



2018

**Keystone Club
Marketing and Sponsorship
Opportunities**

2018 Home Builders Association of Virginia Marketing and Sponsorship Opportunities

Welcome!

The Home Builders Association of Virginia (HBAV) is a 3100-member statewide organization of home builders and firms that provide products and services to the home building industry. HBAV members work together to further the industry, and protect the industry for the benefits of the members as well the protection of home buyers.

HBAV allows firms the opportunity to market their services to members through sponsorships of HBAV programs. This tremendous support allows HBAV to provide additional educational opportunities, improved business networking events, and greater advocacy for our members.

We are excited to introduce a more customized experience to our sponsorship partners that allows more flexibility in planning. Available sponsorships include:

Become an HBAV Keystone Member

A Keystone is defined by a central stone at the summit of an arch, locking the whole together or the central principle on which all else depends. Keystone members invest in a year-long partnership program, and are given the opportunity to have their company associated with all HBAV events and activities. From exclusive recognition at board meetings to featured status on the HBAV website, our business partner's increase their brand awareness among our builder members.

Sponsor the HBAV Annual Conference and Installation of Officers

Reach home builders throughout Virginia at the HBAV Annual Conference and Installation of Officers by sponsoring this event to be held June 21-24, in Naples, Florida. This one of a kind event includes a welcome reception, industry education, an evening designed for business development, fun leisure activities, and our annual installation of officer's dinner.

Advertise in the HBAV Annual Report

The HBAV Annual Report is published annually and is distributed to more than 3,000 builder and association members. Readers include home builders, multifamily builders, remodelers, land developers, architects, designers, sales professionals and subcontractors and more. Together, this team of professionals individually and collectively influences buying decisions. Please consider the impact the HBAV Annual Report can have in your efforts to reach your current and prospective customers.

Sponsor the 2018 Virginia Reception at the International Builders Show

Virginia home builders and key decision-makers will attend this annual reception, held during the International Builders Show. This year's reception will be held on January 11, 2018 from 5:00 p.m. to 6:30 p.m. in Orlando, Florida.

Support the HBAV Koebig Classic Golf Tournament

Each year HBAV hosts the Koebig Classic Golf Tournament to raise money to support NAHB's legislative and regulatory affairs. Over 80 golfers from local home builders associations in Virginia attend this annual event held each fall. Sponsorship range from dinner sponsors, golf hole sponsors, to golf teams.

HBAV Stewart-Lee House Fundraiser

HBAV owns the historic Stewart-Lee House in downtown Richmond. Built in 1844 and located two blocks from the Virginia State Capital, the Stewart-Lee House is on the National registry of historic places and is home of the HBAV staff. Each spring the HBAV Historic Preservation and Restoration Committee holds a fundraiser to preserve this historic structure. Over 100 attendees from local home builders associations in Virginia attend this one a kind event.

1. Enhance your membership while simultaneously supporting our industry when your firm becomes an exclusive **HBAV Keystone Club Member!**

HBAV Keystone Club - Benefits

	Diamond	Platinum	Gold
HBAV Board of Directors Meetings (March, and September)			
Complimentary registration to attend the HBAV Board of Directors Meetings	✓	✓	✓
Signage at Board Meetings	✓	✓	✓
Opportunity to set up table top display at Board Meeting Registration	✓	✓	✓
Recognition from Podium at HBAV Board Meetings	✓	✓	
An invitation to attend the Executive Board Dinner the night at HBAV Board Meeting	✓		
HBAV Annual Conference			
Complimentary Registration to attend the HBAV Annual Meeting and Installation	✓✓	✓	✓
Opportunity to set up table top display at Annual Conference	✓	✓	✓
Signage at HBAV Annual Meeting	✓	✓	✓
Opportunity to include branded materials in Annual Conference Registration Bag	✓	✓	
Recognition and benefits of HBAV annual conference Host sponsor	✓	✓	
Three nights double occupancy stay in standard room	✓		
HBAV Events			
Golf Team or Hole sponsor at the annual HBAV Koebig Classic golf tournament	✓	✓	✓
Tickets for the annual Stewart- Lee house fundraiser	✓✓	✓✓	✓✓
HBAV IBS reception sponsor	✓		
HBAV Website			
HBAV website banner ad	✓	✓	✓
Listing as annual sponsor on HBAV annual sponsorship page	✓	✓	✓
Annual Report			
Recognition in the annual edition of the HBAV Annual Report mailed to 3,000 members	✓	✓	✓
Print Ad in annual edition of the HBAV Annual Report mailed to all HBAV members	Full	Half	Half
HBAV Social Media			
Facebook Posts on the HBAV Facebook Pagerecognizing your firm	✓✓✓✓	✓✓✓	✓✓
Membership List			
Receive a spreadsheet of all current members with contact info (Excludes email addresses)	✓	✓	✓
Annual Cost	\$15,000	\$10,000	\$5,000
Select Box:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Check off the HBAV item you wish to sponsor!

HBAV Annual Conference Sponsorships - June		
	Host Sponsor	Associates Sponsor
Recognition in Annual Conference on-site program	✓	✓
Opportunity to set up a table top display in meeting rooms	✓	✓
Opportunity to provide branded materials in registration welcome bag	✓	✓
Associates Committee Event Sponsor	✓	✓
Recognition on on-site Signage	✓	
Recognition on attendee conference registration form	✓	
HBAV Installation of Officers Dinner Sponsor	✓	
Recognition in Installation of Officers Event Program	✓	
Recognition from the podium at HBAV Installation of Officers Event	✓	
Recognition from the podium at HBAV Presidents Breakfast	✓	
Registration for two to the HBAV annual conference and installation	✓	
	\$5,000	\$2,500
Select Box:	<input type="checkbox"/>	<input type="checkbox"/>
HBAV Board of Directors Meetings (March, and September)		
	Exhibitor	
Opportunity to set up at table top display at registration of board meetings	\$500	<input type="checkbox"/>
HBAV Koebig Klassic Golf Tournament to support NAHB BuildPAC - October		
Team Sponsor	\$800	<input type="checkbox"/>
Beverage Cart Sponsor	\$500	<input type="checkbox"/>
Hole Sponsor	\$200	<input type="checkbox"/>
Putting Contest	\$500	<input type="checkbox"/>
Lunch Sponsor	\$1,000	<input type="checkbox"/>
Dinner Sponsor	\$2,000	<input type="checkbox"/>
Prize Sponsor	\$2,500	<input type="checkbox"/>
Stewart Lee House Fundraiser - April		
Individual Tickets	\$100	<input type="checkbox"/>
Company Sponsor - 10 Tickets	\$800	<input type="checkbox"/>
Bar Sponsor	\$2,500	<input type="checkbox"/>
Dinner Sponsor	\$2,500	<input type="checkbox"/>
Auction Sponsor	\$2,500	<input type="checkbox"/>
Presenting Sponsor	\$5,000	<input type="checkbox"/>

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HBAV International Builders Show Reception			Host Sponsor	Reception Sponsor
			\$3,500	\$1,500
Recognition on all reception invites and marketing materials			✓	
Opportunity to set up a table top display at the reception			✓	
Recognition on the on-site event signage			✓	✓
Recognition from the podium			✓	✓
	Select Box:		<input type="checkbox"/>	<input type="checkbox"/>
Digital Ads				
HBAV website banner ad			\$500	<input type="checkbox"/>
Monthly E-Builder Newsletter Ad			\$250 per month	<input type="checkbox"/>
Total Sponsorship				

RETURN YOUR COMPLETED FORM TO:

Home Builders Association of Virginia
 707 E. Franklin Street, Richmond, Virginia 23219
 804.643.2797

Questions?

Craig Toalson, ctoalson@hbav.com

Chief Executive Officer

Kathy Harley, kharley@hbav.com

Director of Administration & Finance

3. Send it in!

CONTACT INFORMATION
Name: _____
Company: _____
Street Address: _____
City, State, Zip: _____
Telephone: _____
Email: _____

PAYMENT INFORMATION
<input type="checkbox"/> Please Bill Me <input type="checkbox"/> Check Enclosed
<input type="checkbox"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Amex
Card Number: _____
Exp Date: _____ Security Code: _____
Name on card: _____
Signature: _____