



2023

PARTNERSHIP OPPORTUNITIES

AMPLIFY YOUR VOICE

kchba.org



HOME BUILDERS ASSOCIATION
OF GREATER KANSAS CITY
The Voice of the Housing Industry



**HOME BUILDERS
ASSOCIATION**
OF GREATER KANSAS CITY

2023 Marketing Opportunities Amplify Your Voice

KCHBA's marketing opportunities 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.

ELITE PARTNERS

	Platinum \$11,000	Gold \$6,000	Silver \$4,750	Bronze \$3,500	Sapphire \$2,250	KCHBA Membership Only
Annual Membership Dues						
Affiliate Membership	5	4	3	2		
Recognition at Events and in Social Media						
Building Business News & KCHBA Website Recognition						
Recognition in Spring and Fall Parade Guides						
Recognition in Membership Directory						
BBN Monthly Advertisement	1/2 Page	1/4 Page	*See Below			
Branded Content in BBN and Online						
Dollar Value toward KCHBA Permit Reports	\$1,000	\$750	\$750	\$750	\$600	
Membership Directory Enhanced Listing						
Monthly Sponsor of Weekly E-newsletter, This Week at the HBA						
Benefits to KCHBA Events	50% Discount	40% Discount	30% Discount	25% Discount	10% Discount	

**Silver sponsors have the option between 1/8 Page BBN Monthly Advertisement or Digital Marketing Package for 2023.
In 2024, Silver Sponsors will transition to Digital Marketing Package only.*



HOME BUILDERS ASSOCIATION
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AMPLIFY YOUR VOICE AS A KCHBA ELITE PARTNER

2023 ADVERTISING & SPONSORSHIP OPPORTUNITIES • HOME BUILDERS ASSOCIATION OF GREATER KANSAS CITY
CONTACT DAWN FOR QUESTIONS OR TO CREATE A CUSTOMIZED PARTNERSHIP PLAN
Dawn Allen: 816.942.8800 • Dawn@kchba.org • www.kchba.org

ELITE PARTNERS

Artisan Home Tour | \$40,000 TWO YEAR COMMITMENT

2024 ARTISAN HOME TOUR: AUGUST 9-11, 16-18, AND 23-25

- Annual KCHBA Membership | **\$750 Value per year**
- Recognition at events and in social media | **Over 22,500 followers**
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99 per year**
- 1/2 Page BBN monthly advertisement | **\$5,390 per year**
- Five (5) affiliate members | **\$250 Value per year**
- \$1,000 value toward KCHBA Permit Reports
- 100% discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*
- Company logo on cover of Artisan Guide | **5,000+ Distribution**
- Company logo on select print advertising in association with Artisan Tour
- Company name mention on select radio spots (30 seconds+)
- Company logo on TV spots (30 seconds+)
- Company logo on Artisan website with link
- Full page, four color advertisement in Artisan Tour guide | **\$1,195**
- Regular company recognition on Artisan Tour social media | **Over 22,500 followers**
- Company name in KCHBA media releases for Artisan Tour
- 25 complimentary tickets to Artisan Home Tour | **\$625 Value**
- First right of acceptance by November 1, 2022

ELITE PARTNERS

Spring & Fall Parade of Homes | \$30,000

SPRING 2023 APRIL 29 - MAY 14 | FALL 2023 SEPTEMBER 23 - OCTOBER 8

- Annual KCHBA Membership | **\$750 Value**
- Recognition at events and in social media | **Over 22,500 followers**
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- Membership directory enhanced listing | **\$99**
- 1/2 Page BBN monthly advertisement | **\$5,390**
- Five (5) affiliate members | **\$250 Value**
- \$1,000 value toward KCHBA Permit Reports
- 100% discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*
- Company logo on cover of Parade Guide (Spring and Fall) | **10,000+ Distribution**
- Company logo on select print advertising in association with Parade of Homes
- Company name mention on select radio spots (30 seconds+)
- Company logo on TV spots (30 seconds+)
- Company logo on Parade of Homes website with link
- Full page, four color advertisement in Parade Guide (Spring and Fall) | **\$1,955 Value**
- Company logo on Parade of Homes official entry banners located at each home
- Regular company recognition on Parade of Homes social media | **Over 22,500 followers**
- Company name in KCHBA media releases for Parade of Homes
- First right of acceptance by November 1, 2022

Add Mobile App Sponsor (\$10,000) by Nov. 1, 2022 and receive 50% discount (\$5,000)

ELITE PARTNERS

Platinum Level | \$11,000

- Annual KCHBA Membership | **\$750 Value**
- Five (5) affiliate members | **\$250 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- 1/2 Page BBN monthly advertisement | **\$5,390**
- Branded content in BBN and online
- \$1,000 value toward KCHBA Permit Reports
- Membership directory enhanced listing | **\$99**

50% Discount to KCHBA events

**Maximum number of tickets per event is 4*

**Does not include fundraisers*

ELITE PARTNERS

Gold Level | \$6,000

- Annual KCHBA Membership | **\$750 Value**
- Four (4) affiliate members | **\$200 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- 1/4 Page BBN monthly advertisement | **\$3,355**
- \$750 value toward KCHBA Permit Reports
- Membership directory enhanced listing | **\$99**
- 40% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Silver Level | \$4,750

- Annual KCHBA Membership | **\$750 Value**
- Three (3) affiliate members | **\$150 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- *Silver Sponsors have the option between 1/8 page advertising in BBN or Digital Marketing Package in 2023. In 2024, Silver Sponsors will transition to Digital Marketing Package only | **\$1,000**
- \$750 value toward KCHBA Permit Reports
- Membership directory enhanced listing | **\$99**
- Monthly sponsor of weekly e-newsletter, This Week at the HBA
- 30% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Bronze Level | \$3,500

- Annual KCHBA Membership | **\$750 Value**
- Two (2) affiliate members | **\$100 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- \$750 value toward KCHBA Permit Reports
- 25% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*

ELITE PARTNERS

Sapphire Level | \$2,250

- Annual KCHBA Membership | **\$750 Value**
- Recognition at events and in social media
- Building Business News (BBN) and KCHBA website recognition
- Recognition in Spring and Fall Parade of Homes Guides | **10,000+ Distribution**
- Recognition in membership directory
- \$600 value toward KCHBA Permit Reports
- 10% Discount to KCHBA events
 - *Maximum number of tickets per event is 4*
 - *Does not include fundraisers*



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EVENT PARTNERS



Education Sponsor

Want to get in front of builders? They are required to have code credit hours every year. Classes at the KCHBA focus on all aspects of the building / remodeling industry, educating builders and remodelers as well as sales, marketing and real estate professionals.

- Opportunity to provide brief remarks during a class break
- A list of class attendees
- Company logo in all marketing
- Company brochure or literature made available to all attendees
- Company logo on TV in board room before class and during breaks

2023 Calendar

February • Full day of classes (8 hours)

May • Half day of classes (4 hours)

December • Two (2) days of classes (16 hours)

EVENT PARTNERS

Economic Forecast Breakfast | \$3,500 3 AVAILABLE

JANUARY 19, 2023

One of the most highly attended events, the Economic Forecast Breakfast gives companies an opportunity to hear from local and national economists and discuss trends and challenges for the coming year.

- Company logo on all marketing materials
- Recognition at event
- Company signage at registration
- Opportunity to greet attendees
- Minimum of two (2) social media mentions in posts related to event
- Table of 10 included | **\$500 Value**
- Company representative at speaker dinner night before event, attended by:
 - *Economic Forecast speaker(s)*
 - *Executive Committee / KCHBA staff*
- Invitation to attend follow up presentation with speaker(s) in late February

EVENT PARTNERS

Parade of Playhouses



MARCH 27 - APRIL 1, 2023

Be seen by thousands of people who visit Union Station every day! The 2023 Parade of Playhouses is a priceless opportunity to promote your company to consumers and KCHBA members while aligning your brand with a worthy cause!

Palace Sponsor | \$7,000 (1 available)

- Title placement of company logo on Parade of Playhouse event signage for a week at Union Station
- Title placement of company logo on KCHBA website
- Company logo on mobile app exclusively
- Recognition at Foundations for the Future student and industry luncheon at Union Station
- Opportunity to present winners with awards at Foundations for the Future student and industry luncheon
- Social media recognition before, during and after the event
- Opportunity to present donation to charitable organization
- 2 free tickets to attend Spring Parade of Homes Awards Ceremony

Night in the City Sponsor | \$4,000 (1 available)

- Extensive networking with housing-related businesses, city officials and other leading decision-makers
- Company signage prominently displayed in and around the reception at Union Station
- Company logo on all reception marketing materials
- Recognition in social media posts as sponsor
- Recognition at Foundations for the Future student and industry luncheon

Realtor Sponsor | (1 per playhouse)

- Prominent placement of company logo on KCHBA website
- Prominent placement of company logo on Parade of Playhouse event signage
- Recognition in social media posts
- Logo on "For Sale" sign in front of playhouse
- Recognition at Foundations for the Future student and industry luncheon

Floor Decal Sponsor | \$250 (1 per playhouse)

- Floor decal in front of playhouse on sidewalk
- Listing on KCHBA website
- Recognition at Foundations for the Future student and industry luncheon

EVENT PARTNERS



Golf Tournament

JUNE 15, 2023

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

"Presidents" Cup Sponsor Levels (includes recognition digitally & in print)

Top Flight | \$2,000 (1 available)

- Includes one (1) golf team registration

Eagle | \$1,500 (2 available)

- Includes three (3) signs along cart path with company's logo from either hole 10-12 or hole 1-3
- 25% team discount

Birdie | \$750 (5 available)

- Includes two (2) signs along cart path with company's logo from holes 6-7
- 10% team discount

Hole Sponsors (includes signage at your sponsored hole, recognition digitally & in print)

Hole in One | \$750 (3 available)

- People will be lining up to talk to you as a hole-in-one sponsor with amazing prizes such as:
 - 1) Bucket List Trip (i.e., trip to the Super Bowl or the Masters, etc.)
 - 2) Golf trip or comparable item
 - 3) \$1,000 American Express card
- These sponsors will also receive upgraded signage. Prizes provided by Dixon Golf.

Premium Holes | \$500 (3 available)

- Holes 4, 5 and 10 are the most coveted holes due to proximity to the clubhouse or increased access to players as they navigate the course

Activity Holes | \$500 (2 available)

- Two holes will feature games and giveaways provided by Dixon Golf. These activities will afford you additional time and networking opportunities as each team tee's off

Hole Sponsors | \$400 including Cart* (10 available)

Leader Board Sponsor | \$1,000

- The Leader Board will have both the start information and scores posted after the tournament. Sponsor can have a table set up by the leader board and ensure the opportunity to speak with all tournament participants.

Beverage Cart Sponsors | \$750 (2 available)

- Each beverage cart will have the sponsors name prominently displayed on the cart and each golfer will receive one (1) drink ticket with the beverage sponsors logo branded on the ticket.

**Holes assigned by Associates Council. Only four (4) holes will be allowed to serve alcohol. All \$400 hole sponsors will be entered into a lottery to win a hole with alcohol. Lottery winners will be notified May 1, 2023.*

EVENT PARTNERS



Clay Shoot

OCTOBER 13, 2023

Held in the fall, this event give 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 | \$3,000

- Company name and logo on select print and electronic communications
- One (1) Clay Shoot team / 5 shooters (\$800 value)
- Signage at event
- Logoed merchandise at registration table or swag bag option (provided by sponsor)
- Presentation of awards at awards ceremony
- Logo placement on sponsor banner

Meal Sponsor | \$2,000

- Company name and logo on select print and electronic communications
- Signage at meal tables
- Company name on sponsor banner
- Team discount 20%

Safety Sponsor | \$1,750

- Company name and logo on select print and electronic communications
- Logo on safety PPE **includes glasses, earplugs and hand sanitizer*
- Signage at event
- Company name on sponsor banner
- Team discount 15%

Cart / Beverage Sponsor | \$1,500

- Company name and logo on select print and electronic communications
- Signage at beer station
- Courtesy golf cart with company branding
- Company name on sponsor banner

Swag Sponsor | \$500

- Company name and logo on select print and electronic communications
- Signage at station
- Courtesy golf cart with company branding
- Company name on sponsor banner

Station Sponsor | \$350

- Company name and logo on select print and electronic communications
- Signage at station
- Company name on sponsor banner

EVENT PARTNERS

Board Meeting Lunch | \$750

Make an impression as the official KCHBA Board Lunch Sponsor one month. Sponsoring lunch provides the opportunity to emphasize your organization's services or products in a congenial setting.

- Recognition in meeting notice to board members
- Recognition by Association President at beginning of meeting
- Company logo on meeting agenda
- Company logo on TV screen in board room during meeting
- Company may provide literature to board members
- One company representative may attend the lunch portion of the meeting to introduce themselves to those who lead the association
- Five minutes to speak to group at beginning of board meeting

2023 Calendar

January 17	July 18
February 21	August 15
March 21	September 19
April 18	October 17
May 16	November 21
June 20	December 19

Offerpad is new to KC in 2021 and we are a new HBA member in 2022! Sponsoring the golf tourney and board meeting were, hands down, the best places to start getting to know KC Builders!!
-Offerpad, KCHBA Member

EVENT PARTNERS

Spring & Fall Parade of Homes Party Bus Tour

Presenting Sponsor for both Spring and Fall | \$2,500

- Area at entry to event to display materials
- Four (4) event tickets at each tour
- Digital, print and social media acknowledgement
- Company logo displayed on signage at entry to event
- Company logo on event lanyards

Individual Tour Sponsorships

Bus Sponsor | \$650 (2 available)

- Recognition as a Bus Sponsor
- Two (2) event tickets
- Digital, print and social media acknowledgement
- Company logo displayed next to bus during event

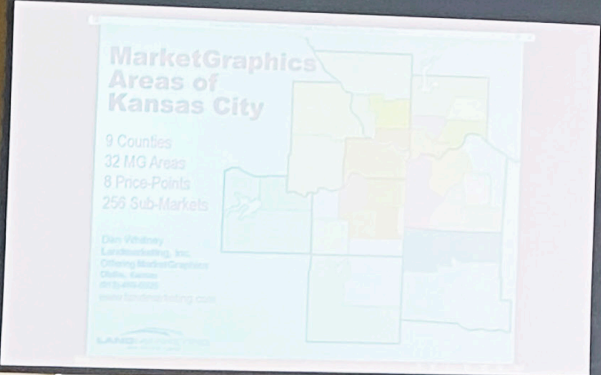
Food Sponsor | \$500 (2 available)

- Recognition as a Food Sponsor
- Two (2) event tickets
- Digital, print and social media acknowledgement
- Company logo at food station area

Drinks Sponsor | \$500 (2 available)

- Recognition as Drinks Sponsor
- Two (2) event tickets
- Digital, print and social media acknowledgement
- Company logo at drink station area





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HOSTED EVENTS

Professional Women in Building



- KCHBA's Professional Women in Building council is dedicated to promoting industry professionalism and supporting our members. Members are engaged in all aspects of the building industry including builders, remodelers, architects, suppliers, marketers, designers, realtors and mortgage lenders. Any person working for a KCHBA member company is eligible to join.
- Opportunities to build brand recognition, network and cultivate relationships within the industry.
- **Host and Sponsor an Event, Happy Hour or Meeting of the Council**
Help the Council by volunteering to host a meeting, education event or happy hour! Host the Council at you showroom / office / KCHBA and provide drinks and light appetizers. Benefits include:
 - Opportunity to speak during the event announcements
 - Logo on event marketing
 - Exposure for business and product
- **Meeting of the Council**
The Council holds four annual business meetings throughout the year, all Council members are encouraged to participate.
- **KCPWB Connection Playdates**
Donate two \$25 gift cards to a coffee shop or place of your choice, your company will be recognized as the playdate sponsor during the event in which they are given away. This is an opportunity for Council members to network and build relationships.
- **Other Events and Opportunities**
Cocktails or Coffee with the Chairwoman - buy attendees their first drink! These events take place the first Friday of every month, exception in July.
- **2023 KCPWB Bottle & Barrel Bash Fundraiser - Opportunities will be made available in May 2023!**

2023 Calendar

January

February

March

April

May

June

July

August

September

October

November

December

HOSTED EVENTS

Young Professionals



- Want to get in front of tomorrow's building industry leaders today? Build brand recognition and business relationships with young minds looking to grow their own building industry careers and better their businesses.
- The mission of the KCHBA's Young Professionals group is to provide career-minded individuals with opportunities to develop professionally, civically and socially through activities that support the future of the home-building industry. Any KCHBA member under the age of 45 is eligible to join.
- Yearly YP events include monthly meetings, happy hours, the annual Christmas Social and Bus Tours during the Spring and Fall Parade of Homes. As a sponsor, you will receive:
 - Recognition by YP chair during the event
 - Company logo with link in weekly e-newsletter, This Week at the HBA, as it relates to event
 - Company mention in invitation to event
 - Complimentary tickets to event

2023 Calendar

January

February

March

April

May

June

July

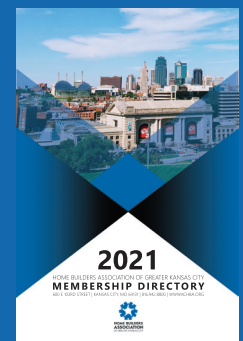
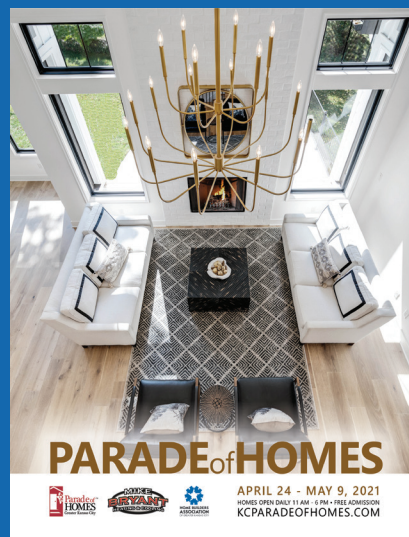
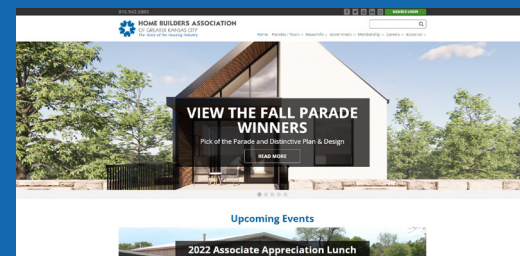
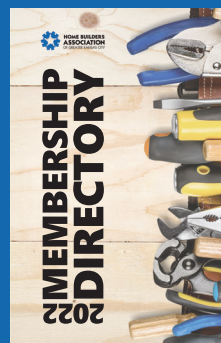
August

September

October

November

December



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ADVERTISING OPPORTUNITIES

Building Business News

The official publication of the Home Builders Association of Greater Kansas City Building Business News, or BBN for short, keeps readers up-to-date on KCHBA programs, events and services in addition to industry news, events and issues. *BBN* also is the only local monthly trade publication specializing in the greater Kansas City new-home building and remodeling industry.

Print Reach

CIRCULATION

600+ per issue

DISTRIBUTION

Direct mail to primaries of all member companies
every other month + public officials

Digital Reach

CIRCULATION

1,000+
every month

AUDIENCE

240+ Builder Companies
300+ Associate Companies

BUILDER BREAKDOWN

6% Large Volume (100+ homes annually)
16% Mid-volume (30-99 homes annually)
77% Small Volume / Custom (1-29 homes annually)

2023 Editorial Calendar

January | No Issue

February | Economic Outlook for 2023

March | New Products from the International Builders Show

April | New Communities / Spring Parade of Homes

May | Workforce Development

June | Architectural / Interior Design Trends

July | Business Management

August | Sales & Marketing

September | Fall Parade of Homes

October | Board Elections

November | Safety

December | Presidential Profile: Dennis Shriver

In Every Issue

Calendar of Events

New Members

Member Anniversaries

Elite Partners

Member News



ADVERTISING OPPORTUNITIES

Building Business News

Advertising Rates

KCHBA Member Rates per issue

	11x	6x	3x	1x
4-color Back Cover	\$1,430	\$1,650	\$1,870	\$2,090
Full Page	\$880	\$1,100	\$1,320	\$1,540
1/2 Page	\$490	\$715	\$935	\$1,155
1/4 Page	\$305	\$475	\$745	\$970

Non-Member Rates per issue

	11x	6x	3x	1x
4-color Back Cover	\$1,650	\$1,870	\$2,090	\$2,310
Full Page	\$1,100	\$1,325	\$1,540	\$1,760
1/2 Page	\$714	\$935	\$1,155	\$1,380
1/4 Page	\$475	\$745	\$1,600	\$1,710

Advertising Design Rates

Full Page	\$500
1/2 Page	\$250
1/4 Page	\$125
1/8 Page	\$75

Mechanical Requirements

Full Page	7.5" wide x 9.75" tall
1/2 Page Vertical	3.625" wide x 9.75" tall
1/2 Page Horizontal	7.5" wide x 4.75" tall
1/4 Page	3.625" wide x 4.75" tall
1/8 Page	2.25" wide x 3.625" tall

*Preferred format is Adobe PDF high resolution

*Create file in CMYK color mode

Monthly Deadline

Need by 15th of each month for next month's issue

Distribution

Printed copies of BBN are distributed to primary contact members in even-numbered months. Digital copies are emailed to all members each month. Every issue is posted on KCHBA.org for unrestricted online viewing.

NO January issue.



ADVERTISING OPPORTUNITIES

Parade Guide Advertising

The Parade of Homes guide is the consumer's ultimate resource for new home construction. The guide offers a list of every home on the Parade including floor plans, square footage and driving directions. This book has a long shelf life, with builders often commenting how consumers will bring them a guide with a home they want to build that's several years old.

Print Reach

CIRCULATION

10,000+ per issue

Digital Presence

Facebook Page Likes

13,500+

Instagram Followers

5,100+

Twitter Followers

900+

KCParadeofHomes.com Unique Users

50,000+

E-Newsletter Audience

5,000+

Mobile App Users

36,000+

Audience

GENDER

67%	33%
Female	Male

AGE

18%	34%	42%
25-34	35-54	55+

Marketing

PROMOTIONAL SPEND

\$200,000 Annual approximate



ADVERTISING OPPORTUNITIES

Parade Guide Advertising

Advertising Rates

Premium Spaces

Inside Front Cover	\$3,675
Page 1	\$2,985
Middle Insert Front	\$3,335
Middle Insert Back	\$2,990
Inside Back Cover	\$3,675
Back Cover	\$4,825

Non-Premium Spaces

	ONE PARADE	BOTH SPRING & FALL
Two-Page Spread	\$3,335	\$2,530
Full Page - Right	\$1,955	\$1,668
Full Page - Left	\$1,610	\$1,438

Mechanical Requirements

Page Size 8.375" x 10.625"

Bleed .125" minimum

Margins .3125"

CMYK

No crop marks

PDF's

Press quality 300 dpi

CMYK

No crop marks

TIFF or EPS Files

350 dpi

Photos

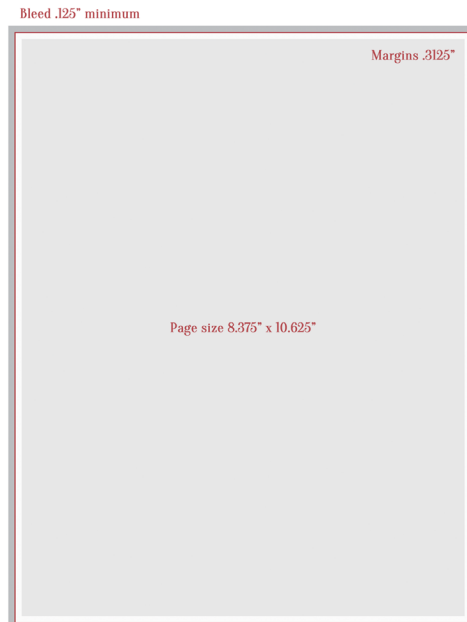
Preferred 350 dpi at 100%

CMYK or Grayscale

*No JPEG or PICT files

Printer Note

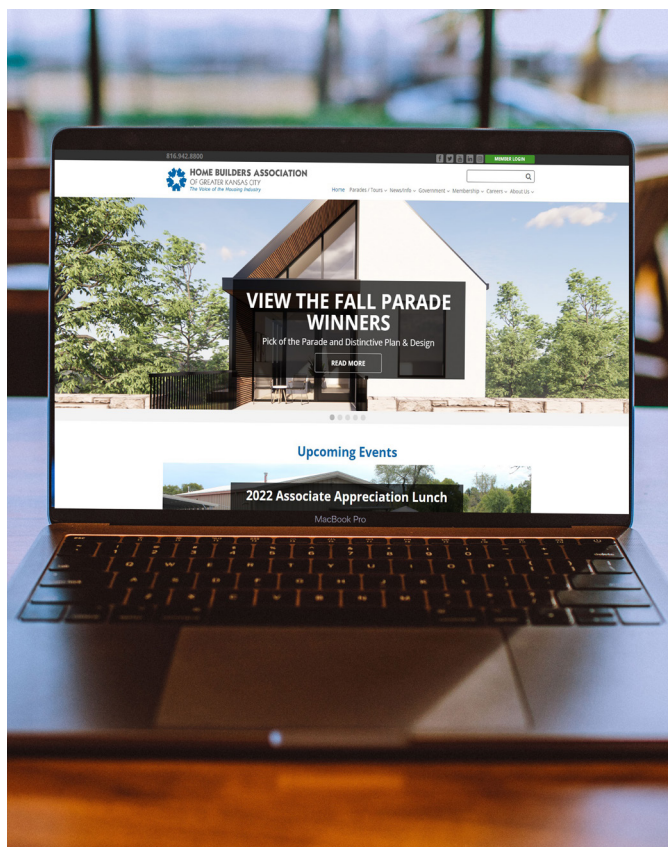
Recommend confining copy to the "live" area (7.75 x 10 inches) inside margins and cannot guarantee that copy outside of this area will not be trimmed.



ADVERTISING OPPORTUNITIES

Digital Advertising Opportunities

	MEMBER RATES	NON-MEMBER RATES
Dedicated Email to Membership (Approx. 1,200 subscribers)	\$400	\$800
Article Post on KCHBA.org (Approx. 1,500 visits per month to website)	\$350	\$700
Dedicated KCHBA Social Media Post with Link (Approx. 5,000 Followers)	\$250	\$500
Consumer Email (Approx. 11,000 subscribers)	\$550	\$1,100
Digital Branded Content Package Reach 18,700 (Includes all the above items)	\$1,200	\$2,400



ADVERTISING OPPORTUNITIES

Membership Directory

The Membership Directory is an indispensable tool for all industry professionals. Don't miss out on an entire year's advertising and the opportunity to stand out from your competitors by advertising or enhancing your company's listing.

Print Advertising Rates

Premium Spaces

Back Cover	\$2,849
Inside Covers (Front or Back)	\$2,749
Facing Page to Inside Covers	\$2,449
Full Page Divider	\$2,249
Half Page Divider	\$1,799

Display Ads

	B&W	COLOR
Full Page	\$1,599	\$1,799
1/2 Page	\$1,149	\$1,299
1/3 Page	\$999	\$1,099
1/4 Page	\$799	\$899
1/8 Page	\$549	\$649

Additional Features

Enhanced Listing

Boxed Listing	\$99
Boxed Listing with Logo	\$199
Boxed Listing with Logo & 50 Word Bio	\$299

Direct Mail Insert

Postcard (2 sides)	\$2,599
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Need Design Help?

Design Services

Ad Creation (cost based on ad size)	\$39 - \$149
Ad Change (cost based on ad size)	\$39 - \$99

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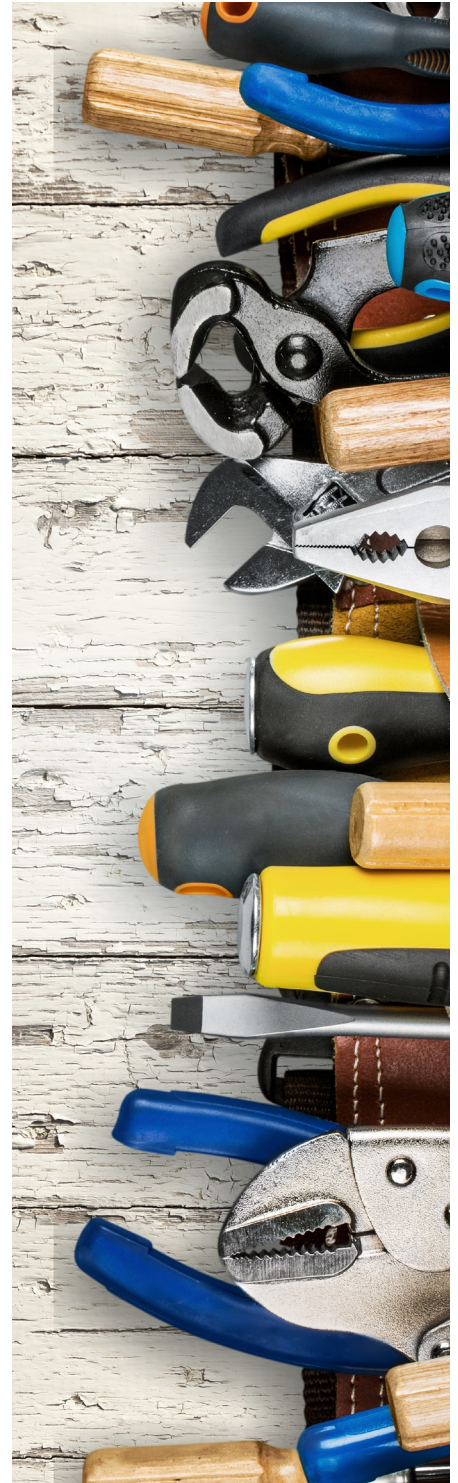
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