

2012 Sponsorship & Marketing Opportunities



Dear HBA Member:

Each year, the HBA organizes numerous events that serve our membership for various purpose: 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 in which they do business.

What follows are the 2012 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 2012 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 you think we should try.

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

Sincerely,

Kevin Kozo, Turnberry Custom Homes
2012 HBA President

PARADE OF HOMES

September/October 2012
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 each year.

Gold Tier Sponsor

\$12,500

- Recognition as a 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, online at www.hbaberks.org, and on signage in each home
- 10 FREE tickets to Parade Gala
- Featured article on your company in HBA newsletter
- 1 FREE ad to run in the HBA newsletter
- First right to refusal for the 2012 Parade

Silver Tier Sponsor

\$2,500

- Half page color ad in the Parade Guidebook
- Recognition as Silver Tier Sponsor in Parade Guidebook, online at www.hbaberks.org, and on signage in each home
- 4 FREE dinner tickets to the Parade Gala
- Recognized on digital billboard
- Recognized in Parade Gala slideshow
- 3 FREE business card ads to run in the HBA newsletter

Bronze Tier Sponsor

\$1,500

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

Pewter Tier Sponsor

\$800

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

Brass Tier Sponsor

\$250

- Sixteenth page ad in the Parade Guidebook
- Recognition as Brass Tier Sponsor in Parade Guidebook, online at www.hbaberks.org, and on signage in each Parade home

Advertising Opportunities Supporting BCCAH (Berks County Committee for Affordable Housing)

Legislative Luncheon—April 2012

Meeting Sponsor—\$500

- Exhibit Table at the meeting
- 2 FREE admissions to the luncheon
- 5 minutes of microphone time
- HBA Newsletter Recognition



Spring Golf Tournament—May 2012

Tee or Green Sponsor—\$100

- Sign placed on course
- Recognition at Golf Tournament
- Recognition in HBA newsletter

Lunch Sponsor—\$500

- Complimentary lunch
- 5 minutes at the podium
- Banner at luncheon
- Recognition in HBA newsletter



Lobsterfest—July 2012

Primary Sponsor—\$500

- Exhibit table at event
- 5 minutes at the microphone
- HBA Newsletter Recognition

Event Sponsor—\$100 (no limit on # of sponsors)

- Company Name on sponsor sign
- Recognized at event
- Recognition in HBA newsletter



Foundation Club Member—\$200

- Recognition in HBA newsletter each month & on website
- Free lunch at the Legislative Luncheon in April.

Additional Advertising Opportunities

Inaugural Dinner & Awards Night—January 6, 2012 Toscani

Meeting Sponsor—\$500

- Recognized in Reading Eagle Press Release
- Exhibit Table at the meeting
- Five minutes of microphone time
- 2 FREE admissions
- HBA Newsletter Recognition



HBA Annual Meeting—November 2012

Meeting Sponsor—\$500

- Exhibit Table at meeting
- 2 FREE admissions
- 5 minutes of microphone time
- HBA newsletter recognition



Wind Down Thursday—Quarterly Event

Meeting Sponsor—\$250

- Table at meeting
- 2 minutes of microphone time
- HBA Newsletter Recognition
- HBA Facebook Recognition



Educational Seminars/Mixers

Please contact our office at 610-777-8889 if you wish to host an educational seminar or if you have an idea for a topic that you think may interest the membership. Remodelers Council Members (RHBA) are able to host a mixer at their location at NO charge (benefit of council membership).

Publications/Website Advertising

HBA Directory & Buyer's Guide Ads

Our annual membership directory is published by E & M Consulting. Please contact the HBA office for more information including rates.

HBA Newsletter—"Builders Minutes"



Business Card (2.5" x 2")

Single Issue—\$95

Single Issue

Three Months—\$230

Full Page - \$850

Yearly—\$450

Half Page - \$425

Quarter Page - \$213

Insert (8 1/2" x 11" flyer) 450 copies provided to HBA \$350

Custom Ads Available Upon Request, contact Phyllis at 610-777-8889

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. All members receive a basic listing. Additional advertising opportunities are available as described below. Prices are for ONE (1) calendar year.

Website Linking **\$50/year**
 (Provides a link from YOUR contact information on the HBA website directly to YOUR company's website).

Main Page Logo/Link **\$1,000/year or \$550/six months**

* Please refer to the website and our facebook page as we move forward in 2012 for additional advertising opportunities.



Sponsorship Registration Information – 2012

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 questions. Please fax the form to 610-796-1878 or mail to HBA Berks County 25 Stevens Avenue, West Lawn PA 19609.

Contact Person: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Sponsorship Options:

Parade of Homes: _____ \$12,500 _____ \$2,500 _____ \$1,500 _____ \$800 _____ \$250

Legislative Luncheon: _____ \$500

Spring Golf Tournament: _____ \$100 _____ \$500

Lobsterfest: _____ \$100 _____ \$500

Foundation Club Member: _____ \$200/year

Inaugural Dinner: _____ \$500

HBA Annual Meeting: _____ \$500

Wind Down Thursday Event: _____ \$250

Newsletter Business Card: _____ \$95 _____ \$230 _____ \$450

Newsletter Single Issue _____ \$850 _____ \$425 _____ \$213

Insert: _____ \$350 (+ 425 copies to HBA)

Website Linking: _____ \$50/year

Main Page Logo/Link: _____ \$1,000 (year) _____ \$550 (six months)

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



**HBA of Berks County
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[www.Facebook.com/
HBABerksCounty](http://www.Facebook.com/HBABerksCounty)
E-mail: hbaberks@comcast.net**