2020 Sponsorship Opportunities
# 2020 Sponsorship Opportunities

Sponsorships with the Home Builders Association of Greater Kansas City allow for unique and exclusive access to a targeted audience - home builders and remodelers. These opportunities are designed to enhance your ability to communicate your products and services to members.

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Diamond $25,000</th>
<th>Platinum $10,000</th>
<th>Gold $5,000</th>
<th>Silver $4,000</th>
<th>Bronze $3,000</th>
<th>Sapphire $1,500</th>
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</thead>
<tbody>
<tr>
<td>Annual Membership Dues</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
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<tr>
<td>Affiliate Membership</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
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<tr>
<td>Recognition at Events</td>
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<tr>
<td>Building Business News &amp; HBA Website Recognition</td>
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<tr>
<td>Recognition in Spring and Fall Parade Guides</td>
<td></td>
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<tr>
<td>Recognition in Membership Directory</td>
<td></td>
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<tr>
<td>BBN Monthly Advertisement</td>
<td>1/4 Page</td>
<td>1/4 Page</td>
<td>1/4 Page</td>
<td>1/8 Page</td>
<td></td>
<td></td>
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<tr>
<td>Member Profile in BBN</td>
<td></td>
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<tr>
<td>Dollar value toward HBA Permit Reports</td>
<td>$650</td>
<td>$650</td>
<td>$460</td>
<td>$460</td>
<td>$460</td>
<td>$460</td>
</tr>
<tr>
<td>15% off Home Show booth</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
<td>✯</td>
<td></td>
</tr>
<tr>
<td>Benefits to HBA Events</td>
<td>100% Discount</td>
<td>50% Discount</td>
<td>40% Discount</td>
<td>30% Discount</td>
<td>25% Discount</td>
<td>10% Discount</td>
</tr>
</tbody>
</table>

*NOTE - Sponsors receive discounted prices at events. See above discounts; ask about maximum number of tickets/teams per event.*
Diamond Sponsorship
Spring and Fall Parade of Homes
Presenting Sponsor | $25,000

- Company logo on cover of Parade of Homes Guide
- Company logo on select print advertising
- Name mention on select radio spots (:30 and longer)
- Logo on TV spots
- Company logo on Parade of Homes website homepage with link
- Full-page, four-color advertisement in Parade of Homes Guide
- Company logo on Parade of Homes banner signs
- Regular company recognition on Parade of Homes social media
- Company name in HBA media releases for Parade of Homes
- Use of Parade of Homes Presenting Sponsor logo
- First right of refusal for following year if renewed by Dec. 1, 2019
- 2 complimentary tickets to the Parade of Homes Awards Ceremonies
- Company logo on entry materials for builders (when booked by Dec. 1, 2019)
- Free one-year HBA membership. Value: $675
- HBA Diamond Sponsor benefits

For more sponsorship opportunities contact
Dawn@kchba.org or call
816.942.8800
Presenting Sponsor | $20,000
- Company logo on cover of guide
- Company name mention on select radio spots (30 seconds and longer)
- Company logo on TV spots (30-seconds and longer)
- Company logo on print advertising (including billboards, yard signs, newspapers and magazines)
- Company logo on Artisan Tour website homepage with link
- Full page, four color advertisement in Artisan Tour guide
- Full page, four color advertisement in the Fall Parade of Homes guide
- Regular company recognition on Artisan Tour social media
- Company name in HBA media releases for Artisan Tour
- Use of Artisan Tour Presenting Sponsor logo
- 25 complimentary tickets to the Artisan Home Tour

Mobile App Sponsor | $8,000
- Company name on Artisan Tour website
- Full page, four color advertisement in Artisan Tour guide
- 12 complimentary tickets to the Artisan Home Tour
- Company recognition on Artisan Tour social media

Ticket Sponsor | $5,000
- Company name/logo placed on all tickets
- Company name on Artisan Tour website
- Half page, four color advertisement in Artisan Tour guide
- Eight complimentary tickets to the Artisan Home Tour
- Company recognition on Artisan Tour social media

Bag Sponsor | $5,000
- Company name/logo placed on Artisan Tour bags
- Company name on Artisan Tour website
- Half page, four color advertisement in Artisan Tour guide
- Eight complimentary tickets to the Artisan Home Tour
- Company recognition on Artisan Tour social media

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Dawn@kchba.org or call
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Print Sponsor | $3,000

- Recognition at events
- Building Business News & HBA website recognition
- Recognition in Membership Directory
- All HBA-related printing services, including invitations, signage and banners
- Bronze sponsorship benefits

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Dawn@kchba.org or call
816.942.8800
Golf Tournament Sponsorship

The HBA’s Golf Tournament provides an excellent opportunity to network and treat your clients to a little business fun. Event photos appear on the HBA Facebook page and in the monthly newsletter, Building Business News.

Presenting Sponsor | $3,000
- Company logo on select electronic and printed communications
- Company logo on registration signage
- Opportunity to greet attendees
- Opportunity to provide logoed items to golfers
- One foursome of players
- Recognition at the event
- First right of refusal for following year if renewed by Dec. 1, 2019

Beverage Cart Sponsor | $1,000
- Provide prize for winners ($50 minimum)
- Recognition during event
- Company recognition on signage at sponsored location

Lunch Sponsor | (Limit 1) $2,500

Hole Sponsor | (Limit 17) $300

Hole-in-one Sponsor | $750
(Limit 1 company per Par 3 hole; 4 holes available. Staffed by sponsor. $1,000 minimum value of prize. Sponsor provides prize and notifies the HBA staff of prize selection. Sponsor must provide individual positioned at the green to attest to hole-in-one.)
- Recognition during event
- Company recognition on signage at sponsored location

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Clay Shoot Sponsorship

Held in the fall, this event gives you, your clients, co-workers and prospects a great way to network and build relationships with both builder and associate members. You will see 150+ members at this event.

“Big Shot” Presenting Sponsor | (Limit 1) $3,000
- Company name and logo on select print and electronic communications
- One Clay Shoot team / 5 shooters ($600 value)
- One staffed station with signage
- Signage at event
- Logoed merchandise at registration table or swag bag option (provided by sponsor)
- Presentation of awards at awards ceremony
- Top tier logo placement
- First right of refusal for following year if renewed by Dec. 1, 2019

Ammo Sponsor | (Limit 5) $500
- Company name and logo on select print and electronic communications
- Two lunch tickets
- Logoed signage at event
- Staffed ammo at registration
- Recognition during opening remarks

Lunch Sponsor | (Limit 1) $2,500
- Company name and logo on select print and electronic communications
- Signage at lunch

Station Sponsor | (Limited to station #) $300
- Company name and logo on select print and electronic communications
- Signage at station
- Two lunch tickets

Breakfast Sponsor | (Limit 1) $1,000
- Company name and logo on select print and electronic communications
- Signage at breakfast tables
- Two lunch tickets

Beer Sponsor | (Limit 1) $750
- Company name and logo on select print and electronic communications
- Signage at beer station
- Two lunch tickets

Safety Sponsor | (Limit 1) $1,000
- Company name and logo on select print and electronic communications
- Signage at event
- Two lunch tickets

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Area Council Sponsorship
Sponsor an upcoming area council - or series of area councils - to network with leaders in the industry and to learn about current home-building challenges and opportunities.

Full-Year Regional Sponsor (KS, MO North or MO South) | $1,500
- Company logo on select electronic and printed communications
- Company signage at registration
- Opportunity to greet attendees
- Presentation at the beginning of the event (3-5 minutes)
- Recognition at regional events
- Social media posts

Economic Forecast Sponsor | $2,000
- Company logo on select electronic and printed communications
- Company signage at registration
- Opportunity to greet attendees
- Presentation at the beginning of the events (3-5 minutes)
- Recognition at the event
- Social media posts

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2020 Sponsorship Opportunities
Commitment Form

Annual Overall Sponsorship
☐ Diamond • $25,000
☐ Platinum • $10,000
☐ Gold • $5,000
☐ Silver • $4,000
☐ Bronze • $3,000

Artisan Home Tour
☐ Presenting Sponsor • $20,000
☐ Mobile App Sponsor • $8,000
☐ Ticket Sponsor • $5,000
☐ Bag Sponsor • $5,000

Annual Golf Tournament
☐ Presenting Sponsor • $3,000
☐ Lunch Sponsor • $2,500
☐ Beverage Cart Sponsor • $1,000
☐ Hole Sponsor • $300
☐ Hole-in-one Sponsor • $750

Annual Sporting Clay Shoot
☐ “Big Shot” Presenting Sponsor • $3,000
☐ Lunch Sponsor • $2,500
☐ Breakfast Sponsor • $750
☐ Ammo Sponsor • $500
☐ Safety Sponsor • $1,000
☐ Beer Sponsor • $750
☐ Station Sponsor • $300
☐ Raffle Sponsor • $88

Area Council’s
☐ Economic Forecast Sponsor • $2,000
☐ Full-Year Regional Sponsor • $1,500
(Kansas, Missouri North or Missouri South)

Payment Information

Sponsor’s Name or Company Name: ____________________________
Contact Person (for billing): ________________________________
Street Address: _________________________________________
City: ______________________ State: ______ Zip: ____________
Phone: __________________ Email: ________________________

Total: $ __________ Payment Options: ☐ Check Enclosed ☐ Credit Card
If paying by credit card, choose: ☐ Visa ☐ Mastercard
Card Number: ______________________________ Exp Date: __________
CVV: ______ Zip: ______ Name on Card: __________________
Signature: ______________________________________________
Please check one: ☐ Bill me quarterly ☐ One payment

Please allow 48 hours for HBA staff to confirm availability of limited sponsorships. All dates and sponsorships printed in this guide are subject to availability and change.

Ways to Send Completed Form

By signing below, I __________________ confirm that I have reviewed the
above selections and affirm that they are accurate and that I have the authority to
make this commitment to the KCHBA on behalf of my company.

Signature: ______________________________________________

☐ Pay by Check
Mail this form with payment to:
HBA of Greater Kansas City, 600 E. 103rd St, Kansas City, MO 64131

☐ Pay by Credit Card or Request Invoice
If paying by credit card or requesting an invoice, fax this completed form to:
(816) 942-8367 or email Dawn@kchba.org