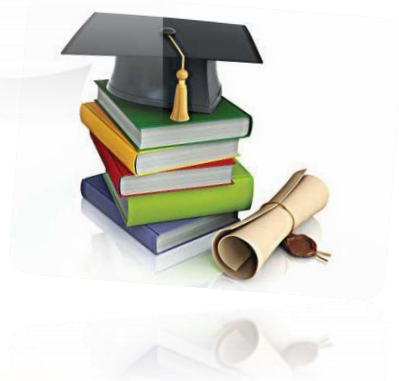


Keystone Club

HBAV 2020 MARKETING OPPORTUNITIES



HBA Capitol City
VIRGINIA
The VOICE of the Home Building Industry to State Government
THE VOICE OF THE HOME BUILDING INDUSTRY TO STATE GOVERNMENT

2020 Home Builders Association of Virginia Marketing and Sponsorship Opportunities

The Home Builders Association of Virginia (HBAV) is a 3,100-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 greater advocacy, additional educational opportunities, and improved business networking events for our members.

Available sponsorships include:

Become an HBAV Keystone Member

A Keystone is defined by a central stone at the summit of an arch, locking the hole 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 partners increase their brand awareness among our members.

Sponsor the HBAV Annual Conference and Housing Excellence Awards

Reach home builders throughout Virginia at the HBAV Annual Conference and Housing Excellence Awards by sponsoring this event, held June 18-21, 2020, at the Virginia Beach Oceanfront Marriot. This one of a kind event includes a welcome reception, industry education, an evening designed for business development, fun leisure activities, and our annual awards celebration.

Exhibit at the 2020 Virginia Builders Summit and Expo

HBAV's most well attended event is the Virginia Builders Summit and Expo. The event will be held in the fall of 2020 in Richmond, Virginia. The Builders Summit and Expo features builder education as well as a Trade Expo. The expo will give builders an opportunity to visit with vendors and suppliers of the top building products and suppliers and learn about the latest industry developments.

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. Consider the impact the HBAV Annual Report can have in your efforts to reach your current and prospective customers across Virginia.

Sponsor the 2020 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 Tuesday, January 21, 2020 from 5:00 p.m. to 6:30 p.m. in Las Vegas, NV.

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 110 golfers from local home builders associations in Virginia attend this annual event held each fall. Sponsorship range from dinner sponsors and golf hole sponsors to golf teams.

HBAV Housing Advocacy Fundraisers

HBAV's primary mission is to promote and protect the housing industry in Virginia to state law makers and regulators. To effectively carry out its mission, HBAV must have the appropriate resources. Each spring the HBAV holds a fundraiser to fund HBAV's advocacy efforts. Over 100 attendees from local home builders' associations attend.

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

2020 HBAV Sponsorship and Marketing Opportunities

HBAV Annual Conference Sponsorships - June	Presenting Sponsor	Host Sponsor	Awards Sponsor
Company Logo in Annual Conference on-site program	✓	✓	
Opportunity to provide branded materials in registration welcome bag	✓	✓	
Associates Committee Event and Activity Sponsor - Friday June 19	✓	✓	
Recognition on on-site Conference Signage	✓	✓	
Company Logo on attendee conference registration form	✓	✓	
Registration for two to the HBAV annual conference	✓		
Logo Recognition at HBAV Presidents Breakfast and Industry Speakers	✓		
Recognition from the podium at HBAV Presidents Breakfast	✓		
HBAV Activity Sponsor (Distillery Tour, etc.)	✓		
Welcome Reception Sponsor	✓		
Opportunity to address delegation at opening welcome reception	✓		
Company Representative to announce an award winner during awards celebration	✓		
Company Representative to Present award winner during awards celebration	✓	✓	
Registration for two to the HBAV Awards Celebration - Saturday, June 20	✓	✓	✓
Recognition in Housing Excellence Awards Program	✓	✓	✓
	\$5,000	\$2,500	\$1,000
Select Box:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

HBAV International Builders Show Reception	Host Sponsor	Reception Sponsor
	\$5,000	\$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"/>

Housing Advocacy Fundraiser - April 2020		
Individual Tickets	\$100	<input type="checkbox"/>
Company Sponsor - 5 Tickets	\$800	<input type="checkbox"/>
Bar Sponsor	\$2,500	<input type="checkbox"/>
Dinner Sponsor	\$2,500	<input type="checkbox"/>
Presenting Sponsor	\$5,000	<input type="checkbox"/>

2020 Home Builders Association of Virginia Marketing and Sponsorship Opportunities

HBAV Koebig Klassic Golf Tournament to support NAHB BuildPAC - August 2020

Team Sponsor	\$800	<input type="checkbox"/>
Beverage Cart Sponsor	\$600	<input type="checkbox"/>
Hole Sponsor	\$300	<input type="checkbox"/>
Putting Contest	\$600	<input type="checkbox"/>
Lunch Sponsor	\$1,000	<input type="checkbox"/>
Dinner Sponsor	\$2,000	<input type="checkbox"/>
Prize Sponsor	\$2,500	<input type="checkbox"/>

Virginia Builders Summit and Expo - September 28-29, 2020

8X10 Exhibit Booth	\$1,395	<input type="checkbox"/>
Premium 8x10 Exhibit Booth	\$1,795	<input type="checkbox"/>
Wifi Sponsor	\$2,000	<input type="checkbox"/>
Education Session Sponsor	\$2,500	<input type="checkbox"/>
Breakfast Sponsor	\$3,000	<input type="checkbox"/>
Lunch Sponsor	\$5,000	<input type="checkbox"/>
Opening Cocktial Reception Sponsor	\$5,000	<input type="checkbox"/>
Presenting Sponsor	\$10,000	<input type="checkbox"/>

Installation of Officers Ceremony and Reception - November 2020

Individual Tickets	\$100	<input type="checkbox"/>
Company Sponsor - 6 Tickets	\$1,500	<input type="checkbox"/>
Bar Sponsor - 8 Tickets	\$2,500	<input type="checkbox"/>
Presenting Sponsor - 10 Tickets and Opportunity to Speak	\$5,000	<input type="checkbox"/>

HBAV Annual Report and Directory

Full Page Ad	\$1,699	<input type="checkbox"/>
Half Page Ad	\$1,299	<input type="checkbox"/>
Quarter Page Ad	\$849	<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

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2. 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 (Spring and Fall)			
Complimentary registration to attend the HBAV Board of Directors Meetings	✓	✓	✓
Signage at Board Meetings	✓	✓	✓
Recognition from Podium at HBAV Board Meetings	✓	✓	
Virginia Builders Summit and Expo			
10x10 Exhibit Booth	✓	✓	✓
HBAV Annual Conference			
Complimentary Registration to attend the HBAV Annual Meeting and Awards Celebration	✓✓	✓	✓
Signage at HBAV Annual Conference events and Registration	✓	✓	✓
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 spring HBAV Advocacy Fundraiser	✓✓	✓✓	✓✓
Company Sponsor of the HBAV Installation of Officers Dinner	✓	✓	
Virginia reception sponsor at the NAHB Builders Show	✓		
HBAV Website			
Listing as annual sponsor on HBAV annual sponsorship page	✓	✓	✓
HBAV website banner ad	✓	✓	
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	
HBAV Social Media			
Facebook Posts on the HBAV Facebook Page recognizing 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"/>

RETURN YOUR COMPLETED FORM TO:

Home Builders Association of Virginia
1051 E. Cary Street, Suite 1400
Richmond, Virginia, 23219
804.643.2797

Questions?

Emily Lucas, elucas@hbav.com

3. Send it in!

CONTACT INFORMATION

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

PAYMENT INFORMATION

Please Bill Me Check Enclosed
 Credit Card Visa Master Card Amex
Card Number: _____
Exp Date: _____ Security Code: _____
Name on card: _____
Signature: _____