



## 2010 MARKETING OPPORTUNITIES

HBAR offers numerous cost effective marketing and advertising opportunities throughout the year. To help you select those opportunities that best meet your needs, HBAR has created a “one stop shop” planning guide. To use it, check the spaces provided next to each marketing opportunity that you are interested in, return it to our office via fax or mail. The HBAR staff person listed will contact you with specific information about each event and/or publication you have chosen. Note, some sponsorships are tax deductible; please consult your tax advisor.

Most of the event sponsorships include:

- Recognition at the event
- Recognition on the flyer/registration form
- Recognition in e-News Update (weekly)
- Recognition in Footings (printed newsletter)
- Recognition on website, HBAR.org
- Complimentary reservations

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Your Name \_\_\_\_\_

HBAR 400 N. Ridge Rd., Richmond, VA 23229

Fax: 804-282-9866

### EVENTS

**General Assembly Breakfast (Jan.):** Virginia General Assembly overview relating to the housing industry for the upcoming session, and members have the opportunity to speak directly with Senators and Delegates.

**Local Forecast Seminar (Feb.):** Features housing economic forecasts and customer preference trends, as well as the top ten Association builders with the highest sales from the previous year.

**Sales & Marketing Council’s MAME Awards (Mar.):** Major Achievements in Marketing Excellence honors outstanding marketing and sales achievements by member companies and individuals.

**Associates Showcase (April):** A mini trade show for members only. This is an especially important event for associate members to display the latest products and services to the builder and remodeler members. In addition, the Association holds a codes seminar prior to the event.

**Builder Bash (May):** A gigantic membership picnic complete with a live band and a wide variety food and beverages; much of which is provided by member firms. This event is utilized by many of our members as their company outing, as well as a way to thank their clients.

**Excellence in Remodeling Awards (May):** Remodeler members show off their talents in a multi-category awards event.

**Annual Golf Outing (Sept.)** Shotgun start tournament with lunch and a putting contest, followed by an awards dinner. Great opportunity to sponsor a tee, treat your customers to a fun day and enjoy networking with other members during dinner!

**Parade of Homes® Awards Breakfast (Sept. ):** Very exciting for all the builder winners and for fellow members to support and congratulate them.

**Parade of Homes® (Oct.):** Scattered site home show for builder members to showcase their products to consumers inexpensively through the Association’s multi-media promotional campaign.

**Reverse Trade Show (Oct.):** Speed dating for builders! Associate members are given a chance to visit the booths of our builder and remodeler members to introduce themselves and learn more about what their prospective customers want.

**Leadership & Legacy Celebration (Nov.)** Installation of our incoming President and presentation of the Mayo and the Hazelgrove Awards. Enjoy this most prestigious, semi-formal event complete with cocktails, dinner and networking with your fellow members.

**HBAR: TO CHAMPION HOUSING AND COMMUNITY**



**2010 SPECIAL EVENTS**

Warren Wakeland, Dir. of Government Affairs, [wwakeland@hbar.org](mailto:wwakeland@hbar.org), 282-0400 ext. 5

Jan. 7 **GENERAL ASSEMBLY BREAKFAST**

Platinum: 8 comps. \$2000 \_\_\_\_\_  
 Gold: 4 comps. \$1000 \_\_\_\_\_

Victoria Moody, Dir. of Special Events , [vmood@hbar.org](mailto:vmood@hbar.org), 804-282-0400 ext. 2

Feb. 4 **LOCAL FORECAST SEMINAR** (Holiday Inn-Select)

4 comps. \$1000 *Reserved*

April 1 **ASSOCIATES SHOWCASE** (Holiday Inn-Select)

Exhibitor 2 comps. \$265 \_\_\_\_\_

May 6 **BUILDER BASH** (Innsbrook Pavilion)

Beer Truck (you can provide cups if you wish)	4 comps	\$1000 ea. (two)	_____
Band	2 comps	\$500 ea.	_____
Booth (provide food, beverage or a fun activity)	4 comps	Free	_____
Cash (not a food provider)	1 comp	\$250 ea.	_____

Sept. **ANNUAL GOLF TOURNAMENT**

*(complimentary tickets to the awards dinner)*

Awards Dinner	4 comps	\$1000	_____
Beverage Carts	4 comps	\$1000	_____
Putting Contest	4 comps	\$1000	_____
Scoreboard	2 comps	\$ 500	_____
Tee Sponsor	2 comps	\$150	_____

*(provide giveaways/contest prizes)*

Oct. 2-17 **PARADE OF HOMES**

Exhibit Home (Builder members only) \$1995 \_\_\_\_\_

Nov. 5 or 12 **LEADERSHIP & LEGACY CELEBRATION**

Platinum	4 comps	\$1000	_____
Gold	2 comps	\$500	_____

Sonia Johnson, Dir. of Accounting & Membership Info., [sjohnson@hbar.org](mailto:sjohnson@hbar.org), 804-282-0400 ext. 6

**MEMBERSHIP DIRECTORY ADVERTISING:** Please contact Naylor Publishing 800-369-6220

John Parrish, Dir. of Marketing & Communication, [jparrish@hbar.org](mailto:jparrish@hbar.org), 804-282-0400 ext. 3

**HBAR.ORG WEBSITE ADVERTISING** (*Banner ads rates are for 12 months*)

Home Page: 4" x 1" \$500

Sub Pages: 4" x 1" \$250

**NEWSLETTER ADVERTISING:** *Footings* is printed bi-monthly (*Jan., Mar., May, Jul., Sept., & Nov.*)

	1/2 PAGE	1/4 PAGE	1/8 PAGE
Single Issue	\$459___	\$296___	\$194___
Six Issue	\$2382___	\$1548___	\$1002___

*(Rates are subject to change. The six issue package is for a calendar year only.)*

**EXCELLENCE IN REMODELING AWARDS (May)**

Sponsor \$500\_\_\_

Entry Fees \$350 Each Additional Entry Fee is \$100 [ sign-up forms will be sent ]

**SMC MAME AWARDS (March)**

Sponsor 2 comps \$750\_\_\_

If you need more information or want to discuss any of these marketing opportunities, please contact the person listed. Thank you for your interest and support. We look forward to a successful year for your firm and our industry!

Event dates are subject to change, but very unlikely.

