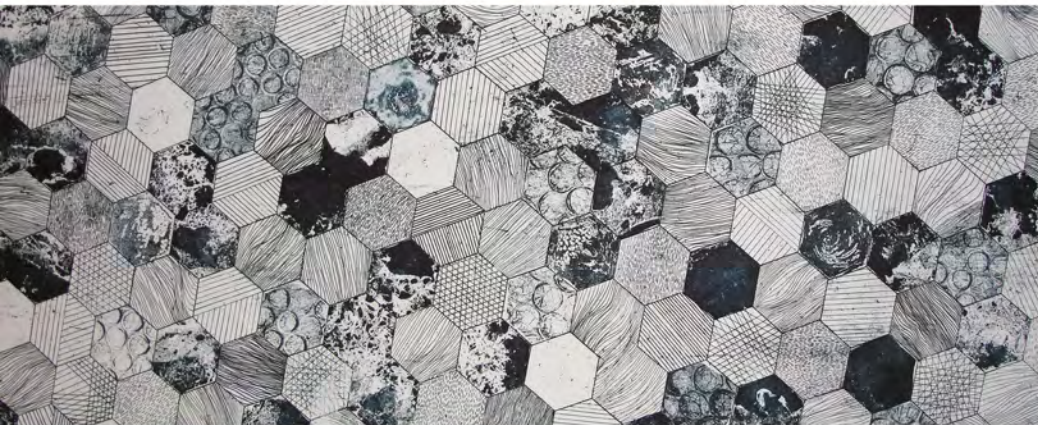




HOME BUILDERS ASSOCIATION
OF GREATER KANSAS CITY



2020 Sponsorship Opportunities



kchba.org

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HOME BUILDERS ASSOCIATION
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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.

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

**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



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MARCH 13-15, 2020

Presenting Sponsor | \$50,000

The Home & Lifestyle Show provides the presenting sponsor with several ways to reach a targeted consumer audience interested in home-related products and services.

- One-year HBA membership plus Diamond Sponsor benefits (Value: \$25,000)
- Main stage speaking opportunity
- Premier booth location near entrance to the show
- Full page, four-color ad in official show guide
- Opportunity to have exclusive deals/services/products in booth announced once per day
- Reserved parking at venue for duration of show
- Company video played once a day on main stage screen
- Floor decal denoting “presenting sponsor” status outside company booth
- Opportunity to display company banner in prominent area at show
- Pre-promotion on social media (timing of posts at KCHBA’s discretion)
- Company name and/or logo placed on:
 - Official show guide cover
 - All print/TV advertising
 - Official Home Show website, www.kchomeshow.com
 - Pre-printed and online show tickets
 - Main stage screen throughout weekend
- 100 complimentary tickets (plus a 50% discount on any additional tickets purchased)

KC MADE Sponsor | \$15,000

The KC Manufacturing & Design Expo (KC MADE) is a contest among high school students (grades 9-12) in construction and manufacturing programs during the show to promote careers in the residential construction industry.

- Space near KC MADE competition to market your company
- Company name and/or logo placed on:
 - Official Home Show website, www.kchomeshow.com
 - Official show guide
 - Press release
 - Social media posts
- 1/2 page, 4-color ad in official show guide
- Pre-promotion on social media (timing of posts at KCHBA’s discretion)
- 100 complimentary tickets (plus a 50% discount on any additional tickets purchased)

Parade of Playhouses Sponsor | \$5,000

This is a priceless opportunity to promote your company to thousands while aligning your brand with a worthy cause!

- Space near KC MADE competition to market your company
- Company name and/or logo placed on:
 - Official Home Show website, www.kchomeshow.com
 - Official show guide
 - Press release
 - Social media posts
- 1/2 page, 4-color ad in official show guide
- Pre-promotion on social media (timing of posts at KCHBA’s discretion)
- 100 complimentary tickets (plus a 50% discount on any additional tickets purchased)

\$500,000 Dream Home Contest | \$10,000

Show attendees will have the chance to win \$500,000 toward their dream home by guessing the correct six-digit code to open a vault full of money. As the official sponsor for the Dream Home Giveaway, your name will be linked with the giveaway in every mention, promotion, advertisement and the winner announcement.

- Exclusive naming rights to the giveaway
- More than \$50,000 worth of media coverage
- Highlighted as one of the main attractions of the Home & Lifestyle Show
- Company logo on signage at show



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Presenting Sponsor | \$20,000

- Company logo on cover of guide
- Company name mention on select radio spots (30 seconds+)
- Company logo on TV spots (30 seconds+)
- 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
- Premium signage on easel in Artisan Tour homes
- Professional video at place of business with JDRF ambassador and representative for use on social media (video also posted on social media by HBA and JDRF)
- Regular company recognition on Artisan Tour social media
- Company name in HBA media releases for Artisan Tour
- 25 complimentary tickets to the Artisan Home Tour

Signature Sponsor | \$10,000

- Company logo on Artisan Tour website with link
- Recognition on social media from HBA and participating builders
- Half page, four color advertisement in Artisan Tour guide
- Premium signage on easel in Artisan Tour home
- Professional video at place of business with JDRF ambassador and representative for use on social media (video also posted on social media by HBA and JDRF)
- 25 complimentary tickets to the Artisan Home Tour
- **LIMIT 5 Signature Sponsors: 1 sold, 4 remaining**

Mobile App Sponsor | \$7,000

- Company logo on Artisan Tour website with link
- Recognition on Social Media
- Listed in the Artisan Guidebook on sponsor page
- Half Page advertising in the Artisan Guidebook
- Your company banner will appear intermittently throughout the mobile app
- 20 complimentary tickets to the Artisan Home Tour



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Ticket Sponsor | \$5,000

- Company logo on Artisan Tour website with link
- Recognition on social media
- Listed on sponsor page in guidebook
- Company logo placed on all tickets
- 16 complimentary tickets to the Artisan Home Tour

Official Sponsor | \$5,000

- Company logo on Artisan Tour website with link
- Recognition on social media
- Listed on the sponsor page in guidebook
- 1/4 page advertisement in the Artisan Tour guidebook
- 16 complimentary tickets to the Artisan Home Tour
- **Limit 5 Official Sponsors: 1 sold, 4 remaining**

Platinum Sponsor | \$3,000

- Company logo on Artisan Tour website with link
- Recognition on social media
- Listed on sponsor page in guidebook
- 12 complimentary tickets to the Artisan Home Tour

Gold Sponsor | \$2,000

- Company logo on Artisan Tour website with link
- Recognition on social media
- Listed on sponsor page in guidebook
- 8 complimentary tickets to the Artisan Home Tour

Silver Sponsor | \$1,000

- Company logo on Artisan Tour website with link
- Listed on sponsor page in guidebook
- 4 complimentary tickets to the Artisan Home Tour



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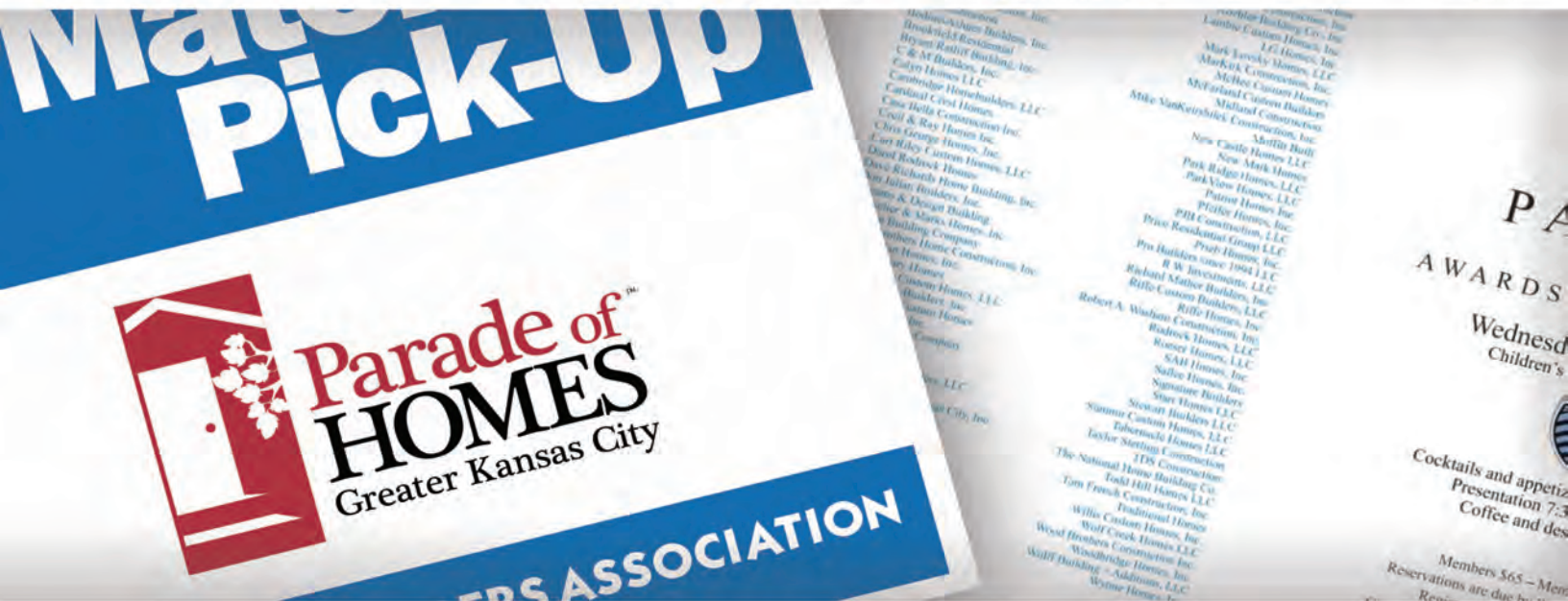
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Print Sponsor | \$3,000

- 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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2020 Annual
GOLF
TOURNAMENT
THE HBA SCRAMBLE

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
☐ Sapphire • \$1,500

Home & Lifestyle Show

- ☐ Presenting Sponsor • \$50,000
☐ KC MADE Sponsor • \$15,000
☐ \$500,000 Dream Home Giveaway • \$10,000
☐ Parade of Playhouses Sponsor • \$5,000

Artisan Home Tour

- ☒ Presenting Sponsor • \$20,000
☐ Signature Sponsor • \$10,000
☐ Mobile App Sponsor • \$7,000
☐ Ticket Sponsor • \$5,000
☐ Official Sponsor • \$5,000
☐ Platinum Sponsor • \$3,000
☐ Gold Sponsor • \$2,000
☐ Silver Sponsor • \$1,000

Annual Golf Tournament

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

Annual Sporting Clay Shoot

- ☐ "Big Shot" Presenting Sponsor • \$3,000
☐ Lunch Sponsor • \$2,500
☐ Safety Sponsor • \$1,000
☐ Breakfast Sponsor • \$750
☐ Beer Sponsor • \$750
☐ Ammo Sponsor • \$500
☐ Station Sponsor • \$300
☐ Raffle Sponsor • \$\$\$

Area Councils

- ☐ 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:

CRV:

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

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