolutely acquired business from our investment into the HBA."

-Val Andrews, Specialty Appliance

