HBA 2020 SPONSORSHIP OPPORTUNITIES

BUILDING BUSINESS BUILDING COMMUNITY

Address
10518 Kentshire Court
Baton Rouge, LA 70810

Phone
225.769.7696

Email
info@hbagbr.org
SPONSORSHIP OPPORTUNITIES

ACCESS. CONNECT. PROMOTE.

The Home Builders Association of Greater Baton Rouge offers several sponsorship opportunities to build and promote your brand while connecting with your peers and the general public.

Each sponsorship provides you with a strategic opportunity to reach a tailored audience. HBA|GBR has a large platform to engage, inspire, and influence builders, business owners, consumers, policy-makers, and the community-at-large.

TABLE OF CONTENTS

PARADE OF HOMES

This sponsorship opportunity gives you invaluable access to consumers, while branding your business as a pillar of the community.

PARADE GUIDEBOOK & APP

PARADE EVENTS
- VIP Tastemakers Tour
- Renovate 101
- Realtor Day
- After Party

PARADE ENTRIES
- Development
- Builder
- Vendor

REMODELERS GOLF CLASSIC

This sponsorship opportunity provides a competitive event for interacting with your peer members and marketing to potential clients.

YEAR END CELEBRATION

This sponsorship highlights your company during an evening celebration that awards those members that have demonstrated great leadership during the year.
SPONSORSHIP OPPORTUNITY

PARADE OF HOMES

Parade of Homes is one of the largest annual community-driven events in Greater Baton Rouge. With over $100,000 in promotions throughout Greater Baton Rouge, this sponsorship opportunity offers unique access to consumers, while branding your business as a pillar of the community. 4,500 copies of the Parade of Homes Guidebook are to be distributed throughout the region and over 5,000 app downloads.
PARADE OF HOMES

PRESENTING SPONSOR
$20,000 (SOLD)

- 2020 event recognized as the “HBA of Greater Baton Rouge Parade of Homes presented by [sponsoring company]” in any and all promotional contexts
- First right of refusal for Parade 2021
- Opportunity to have a table(s) in a partnering builder’s home(s), with product, lagniappe activities, and promotional materials ($1500 value per table)
- Opportunity to host both mandatory meetings for Parade builders leading up to Parade (dates and times will be determined accordingly)
- Vendors in Parade listed on Vendor page in Parade book and in app, outlining where to find them on the route
- Opportunity to provide promotional materials placed at any or all homes throughout the Parade route
- Opportunity to provide items for Parade After Party gift bags
- Logo recognition as Presenting Sponsor on all visual internal and external marketing collateral, including but not limited to posters, print media, outdoor advertising, social media, email marketing, and mail-outs (December-May)
- Name recognition on all audiovisual marketing collateral, including but not limited to radio and TV spots (combined projected ad spend at least $45,000)
- Opportunity to represent your company as Presenting Sponsor on any or all TV or radio spots leading up to the Parade (projected 1+)
- Logo and name recognition on any press as Presenting Sponsor, including but not limited to TV, radio, press releases, and written articles online & in print
- Logo recognition as Presenting Sponsor on HBA|GBR website rotating banner for duration of the Parade promotion (November-June)
- Logo recognition as the Presenting Sponsor on front cover of the Parade book to be distributed throughout GBR (4,500 copies)
- Logo recognition as Presenting Sponsor on table of contents in Parade book
- Logo recognition as Presenting Sponsor on “Thank you to our sponsors” page in Parade book and in app
- Logo and link from the HBA|GBR website as Presenting Sponsor (one year)
- Banner ad on all screens of Parade app linked to your site ($2,000)
- Full page ad on the back cover of the Parade magazine ($2,250)
- Title sponsor for the Parade After Party, which includes input on venue, logo recognition as title sponsor on printed materials and promotion
- Opportunity to address Parade After Party guests (250 expected attendance)
- Twenty-five complimentary tickets to Parade ($250)
- Ten complimentary tickets to Parade After Party ($750)
PARADE OF HOMES

PREMIER SPONSOR
$10,000

• Industry Exclusive at this level
• Opportunity to have a table(s) in a partnering builder's home(s), with product, lagniappe activities, and promotional materials ($1500 value per table, max five homes)
• Vendors in Parade listed on Vendor page in Parade book and in app, outlining where to find them on the route
• Logo recognition as Premier Sponsor on all fitting visual internal and external marketing collateral, including but not limited to posters, print media, social media, email marketing, and mail-outs (December-May) (combined projected ad spend at least $45,000)
• Logo and link from the HBA | GBR website designated as Premier Sponsor (one year)
• Logo recognition as Premier Sponsor on table of contents of the Parade book
• Logo recognition as Premier Sponsor on “Thank you to our sponsors” page in Parade book and in app
• Home page display ad in Parade app ($1500)
• Full page, full color ad inside the front or back cover of the Parade book ($2,250)
• Logo recognition on event materials and promotion for the Parade After Party (250 expected attendance)
• Opportunity to address Parade After Party guests (250 expected attendance)
• Twenty-five complimentary tickets to Parade ($250)
• Six complimentary tickets to Parade After Party ($450)
PARADE OF HOMES

SIGNATURE SPONSOR
$5,000

- Opportunity to have a table(s) in a partnering builder’s home(s), with product, lagniappe activities, and promotional materials ($1500 value per table, max three homes)
- Vendors in Parade listed on Vendor page in Parade book and in app, outlining where to find them on the route
- Logo recognition as Signature Sponsor on fitting visual internal and external marketing collateral, including but not limited to posters, print media, social media, email marketing, and mail-out (December-May) (combined projected ad spend at least $45,000)
- Logo and link from the HBA|GBR website as Signature Sponsor (one year)
- Logo recognition as Signature Sponsor on table of contents of the Parade book (4,500 copies)
- Logo recognition as Signature Sponsor on “Thank you to our sponsors” page in Parade book and in app
- Half-page, full color ad in Parade book - placement at discretion of designers ($1,450)
- Logo on splash page ad ($750) Ultimate listing in Parade app ($360)
- Logo recognition on event materials for the Parade After Party (250 expected attendance)
- Fifteen complimentary tickets to Parade ($150)
- Four complimentary tickets to Parade After Party ($300)
PARADE OF HOMES

SUPPORTING SPONSOR
$2,500

- Opportunity to have table(s) in a partnering builder’s home, with product, lagniappe activities, and promotional materials ($1500 value, max one home)
- Vendors in Parade listed on Vendor page in Parade book and in app, outlining where to find them on the route
- Name recognition as Supporting Sponsor on fitting visual internal and external marketing collateral, including but not limited to posters, print media, social media, email marketing, and mail-outs (December-May) (combined projected ad spend at least $45,000)
- Name & link to company’s website on the HBA | GBR website as Supporting Sponsor (one year)
- Name recognition as Supporting Sponsor on “Thank you to our sponsors” page in Parade book and in app (4,500 copies)
- Quarter-page, full color ad in Parade book - placement at discretion of designers ($1,100)
- Name recognition on event materials for the Parade After Party (200 expected attendance)
- Ten complimentary tickets to Parade ($100)
- Two complimentary tickets to the Parade After Party ($150)
PARADE OF HOMES ADDITIONAL OPPORTUNITIES

Ads are only in the Parade of Homes Guidebook and Parade of Homes App. It does not include promotion at the event or in any marketing collateral. Parade Guidebooks to be distributed throughout the city and along the route.

LOGO & WEBSITE LISTING
- Company Logo
- Website Link

LOGO, WEBSITE & BIO LISTING
- Company Logo
- Website Link
- Company Bio

ULTIMATE LISTING
- Company Logo
- Website Link
- Company Bio
- Social Media Links
## GUIDEBOOK

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Full Color)</td>
<td>$2,250</td>
</tr>
<tr>
<td>Half Page (Full Color)</td>
<td>$1,450</td>
</tr>
<tr>
<td>Quarter Page (Full Color)</td>
<td>$1,100</td>
</tr>
<tr>
<td>Full Page Facing Your Home (Builders)</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

## APP

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultimate Listing</td>
<td>$360</td>
</tr>
<tr>
<td>Logo, Website &amp; Bio</td>
<td>$240</td>
</tr>
<tr>
<td>Logo &amp; Website</td>
<td>$120</td>
</tr>
</tbody>
</table>

## AGREEMENT

Company: ___________________________  Contact: ___________________________

Address: ___________________________  City: _______  ZIP: _______

Phone: ___________________________  Email: ___________________________

Ad Types: ___________________________  □: Same Ad As Last Year  □: New Ad

I understand that the total payment of $_______ & ad artwork (for print) must be received by February 24th.

Authorized Signature: ___________________________  Date: __________
PARADE OF HOMES
EVENTS

1. VIP TASTEMAKERS: FOR PARADE BUILDERS ONLY

<table>
<thead>
<tr>
<th>TASTEMAKER SPONSOR</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• First come first serve, only 5 houses will be allowed</td>
<td></td>
</tr>
<tr>
<td>• Home must be above $650K to be able to participate</td>
<td></td>
</tr>
<tr>
<td>• Home must be in the city of Baton Rouge</td>
<td></td>
</tr>
<tr>
<td>• Home tour for an exclusive group experience</td>
<td></td>
</tr>
<tr>
<td>• Wine provided at each home</td>
<td></td>
</tr>
<tr>
<td>• Dedicated time on Parade promotional video</td>
<td></td>
</tr>
<tr>
<td>• Opportunity to incorporate your vendors (participating vendors must be entered in as a Vendor Entry)</td>
<td></td>
</tr>
<tr>
<td>• Name recognition and promotion for VIP Tastemakers marketing</td>
<td></td>
</tr>
</tbody>
</table>

2. RENOVATE 101

<table>
<thead>
<tr>
<th>RENOVATE 101 PRESENTER</th>
<th>1 x WEEKEND - $300</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 x WEEKEND - $500</td>
</tr>
<tr>
<td>• Presenting segment of 15 minutes at the Renovate 101 event</td>
<td></td>
</tr>
<tr>
<td>• Name recognition and promotion for Renovate 101 marketing</td>
<td></td>
</tr>
<tr>
<td>• Networking opportunity with consumers</td>
<td></td>
</tr>
</tbody>
</table>

3. REALTOR DAY

<table>
<thead>
<tr>
<th>REALTOR DAY SPONSOR</th>
<th>$2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Exclusive sponsor for a realtor-only tour of Parade homes</td>
<td></td>
</tr>
<tr>
<td>• Name recognition and promotion for Realtor Day marketing</td>
<td></td>
</tr>
<tr>
<td>• Dedicated time on Parade’s Realtor Day promotional video</td>
<td></td>
</tr>
<tr>
<td>• Exclusive networking opportunity with 50+ realtors</td>
<td></td>
</tr>
</tbody>
</table>
PARADE OF HOMES
ENTRY

**DEVELOPMENT ENTRY**

- Opportunity to have a curated experience at the development promoted
- First Parade home included ($1750 value)
- Developments in Parade listed with logo on Development page in Parade book and in app, outlining where to find them on the route
- Parade Development list on the HBA|GBR website (one year)

**$3,500**

**BUILDER ENTRY**

- Home on Parade route for two consecutive weekends
- Home and builder information listed in Parade book and in app, outlining where to find them on the route
- Parade Builder and home list on the HBA|GBR website (one year)
- Featured in Parade promotions (i.e. video and social media posts)

**1 x HOME - $1750 (EARLY BIRD - $1,500)**
**ADD. HOMES - $1,350 (EARLY BIRD - $1,100)**

**VENDOR ENTRY**

- Opportunity to have table(s) in homes in a partnering builder’s home(s), with product, lagniappe activities, and promotional materials ($1500 value per table, three homes max)
- Vendors in Parade listed on Vendor page in Parade book and in app, outlining where to find them on the route, including homes where a representative will not be present
- Parade Vendor list on the HBA|GBR website (one year)

**$1,500**
SPONSORSHIP OPPORTUNITY

HBAR GOLF CLASSIC
## HBAR GOLF CLASSIC

### Presenting (2 Available) $2,500
- Recognition on all signage and promotions as title sponsor
- Opportunity for table at check-in to greet guests & offer promotional items
- Hole of your choice with tent & signage (first come first serve)
- Opportunity to speak at dinner/lunch/awards
- Up to two teams of four ($800 value)

### Birdie $1,000
- Recognition on all signage and promotions
- Hole with tent & signage
- Opportunity to speak with all players & pass out promotional items at your tent
- One team of four ($400 value)

### Beverage Cart $1,000
- Recognition on all signage
- Recognition on thank you promotions
- Signage on your beverage cart
- Promotional opportunity for one rider from your business to serve drinks
- May provide koozies

### Bogey $400
- Mini Game of your choice: Longest Drive, Closest to Pin, Hole-in-One, Trivia
- Recognition on all signage
- Recognition on thank you & mini game promotions
- Sign at your hole

### Food At Cost
- Provides either breakfast, lunch or dinner
- Signage in dining area
- Recognition during breakfast, lunch or dinner
- Promotional opportunity serving food to participants
SPONSORSHIP OPPORTUNITY

YEAR END CELEBRATION

The Year End Celebration is the Association’s premier celebratory social event. Members are awarded for their tremendous efforts during the year while the Association’s accomplishments are celebrated. The Association’s goals for the upcoming year and the leadership team are recognized.
# YEAR END CELEBRATION

## PRESENTING (2 AVAILABLE) $3,500

- Logo recognition on all promotions
- Opportunity to speak during presentation
- Recognition on event signage & event program
- Opportunity to provide items for gift bags
- Email marketing, website and social media promotion
- Mention in media coverage
- Logo in all table centerpieces
- Opportunity for a vendor table
- Door prize
- Six complimentary tickets

## COCKTAIL (1 AVAILABLE) $2,500

- Namesake cocktail
- Logo on cocktail napkins
- Logo recognition on all event signage
- Bar signage
- Recognition on event program
- Email marketing, website and social media promotion
- Namesake cocktail
- Logo on cocktail napkins
- Opportunity to serve drinks
- Four complimentary tickets
- Opportunity for a vendor table

## AWARDS (1 AVAILABLE) $1,000

- Promotion as the award sponsor during presentation
- Recognition on event program
- Email marketing, website & social media promotion
- Opportunity for a vendor table
- Two complimentary tickets

## VENDOR TABLES (4 AVAILABLE) $350

- Recognition on event program
- Vendor table
- Two complimentary tickets
The Home Builders Association of Greater Baton Rouge is the professional, regional home-builders association for Greater Baton Rouge. The nine-parish Capital Region has a population of more than 800,000 people and includes: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge and West Feliciana.