

2010
Sponsorship
&
Marketing
Opportunities





Dear HBA Member:

Each year the HBA organizes numerous events that serve our membership for various purposes: education, networking, the promotion of the industry, and just plain fun.

Through sponsorships and marketing opportunities, our member firms can put their name in front of the industry with which they do business.

What follows are the 2010 sponsorship and marketing opportunities available to all of our members. Our intent is that this package will help you determine where you might want to commit your advertising dollars.

Here's how to use this information in this guide to build your business:

1. Identify your target market.
2. Determine which types of opportunities fit your product or service.
3. Decide on a level of investment that works for you.
4. Create your marketing plan.
5. Plan ahead.

Now is the time to plan your marketing program for 2010 and reserve your place in events, programs, and publications that make sense to you.

In order to help your business, kindly tell us about events and programs not currently offered which we could try.

Your continued support and commitment to the HBA of Berks County and the industry are greatly appreciated.

Sincerely,

Dean Ramich,
2010 HBA President

REMODELERS SHOWCASE

Awards presented March 13, 2010
at SEPA Home & Garden Show,
Greater Reading Expo Center

Builders/Remodelers who have exhibited quality craftsmanship and who exemplify professionalism in the remodeling industry are recognized by their peers.

Primary Sponsor\$1,000

- * Recognized as primary sponsor on all promotions
- * Recognized in Reading Eagle newspaper following the event as primary sponsor
- * Recognized as primary sponsor in newsletter, "Builders Minutes"
- * Recognized as primary sponsor on HBA website (www.hbaberks.org)
- * Five minutes at the podium at the awards presentation.
- * Complimentary Remodelers Council Membership
- * Banner at awards presentation

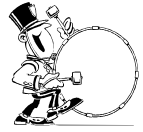
Sponsor.....\$250

- * Company logo on sponsor banner
- * Company name mentioned on flyer
- * Two minutes at the podium
- * Mentioned on HBA Website
- * Listed in "Builders Minutes"
- * Mentioned in newspaper



PARADE OF HOMES

September/October 2010
Expected Attendance: 20,000 +



The Parade of Homes is a spectacular showcase of new homes displaying our Builders' work throughout Berks County. It is an event the entire community looks forward to yearly.

Gold Tier Sponsor.....\$12,500

- * Recognition as Gold Tier sponsor on billboards, radio ads, and print media
- * Full page color ad in Parade Guidebook
- * Recognition as Gold Tier Sponsor in Parade Guidebook, on-line at www.hbaberks.org, and on signage in each Parade home
- * 10 free tickets to Parade Gala
- * Featured article on your company in HBA newsletter
- * 1 free ad to run in HBA newsletter
- * First right of refusal for the 2010 Parade

Silver Tier Sponsor.....\$2,500

- * Half page color ad in Parade Guidebook
- * Recognition as Silver Tier Sponsor in Parade Guidebook, on-line at www.hbaberks.org, and on signage in each Parade home
- * 4 free dinner tickets to Parade Gala
- * Recognized on digital billboard
- * Recognized in Gala slide show
- * 3 Free business card ads to run in HBA newsletter

Bronze Tier Sponsor.....\$1,500

- * Quarter page ad in Parade Guidebook
- * Recognition as Bronze Tier Sponsor in Parade Guidebook, on-line at www.hbaberks.org, and on signage in each Parade home
- * 2 free tickets to Parade Gala
- * 1 free business card ad to run in HBA newsletter

Pewter Tier Sponsor.....\$800

- * Eighth page ad in Parade Guidebook
- * Recognition as Pewter Tier Sponsor in Parade Guidebook, on-line at www.hbaberks.org, and on signage in each Parade home
- * 1 free ticket to Parade Gala



Advertising Opportunities Supporting BCCA

Legislative Luncheon - April 2010

Meeting Sponsor - \$500

- * Exhibit Table at meeting
- * 2 free Admissions to Luncheon
- * 5 minutes of Microphone time
- * HBA Newsletter Recognition
- * HBA Website Recognition



Spring Golf Tournament - May 2010

Tee or Green Sponsor - \$100

- * Sign placed on course
- * Recognition at Golf Tournament
- * Recognition in HBA Newsletter

Lunch Sponsor - \$500

- * Lunch
- * Time at Podium
- * Banner at Luncheon
- * Recognition in HBA Newsletter
- * Recognition on Member Website



Lobsterfest - July 2010

Event Sponsors - \$100 (No limit to number of sponsors.)

- * Company Name on Sponsor Sign
- * Recognized at event
- * Recognition in HBA newsletter



Fall Golf Outing - September 2010

Tee or Green Sponsor - \$75

- * Sign placed on course
- * Recognition at Luncheon
- * Recognition in HBA newsletter

Lunch Sponsor - \$500

- * Lunch
- * Time at Podium
- * Banner at Luncheon
- * Recognition in HBA Newsletter
- * Recognition on Member Website



Foundation Club Member - \$200

- * Recognition in HBA newsletter monthly and member website
- * Free ticket to Legislative Luncheon in April

Additional Advertising Opportunities

Continued...

Inaugural Dinner & Awards Night - January 14, 2010

Meeting Sponsor - \$1,000

- * Recognized in Reading Eagle Press Release
- * Exhibit Table at meeting
- * Five minutes of microphone time
- * 2 free Admissions
- * HBA Newsletter Recognition
- * HBA Website Recognition

Buffet Sponsor - \$500

- * 1 free Admission
- * HBA Newsletter Recognition
- * HBA Website Recognition

Dessert Sponsor - \$500

- * 1 free Admission
- * HBA Newsletter Recognition
- * HBA Website Recognition

Bar Sponsor - \$500

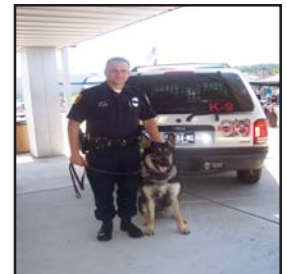
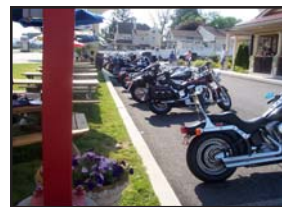
- * 1 free Admission
- * HBA Newsletter Recognition
- * HBA Website Recognition



Annual "Cruising for a Cause" Event- June 26, 2010

Event Sponsors - \$250

- * Name mentioned on radio several times at event starting point
- * Company name on poster at event
- * Company recognized at buffet following the event as sponsor
- * HBA Newsletter Recognition
- * HBA Website Recognition



HBA Annual Meeting - November 2010

Meeting Sponsor - \$500

- * Exhibit Table at meeting
- * 2 free Admissions
- * 5 minutes of Microphone time
- * HBA Newsletter Recognition
- * HBA Website Recognition

Educational Seminars/Mixers -

Sponsored by Remodelers Council of HBA (RHBA). Call Ron Rohrbach @ 610-777-8889 for more information on hosting a seminar! You must be an RHBA member as it's a member benefit!

Publications/Website Advertising

HBA Newsletter - "Builder's Minutes"

Business Card (2.5" X 2")

Single Issue - \$95
Three Months - \$230
Yearly - \$450

Single Issue

Full Page - \$850
Half Page - \$425
Quarter Page - \$213

Insert (530 copies provided to HBA).....\$350

Custom Ads Available- Call HBA at 610-777-8889

HBA Directory Advertising

Our annual membership directory & buyer's guide is published by E & M Consulting. Please contact the HBA office for more information.

HBA Website: www.hbaberks.org

The official website of the HBA of Berks County is heavily promoted to consumers and members alike in association publications, print and radio advertising. There are over 50,000 hits/month. All members receive a basic listing. Additional advertising opportunities are available as described below. Prices are for one (1) calendar year.

Website Linking.....\$50/yr

* Provides a link from YOUR contact information on the HBA Website directly to your website.

Main Page Logo/Link.....\$1,000/yr

Member Home Page Logo/Link.....\$750/yr

Please refer to the website for more information as we move forward in 2010 for more advertising opportunities!

Sponsorship Registration Information

Please complete the form below and check the sponsorship opportunities in which you would like to participate. These opportunities are available to **HBA members only** on a "first come, first served" basis. Call the HBA office at 610.777.8889 if you have any sponsorship questions. Please fax the form to our office at 610.796.1878 or mail to HBA of Berks County, 1300 New Holland Rd., Suite 101, Reading, PA 19607.

Contact Name _____

Company _____

Address _____

Phone _____ FAX _____

Email _____

Authorized Signature _____ Date _____

SPONSORSHIP OPTIONS:

Remodelers Showcase: _____ Primary Sponsor - \$1,000 _____ Sponsor - \$250

Parade of Homes: _____ Silver Tier - \$2,500 _____ Bronze Tier - \$1,500 _____ Pewter Tier - \$800

Legislative Luncheon: _____ Sponsor - \$500

Golf Tournament (Spring or Fall):

Spring: _____ Tee/Green Sponsor - \$100 _____ Lunch Sponsor - \$500

Fall: _____ Tee/Green Sponsor - \$75 _____ Lunch Sponsor - \$500

Inaugural Dinner: _____ Meeting Sponsor - \$1,000 _____ Buffet Sponsor - \$500
_____ Dessert Sponsor - \$500 _____ Bar Sponsor - \$500

Lobsterfest: _____ Sponsor - \$100 November Meeting: _____ Sponsor - \$500

Cruising for a Cause Event: _____ Sponsor - \$250

Foundation Club Member: _____ \$200 (personal check)

ADVERTISING OPTIONS:

Newsletter: Insert - \$350 _____

Business Card: _____ 1 Issue - \$95 _____ 3 Months - \$230 _____ Yearly - \$450

Single Issue: _____ Full Page - \$850 _____ Half Page - \$425 _____ Quarter Page - \$213

Main Page Logo/Link: \$1,000/yr _____ Member Page Logo/Link: \$750/yr _____

Website Linking: \$50/year _____

The HBA of Berks County thanks you for your support!

*"Every man owes a part of his
time and money to the business
or industry in which he is
engaged. No man has a moral
right to withhold his support from
an organization that is striving
to improve within his sphere."*

- Theodore Roosevelt



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