



HOUSING & BUILDING  
ASSOCIATION  
OF COLORADO SPRINGS



# HBA MARKETING GUIDE

*GROW YOUR BUSINESS IN 2025*





# HOW WE CAN HELP YOU GROW

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



The HBA offers a variety of signature events throughout the year, with flexible sponsorship levels designed to fit your budget and goals. These events create meaningful networking opportunities, drive business growth, and strengthen our community connections. The more engaged you are, the greater your return on investment.

Explore our dynamic events to find the right fit for your company. We're committed to exceeding your expectations and delivering valuable opportunities that help both your business and the HBA thrive. Your involvement fuels our success, and we're here to help you make the most of it.

Visit **[CSHBA.com/events](https://www.cshba.com/events)** for current opportunities or let us craft a customized package just for you! Use these sponsorships as part of your annual marketing plan to build brand awareness, connect

with future clients, and grow your influence.

**For personalized support, contact the Membership & Events Department at 719-592-1800 x 121**

## **TAKE ADVANTAGE OF SMALLER 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 meeting, Lunch and 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, we are here to help you design your engagement package!

We hope to chat soon about enhancing your exposure and engagement within the HBA!

Sincerely,  
Marla Novak  
Executive Officer  
Housing & Building Association of Colorado Springs

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# PAC GOLF TOURNAMENT



Monday, June 30, 2025



Flying Horse Golf Course



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 attended 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 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 early, as they all go fast!"

– Kyle Campbell, Classic Consulting Engineers & Surveyors, LLC & HBA Past President

## SPONSOR PACKAGES

### Signature Sponsor | \$5,500

(1 available)

- 2 Foursomes (\$3,200 value)
- Tee box sponsorship (\$1,250 value)
- Sign recognition throughout the tournament
- Signage at Stretch Raffle

### Supporting Sponsor | \$2,750

(13 available, 1 per company. Individual foursomes will be released at a later date)

- 1 Foursome (\$1,600 value)
- Tee box sponsorship (\$1,250 value)

### Beverage Sponsor | \$1,650

(2 available)

- Attend the tournament, ride in the beverage cart, and distribute drinks – and most important, meet the players!

### Brunch Sponsor | \$1,250

(2 available)

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

### Closest to the Pin | \$1,250

(1 available)

- Sponsor may attend tournament and be present at the hole to meet and greet all golfers and take measurements
- Encouraged to host a drawing, contest or provide giveaways for participants

Sponsorship Continued On Next Page

# PAC GOLF TOURNAMENT

## SPONSOR PACKAGES CONT'D.

### Longest Putt Sponsor | \$1,250

(1 available)

- Exclusive sponsorship for the longest putt (M/W)
- Sponsor signage on green
- May be present on hole & host an additional game

### Longest Drive Sponsor | \$1,250

(1 available)

- Exclusive sponsorship for the longest drive (M/W)
- Sponsor signage on hole
- May be present on hole & host an additional game

### Cart Sponsor | \$1,450

(1 available)

- Company on the front of each player cart in the field all day

### Trophy Sponsor | \$1,200

(1 available)

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

### Putting Challenge Sponsor | \$1,200

(1 available)

- Staff the Putting Challenge to meet and greet all players on the practice green
- Sponsor must provide prizes and may also offer giveaways/drawing/game

### Tee Box Sponsor | \$1,300

(4 available)

- 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 | \$880

(1 available)

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

### Swag Bag Sponsor | \$850

(2 available)

- 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 | \$300

(unlimited)

- Sponsor provides 1 logo'd item for 144 swag bags

### Score Card Sponsor | \$300

(4 Available)

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

### Stretch Prize Sponsor | \$165

or in-kind item equal to \$165

(unlimited)

- Minimum of \$165 value
- Donate an item that is \$165 value or more to be auctioned in the stretch raffle
- OR
- Donate \$165 and the HBA will provide a gift card to a local business in your name

### Foursome | \$1,600

(available after March 2025)

- One foursome team



# ALL MEMBERS CUP



Monday, August 11, 2025



Pine Creek Golf Course



144+



Benefiting the Emerging Leaders Program & HBA

## EVENT DETAILS

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 end of summer 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 that 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 participants

"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 | \$2,450

(1 available)

- Two foursomes (Value \$1,200)
- 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

### Trophy Sponsor | \$850

(1 available)

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

### Supporting Sponsor | \$1,650

(13 available, 1 per company. Individual foursomes will be released at a later date)

- One foursome (Value \$600)
- 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 | \$850

(1 available)

- An exclusive sponsorship for the longest putt
- Sponsor signage on green
- Sponsor may be present on hole and may host an additional game

# ALL MEMBERS CUP

## SPONSOR PACKAGES CONT'D.

### Longest Drive Sponsor | \$850

(1 available)

- 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

### Closest to the Pin Sponsorship | \$850

(1 available)

- 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)

### Batter Up Hole Sponsor | \$850

(1 available)

- 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 \$165 value

(unlimited)

- Donate an item that is \$165 value or more to be part of the stretch raffle
- OR
- Donate \$165 and the HBA will provide a \$165 prize in your name

### Driving Range Sponsor | \$850

(1 available)

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

### Tee Box Sponsor | \$850

(availability varies)

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

### Foursome | \$800

- One foursome team

### Swag Bag Sponsor | \$750

(1 available)

- Logo on the swag bags
- Opportunity to place additional items in bag
- Welcome snacks provided to golfers on your behalf

### Snack Sponsor | \$300

(unlimited)

- Sponsor provides 1 logo'd item for 144 swag bags
- Provide snacks to players

### Beverage Sponsor | \$850

(2 available)

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

### Bloody Mary Sponsor | \$850

(2 available)

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

### Putting Challenge | \$600

(1 available)

- Staff the putting challenge on putting green to meet and greet all players
- Sponsor must provide overall prize and may also offer giveaways/drawing/games

### Lunch Sponsor | \$950

(4 available)

- Awards lunches will be provided following tournament play
- Option to attend lunch and interact with golfers

### Cart Sponsor | \$850

(1 available)

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

### Breakfast Sponsor | \$950

(1 available)

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



# 71<sup>ST</sup> PARADE OF HOMES



September 5-21, 2025



Throughout El Paso County



15,000+



Showcase your Company to the Public, HBA Builders, and Trade Professionals

## 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 15,000 people attended the 2024 Parade
- 93% of attendees have an income of more than \$50,000 (58% have an income of \$100,000 or more)
- 68% of attendees are aged 35-64
- 93% of attendees own their own home
- 82% 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 brings out home buyers who are looking for a builder to help them bring their dreams of home ownership to reality."**

**-Danielle Doyle, Jayden Homes**

## SPONSOR PACKAGES

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

### Title Sponsorship | \$22,000

- List of attendees from the Parade of Homes
- Title sponsor rider on Parade site signs, tickets, print display ads & Gazette special section, cover of Parade magazine, 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



Sponsorship Continued On Next Page



# 71<sup>ST</sup> PARADE OF HOMES

## SPONSOR PACKAGES

### Event Sponsor | \$16,500

- 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
- A list of attendees from the Parade of Homes

### Corporate Sponsor | \$11,000

- 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 1/2 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 | \$5,500

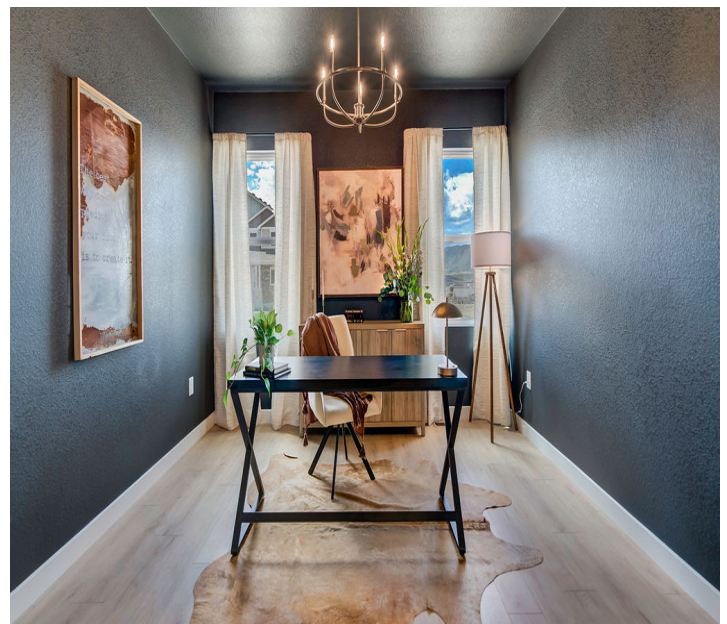
- Logo featured in the following: Parade magazine, Gazette special section, electronic media announcements and SpringsParade.com
- 1/4 page ad in the Parade magazine
- 10 Parade of Homes tickets
- 2 Tickets to the Awards Banquet
- Recognition at the Awards Banquet

### Military Ticket Outlet | \$3,300

- 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

### Prize Sponsor | \$3,300

- 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 1, 2025



TBD



250+



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

- 250+
- 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, Villagree Luxury Homes

## SPONSOR PACKAGES

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

### Title Sponsor | \$1,750

(Exclusive to Your Business Category)

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

### Event Sponsor | \$1,200

- 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



# 71<sup>ST</sup> PARADE OF HOMES ADVERTISING



September 5-21, 2025



Throughout El Paso County



15,000+



Showcase your Company  
to the Public

## EVENT DETAILS

There are many opportunities for you to get your product and service information to the general public through the Parade of Homes: The planbook, website or on the app! The planbook is an award-winning, full-color, glossy magazine that will feature the homes and featured communities in the 2025 Parade and is distributed to the general public visiting the Parade of Homes sites. We are now offering a virtual parade which give people all over the world a chance to see our homes through the year. The website receives more than 26,000 views with almost 125,000 pageviews. New in 2021, was the Parade of Homes app, which had thousands of downloads. Don't miss the opportunity to showcase your quality products and services in this invaluable publication.

## AUDIENCE\*

- More than 15,000 people attended the 2024 Parade
- 89% of attendees have an income of more than \$50,000 (58% have an income of \$100,000 or more)
- 67% of attendees are aged 35-64
- 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 2023 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	\$3,795
Double Truck Ad	\$3,795
Outside Back Cover of Map & Directions	\$3,295
Outside Back Cover	\$3,100
Inside Front Cover	\$2,965
Inside Back Cover	\$2,965
Before the Map	\$2,745
After the Map	\$2,745
Pages 2 or 3	\$2,745
Full Page	\$2,415
Half Page (horizontal or vertical)	\$1,650
Quarter Page	\$945
Business Card Size Ad	\$575

### ONLINE ADVERTISING

Rotating banner ads are available on SpringsParade.com

#### PARADE APP

Banner ad (1,200 x 200) pixels \$ 450

#### PARADE WEBSITE

1,200 x 200 pixels \$1,650

Link from Trades List on Builder Page to

Trade Website \$100/link  
(Must be listed as a trade partner for builder)



# ANNUAL AWARDS DINNER



Thursday, January 23, 2025



CLAY Venues



175+



Recognize the Award Recipients

## EVENT DETAILS

This formal reception honors HBA members for their distinguished service to the association, the building industry and the community in the previous calendar year. A social hour precedes the ceremony, offering an ideal opportunity to socialize and network with City Council members, local elected officials and hundreds of fellow HBA members. The high point of the evening is the announcement of the recipients of the awards for Associate Member of the Year, Builder Member of the Year, and Industry Person of the Year. Come celebrate the members whose contributions have helped to promote and further the mission of our great association.

## AUDIENCE

- 175+
- All HBA Members are invited
- Attendance includes owners of companies or top representatives
- Elected officials are invited

C&C Sand and Stone Co has been a sponsor of the Annual Awards Dinner for many years. This event brings our industry leaders together to help recognize HBA members who go above and beyond for this Association and our community. The Annual Awards Dinner is well attended by many of the decision makers of companies we do business with or would like to do business with in the future. This event has been great for us to sponsor and network, all while supporting our industry.

—Brandon Elrod C & C Sand and Stone Co.

## SPONSOR PACKAGES

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

### Diamond Table Sponsorship | \$3,500

(Limited Number Available)

- Table for 8 in the front row. Includes 6 seats, plus two VIPs seated at your table.
- Logo placed on individual slide in PowerPoint presentation
- Logo on HBA website, printed invitations, signage at event

### Gold Table Sponsorship | \$2,000

(Unlimited)

- Table of 8 seats in second or third row. Includes 6 seats, plus two VIPs seated at your table
- Logo placed in group slide in PowerPoint presentation.
- Logo on HBA website, printed invitations, signage at event

### Red Carpet Sponsorship | \$2,000

(1 Sponsorship Available)

- 4 seats near the front of the room
- Projected logo placed on red carpet and step & repeat
- Logo on HBA website, printed invitations, signage at event

### Gold Individual Sponsorship | \$1,000

(Unlimited)

- 2 Registrations
- Logo placed on group slide in presentation
- Logo on HBA website, signage at event



# BREAKFAST WITH THE BUILDERS



Wednesday, February 19, 2025



Antler's Hotel



500+



Promote your company to the REALTORS®, Builders, and Developers

## EVENT DETAILS

For more than three 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 who are show casing their current and upcoming products. 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

- 450+ 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.”

– Chaundra Toussaint, Elevation Homes

## SPONSOR PACKAGES

### Presenting Sponsor | \$2,200\*

- 8' 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 2024 Parade of Homes

### Entertainment Sponsor | \$600\*

- Logo would appear on CSHBA.com
- Logo would appear on signage at the event
- 4 attendees from your company can attend
- No booth

### Builder Members Only | \$500

- Builder/Developer Booth Registration
- 8 x 10 booth includes 1 table and 2 chairs

### Event Sponsor | \$1,250\*

- 8' 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 2025 Breakfast with the Builders Sponsorship Form for complete details.



# BUILDER PRODUCT EXPO



Thursday, April 10, 2025



Colorado Springs Marriott



100+



Promote your company to  
Builders and Remodelers

## EVENT DETAILS

Now in it's seventh year, the Builder Product Expo is an industry-specific trade show for associate members to exhibit the absolute best of their products and services to Colorado Springs-area builders and remodelers. With its exclusive target audience of industry professionals, this show offers a great way for associates or trade members to gain exposure for their business and keep an eye on their competition all in one place. Food, door prizes and friendly faces are available throughout the event, providing a fun and casual atmosphere for exhibitors and attendees to network face-to-face and make valuable business connections.

## AUDIENCE

- All HBA Members who want to promote their product to builders, developers, and remodelers

"The 2018 Builder Expo was my first trade show since I recently moved to the state from Los Angeles. I will say, It was so nice to see how close everyone is to each other. And how the Builders took so much interest in each booth. It was a fun event and a wonderful learning experience. And a great way to network.

– Val Andews, Specialty Appliance

## SPONSOR PACKAGES

### Title Sponsor | \$1,650

(Unlimited)

- 8' table at Event
- Logo on all marketing material including mailer
- Five Tickets to Event
- Exclusive to your business category at the Title Sponsor level only. Competitors can be a Booth Exhibitor.

### Exhibitor | \$825

(Unlimited)

- 8' table at Event
- Two Tickets to the Event
- Four Drink Tickets
- Logo on website & at the Event

### Lanyard Sponsor | \$450

(1 available)

- Provide lanyards to all builder members with your company logo on the lanyard
- Four tickets to the Event
- Logo on Website and at Event
- Opportunity to hand out literature to attendees

### Beverage Sponsor | \$450

(unlimited)

- Two tickets to the Event
- Logo on drink tickets
- Logo on Website and at Event
- Opportunity to hand out literature to attendees

### Additional Sponsor Attendee | \$50

COMPANY MUST ALREADY BE AN EXHIBITOR

- One ticket to the event
- Two Drink Tickets





# PARTY ON THE PATIO



Wednesday, July 16, 2025



Timberline Landscaping



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

### Title Sponsor | \$1,650

- 8' table at event
- Logo on all marketing materials
- 20 drink tickets
- List of attendees within 4 business days, post event (no emails)
- Exclusive to your business category

### Beverage Sponsor | \$850

- Logo on drink tickets
- Logo on all marketing materials
- 10 drink tickets
- Logo at event

### Food Sponsor | \$850

- Logo on all marketing materials
- 10 drink tickets
- Logo at event

### Entertainment Sponsor | \$850

- Logo on all marketing materials
- 10 drink tickets
- Logo at event

### Exhibitor | \$550

- 8' table at event, hand out literature and swag to attendees
- 4 drink tickets





# 4TH ANNUAL PAC CLASSIC CAR SHOW



Saturday, September 13, 2025



TBD



110+



Benefiting the HBA PAC

## EVENT DETAILS

Car lovers have one thing in common – they love to congregate and show off their prized vehicles. That’s why this PAC fund-raising car show event is the perfect way to get our members mingling while supporting the HBA Political Action Committee (PAC). The HBA PAC is very active in recruiting and endorsing candidates who support policies that allow for production and delivery of quality housing products.

Join respected members and friends from across our industry for an evening of fine cars and wine, gourmet food and local musicians. Whether you’re a gear head – or just an admirer, there’s something for everyone at this top-rated event.

“If you’re interested in attending the single event that captures the camaraderie of our members, the PAC Classic Car Show is it. It’s impossible not to have a good time with the industry leaders, owners, and friends (who all happen to be the same) that attend. When the sole purpose is supporting our industry through the PAC with no trophies at stake, it creates an amazing evening of pure socializing and raising some money to keep our industry moving forward.”

–Kyle Campbell, Classic Consulting Engineers & Surveyors

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

### Food Sponsor | \$3,000 (2 available)

- 1 complimentary couple registration
- Your logo on all promotional material for the event
- Social media recognition for the sponsored event
- Verbal recognition at the event

### Beverage Sponsor | \$1,500 (2 available)

- 1 complimentary individual registration
- Your logo on all promotional material for the event
- Social media recognition for the sponsored event
- Verbal recognition at the event

### Entertainment Sponsor | \$600 (1 available)

- Your logo on all promotional material for the event
- Social media recognition for the sponsored event
- Verbal recognition at the event

The Political Action Committee supports the Housing & Building Association in the political process, positioning us as a strong and influential organization by helping to elect candidates that are business-minded and advocate for private property rights, free markets, and desire to grow a vibrant community. The activities of our Political Action Committee are vital to our successes on regulatory issues.





## CHILI FEST



Thursday  
October 16, 2025



Arlun, Inc.



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 | \$850

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

#### Beverage Sponsor | \$550

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

#### Entertainment Sponsor | \$550

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

#### Trophy Sponsor | \$385

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

#### Kids Zone Sponsor | \$400

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

#### Discounted Ticket Package | \$250

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





# GET THE EDGE ON THE HOUSING MARKET



Wednesday, October 21,  
2025



TBD



100+



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

- 100+ 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 | \$1,650

(1 available)

- 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 | \$825

(Exclusive to You Business Category)

- 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





# ANNUAL MEMBERSHIP EVENT/BOARD INSTALL



November 19, 2025



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. It is a pleasure to do our small part in recognizing and thanking this world-class group of people for everything they do." -Brandon Straub, Land Title Guarantee Company

## SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR BUSINESS CATEGORY

### Title Sponsor | \$2,500

- 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 | \$850

- 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 3, 2025



Trainwreck



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 conducts a 50/50 Raffle at the event to help make the season for someone in our community a little brighter.

## AUDIENCE

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

“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.

## SPONSOR PACKAGES

NOTE: SPONSORSHIPS ARE NOT EXCLUSIVE TO YOUR BUSINESS CATEGORY

### Title Sponsor | \$4,500

- 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 Sponsor | \$1,650

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

### Beverage Sponsor | \$1,650

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

### Entertainment Sponsor | \$550

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

### Decoration Sponsor | \$275

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

### Door Prize Sponsor | \$115 (or a prize valued at \$100)

- Signage at venue
- Logo on CSHBA.com

### Ticket Package | \$400

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





# BECOME ONE OF ONLY 6 SIGNATURE MEMBERS

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

Promote your company 24/7 with the HBA! Receive premier advertising 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 Premier Spot on Homepage (\$275/month) | \$3,500

Event Sponsor—Annual Membership Reception | \$825

Parade of Homes Magazine (/14 page ad)\* | \$849

Membership Directory (1/4 page ad)\* | \$599

Monthly Events Blast | \$275

**Annual Value \$7,253**

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

## Receive Tickets to the Following Events:

Parade of Homes (September) 10 tickets | \$90

Chili Fest (October) 10 tickets | \$250

Holiday Party (December) 5 tickets | \$150

**Annual Value \$620**



**Total Signature Member Value \$7,873**

**Your Annual Cost \$4,500**

Limited to 6 Signature Members per year



# BECOME A PARTY PACKAGE SPONSOR

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

Promote your company 24/7 with the HBA! Receive consistent advertising 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 Homepage – Website Sponsors & Partners | \$3,300  
Quarter page ad in the Membership Directory | \$599

## **Receive Tickets to the Following Events:**

Parade of Homes (September) 10 tickets | \$90  
Chili Fest (October) 12 tickets | \$250  
Holiday Party (December) 12 tickets | \$300

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**Total Party Package Value \$4,539**  
**Your Annual Cost \$2,500**







# HBA EDUCATION CLASSES



**Sponsorship Opportunities to Builders, Developers & Remodelers**

## EVENT DETAILS

The HBA offers a wide range of in-house education, training and certification opportunities to take advantage of throughout the year. Review our website for a comprehensive list of upcoming classes, webinars, and training sessions. Remember – members always receive a discount.

Classes are offered for a variety of topics – all applicable to the building industry. Our educational focuses are:

- Professional Development (organizational skills, public speaking, conflict resolution)
- Stormwater Education (Wet Wednesday series)
- Jobsite Safety Training (OSHA 10, 30, CPR & AED training, fall prevention)

## SPONSOR PACKAGES

### Annual Presenting Sponsor | \$1,500

- Logo on all promotional material for the sponsored focus (professional development, stormwater, jobsite safety)
- Opportunity to briefly address the attendees at any/all of the classes within the focus
- Social media recognition for all classes in the sponsored focus
- 2 registrations for up to 3 classes (6 individual education registrations). Excluding any event valued at \$60 or more

### Annual Lunch Sponsor | \$1,000

- Logo posted at lunch station for all education classes
- Opportunity to briefly address the attendees at 4 classes of your choice
- 1 registration for up to 3 classes. Excluding any class valued at \$60 or more



# EMERGING LEADERS PROGRAM

 **Developing Future Leaders of the Association & Industry**



## ABOUT THE EMERGING LEADERS PROGRAM

The HBA Emerging Leaders (EL) program is designed to cultivate the next generation of leaders within the Association, building a strong foundation of future industry influencers. In Colorado Springs, the HBA serves as a key resource for community engagement and stakeholder collaboration. Many participants in the EL program are already established leaders within their organizations, and our goal is to further connect them with elected officials and policymakers who shape the future of our industry.

Member companies nominate rising stars within their organizations, and the HBA provides access to professional development opportunities and valuable community connections. Whether participants hold senior roles or are on the path to greater responsibility, each has demonstrated a commitment to the HBA’s mission and a willingness to contribute time and expertise to advance the industry.

Graduates of the program receive a full scholarship to the International Builders’ Show, the world’s largest trade event for the construction community. This prestigious program has become a sought-after opportunity among newer and rising members, with alumni representing some of the most talented and engaged professionals in our community.

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**“The HBA Emerging Leaders program has been an incredible experience. It’s given me access to people and opportunities I never would have had otherwise—elected officials and other professionals shaping the future of our industry. I’ve built strong relationships, gained new leadership skills, and expanded my understanding of the development process, from permitting to community planning. This program has been essential for my personal growth and professional success.”**

**–Jill Lais, The Cutting Edge, REALTORS**

## SPONSOR PACKAGES NOTE: NON-EXCLUSIVE TO YOUR BUSINESS CATEGORY





### Scholarship Program Presenting Sponsor | \$2,500

- Your company logo will be presented on all written and posted communications to the participants
- Scholarship letters with your logo sent to all scholarship recipients and their employer
- Company is mentioned at the Colorado State Kick-Off Party at the International Builder’s Show





# CAREERS IN CONSTRUCTION COLORADO SPRINGS CAREER FAIR

-  May 2, 2025
-  ProRodeo Hall of Fame
-  400+ CICC students
-  Workforce Recruitment

## EVENT DETAILS

Help build the workforce by hiring a Careers In Construction student. CICC works to combat the employment gap in the construction industry by increasing awareness, generating interest, and connecting students to opportunities in construction. The Career Fair is intended to provide on-the-spot hiring opportunities for students by HBA members. Custom internship and employment matches may be made based on student interest, skills, availability, and career goals to ensure the student is fully engaged in the opportunity and leads to higher success rates and retention.

“The CICC staff and coordinators that we interacted with were professional and polite. All the attendees were friendly and seemingly interested in what we had to say. Overall, the career fair was a success. Thank you for the opportunity. We look forward to working with you in the future.”  
–Tracy Bianco, Fireplace Warehouse

## SPONSOR PACKAGES

### Blueprint Sponsor | \$2,500

(3 available)

- Logo on all forms of promotion, on-site poster board, continuous video loop at event, website and all social media outlets
- Announcement to recognize your company at the event
- Recognition in media relations for the event
- Exhibitor booth at event

### Toolbox Sponsor | \$1,000

- Logo on all forms of promotion, on-site poster board, continuous video loop at event, website and all social media outlets
- Announcement to recognize your company at the event
- Exhibitor booth at event

### Toolbelt Sponsor | \$750

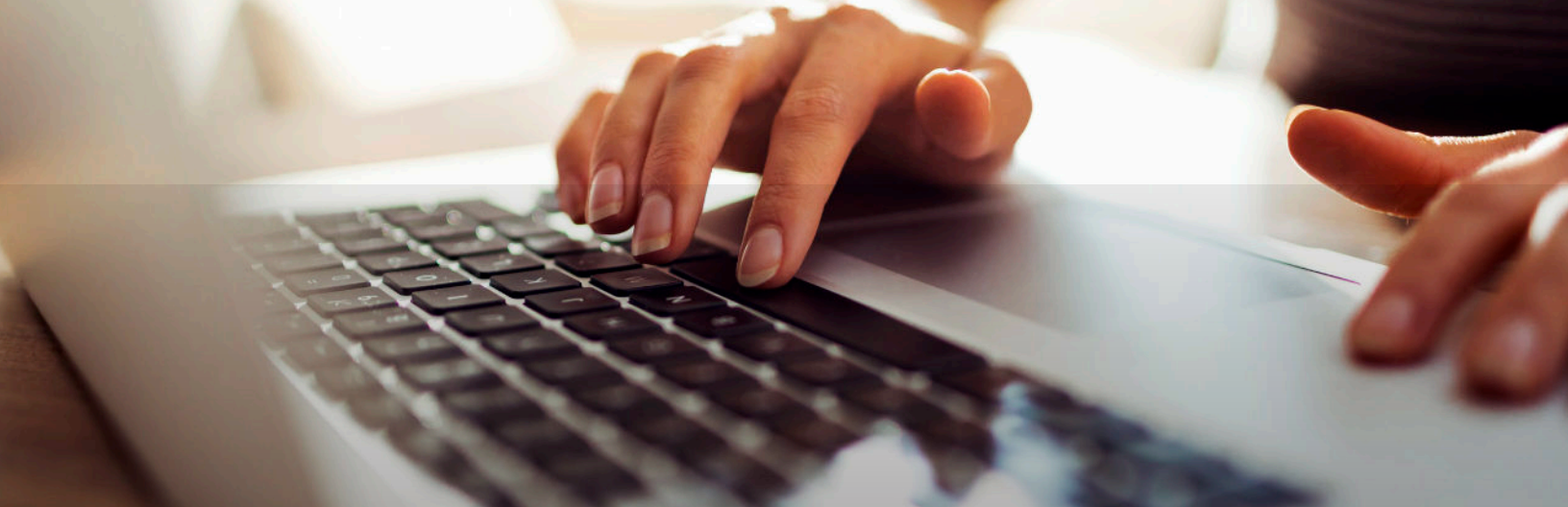
- Logo on on-site poster board, continuous video loop at event, website and all social media outlets
- Exhibitor booth at event

### Food Sponsor | \$500

- Sponsor acknowledgment with logo on website & social media outlets
- Signage at venue

### Beverage Sponsor | \$500

- Sponsor acknowledgment with logo on website & social media outlets
- Signage at venue



# ADVERTISE WITH CSHBA

LET CSHBA.COM WORK FOR YOU!

## 2025 Membership Directory

Back Cover	\$1,899
Inside Front Cover	\$1,599
Inside Back Cover	\$1,599
Page facing inside front cover	\$1,399
Page facing inside back cover	\$1,399
Full Page (Full color)	\$949
Half Page (full color)	\$799
Quarter Page (full color)	\$599
Business card (full color)	\$ 499
Boxed Listing	\$99
Boxed Listing with Logo	\$149
Boxed Listing with log & 50 word bio	\$199

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

## Parade of Homes Magazine

All magazine ads are full-color

Map Back Cover	\$3,795
Double Truck Ad	\$3,795
Outside Back Cover of Map & Directions	\$3,295
Outside Back Cover	\$3,100
Inside Front Cover	\$2,965
Inside Back Cover	\$2,965
Before the Map	\$2,745
After the Map	\$2,745
Pages 2 or 3	\$2,745
Full Page	\$2,415
Half Page (horizontal or vertical)	\$1,650
Quarter Page	\$945
Business Card Size Ad	\$575

## 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)

## ONLINE ADVERTISING

Rotating banner ads are available on SpringsParade.com

### PARADE APP

Banner ad (1,200 x 1,200) pixels	\$ 450
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### PARADE WEBSITE

1,200 x 1,200 pixels	\$1,650
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Link from Trades List on Builder Page to Trade Website	\$100/link
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*(Must be listed as a trade partner for builder)*



# HBA 2025 SPONSORSHIP FORM

PLEASE CONTACT US ABOUT THE FOLLOWING SPONSORSHIP OPPORTUNITIES:

## GOLF TOURNAMENTS

- ☐ PAC Golf
- ☐ All Member Cup

## MEMBER-TO-MEMBER EVENTS

- ☐ Annual Awards Dinner
- ☐ Annual Membership Reception
- ☐ Builder Product Expo
- ☐ Breakfast with the Builders
- ☐ Chili Fest
- ☐ Holiday Party
- ☐ PAC Car Bar
- ☐ Party on the Patio
- ☐ Get the Edge on the  
Housing Market/Metrostudy

## PARADE OF HOMES

- ☐ Parade of Homes
- ☐ Parade of Homes Advertising
- ☐ Parade of Homes Award Banquet

## SPECIALTY

- ☐ CSHBA Website Advertising
- ☐ CIC –Colorado Springs Career Fair
- ☐ CICC Pathway Fair
- ☐ Education
- ☐ HBA Cares
- ☐ Leadership Development
- ☐ Signature Member
- ☐ Supporting Member
- ☐ Technical Committees

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COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL : \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

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**Please contact Johanna Hillgrove at 719-592-1800, ext. 117 for more information or to secure your sponsorship.**

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

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# 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  
Emma Repp-Maxwell at 719-592-1800 ext. 121 or [emma@cshba.com](mailto:emma@cshba.com)

**CSHBA.com/events**  
**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**



Thank you to Amy Cox with Blu-Owl Photography for the photos of HBA events