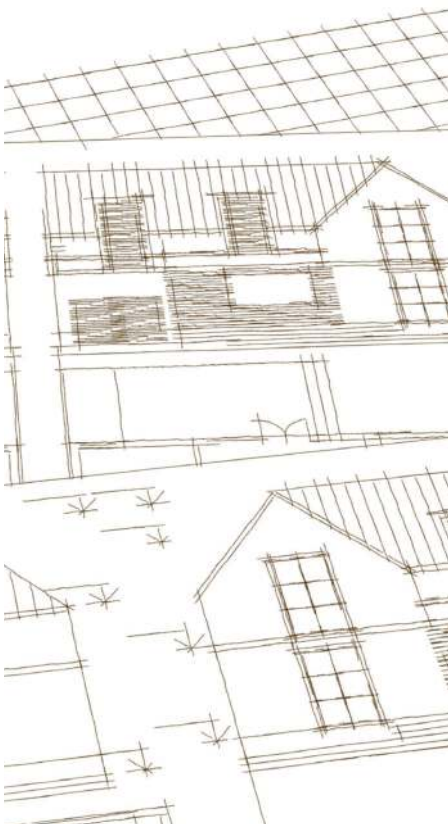






SPRINGFIELD AREA
HOME
BUILDERS
ASSOCIATION

BUILDING THE AMERICAN DREAM







2023 MARKETING GUIDE

YOUR GUIDE TO ASSOCIATION MARKETING OPPORTUNITIES!

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SPRINGFIELD AREA HOME BUILDERS ASSOCIATION

BUILDING THE AMERICAN DREAM

MARKETING:

Your Springfield Area Home Builders Association membership is your chance to market your business to other businesses and consumers that are in the market for your services. To get the most out of your membership, participate in meetings/events, join a committee and take advantage of the advertising/sponsorship opportunities. Your company can only benefit from your membership if other members know about you!



THE VALUE OF EVENT SPONSORSHIP:

Event sponsorship is considered the fastest growing marketing tool in the United States. The success of this strategy is attributed to the high-impact exposure it provides for a relatively low price. By supporting events that your target market finds attractive, you can boost your company's image in the community, while getting your name out to a wider range of audiences than otherwise possible. How could your company benefit from SAHBA's event sponsorship opportunities?

USE THIS GUIDE TO:

- Identify your audience: builders, developers, subcontractors, consumers or everyone.
- Determine the right opportunities to fit your product or service.
- Choose which level of investment fits you and your business.

PLAN AHEAD! Many SAHBA opportunities are reserved quickly! Once you decide which opportunities fit your company best, contact the SAHBA office at (217) 698-4941.

WHY DO COMPANIES SPONSOR EVENTS?

EVENT SPONSORSHIP:

1. Enhances the reputation and image of the sponsoring company through association.
2. Gives product brands high visibility among key audiences.
3. Provides a focal point for marketing efforts and sales campaigns.
4. Generates publicity and media coverage.

THE 2023 SAHBA CAPITAL CLUB

We are now accepting 2023 Capital Club Members!
This is open to only 15 SAHBA MEMBERS, first come, first serve.

Looking for a way to stand out and be featured at ALL of SAHBA's events?
Consider joining the Capital Club. This 6' x 3' display will be featured at all SAHBA events during 2023. Your SAHBA membership signifies a commitment to quality and abiding to building codes and regulations - highlight that membership as part of an elite group, the 2023 Capital Club.



$400 per company per year (Limited to 15)

Benefits

Visibility at all 2023 SAHBA Events

- Home Expo
- General Membership Meetings
- Trivia Night
- Installation Banquet
- Golf Outing
- Sport Clay Shoot

Capital Club Recognition

- Member Directory
- Weekly E-Newsletter
- SAHBA Website

Deadline: April 15th, 2023

SAHBA DIGITAL SPONSORSHIP PACKAGE: REACH THOUSANDS AT A LOW COST!

The Digital Sponsorship Package is a great way to reach an audience already interested in the industry and in the market for your product. Reach your customers where they are: the digital marketplace! Plus, add credibility by promoting your SAHBA membership. The best part is that we do all the work of getting the word out about your business in the digital world. You don't even need to have a website or a Facebook page to reap the benefits of digital marketing. This is a combined package and cannot be separated.



E-NEWSLETTER AD:

Present your company in the official SAHBA e-newsletter that goes out to over 400 people every week! Your full color banner ad will be displayed four times a year. ($150 value)

82% of consumers open emails from companies.



WEBSITE AD:

You will receive a banner ad at the top of the SAHBA website home page for an entire year and have your ad seen by your target customers each month! Your ad can also link to your website or Facebook page. ($500 value)

92% of homebuyers use the internet during their house hunt.



FEATURED DIGITAL MEMBER DIRECTORY AD:

The SAHBA website features a complete online member directory. Your company will be the featured member for one month. Your logo and directory information will be highlighted on the Member Directory search page so that anyone who uses the Member Directory will see it. ($100 value)

85% of consumers report that they now use the internet to find local businesses.



FACEBOOK SPONSORED POST:

Four times per year the SAHBA Facebook page will do a sponsored post targeted to homeowners in the Springfield and surrounding area highlighting and promoting your business. Potential reach is 30,200 customers! ($400 value)

47% of Americans say Facebook is their #1 influencer of purchases.



FACEBOOK REGULAR POST:

Two times per year we will feature your business as one of our regularly scheduled posts. The SAHBA Facebook page has over 1000 followers. ($100 value)

Digital Sponsorship Package (only 12 Available): $1,000 Total ($1,250 Value)

ANNUAL SPONSORSHIP PACKAGES

The Annual Sponsorship Packages are a great way to get involved in a variety of SAHBA events at discounted rates! Be the first in line for these advertising opportunities... plus you'll be set for the whole year!

PACKAGE LEVEL	PACKAGE COST
PLATINUM	**$2,500** (up to $2,800 value)
DIAMOND	**$1,500** (up to $1,700 value)
GOLD	**$1,200** (up to $1,375 value)
SILVER	**$750** (up to $900 value)
BRONZE	**$500** (up to $600 value)
PEWTER	**$250** up to $300 value)

OPTIONS TO CHOOSE FROM BASED ON YOUR PACKAGE LEVEL:

Please pick the sponsorships you would like to do that add up to equal the value of your package level.

$50 SPONSORSHIPS:

- Trivia Night - Prize Sponsor
- Installation Banquet - Photography Sponsor

$100 SPONSORSHIPS:

- Golf Outing - Tee or Hole Sponsor (add $25 for logo on sign)
- Golf Outing - Course Activity Sponsor (add $25 for logo on sign)
- Sport Clay - Score Sheet Sponsor
- Sport Clay - Station Sponsor
- Trivia Night - Table Sponsor
- Installation Banquet - Silent Auction Sponsor

$110 SPONSORSHIPS:

- Expo-Vendor Hospitality Suite Sponsor

$150 SPONSORSHIPS:

- Expo - Banner Sponsor B
- Expo - LEGO® Refreshment Sponsor
- Expo - LEGO® Bucket Sponsor

$200 SPONSORSHIPS:

- Expo - LEGO® Prize Sponsor

$250 SPONSORSHIPS:

- Banner Ad for E-Newsletter
- Golf Outing - Deluxe Beverage Hole Sponsor
- Golf Outing - Beverage Cart Sponsor
- Golf Outing - Golf Cart Sponsor
- Golf Outing - Lunch/Dinner Sponsor
- Golf Outing - Cigar Sponsor
- Golf Outing - Photography Sponsor
- Sport Clay - T-Shirt Sponsor
- Sport Clay - Food Sponsor
- Sport Clay - Saloon Sponsor
- Sport Clay - Photo Sponsor
- Trivia Night - Drink Sponsor
- Trivia Night - Food Sponsor
- Installation Banquet - Social Sponsor
- Installation Banquet - Dinner Sponsor
- GMM Sponsor

$275 SPONSORSHIPS:

- Expo - Tote Bags Sponsor

$300 SPONSORSHIPS:

- Sport Clay - Award Sponsor
- Sport Clay - Snack Cart Sponsor
- Installation Banquet - Table Sponsor
- Installation Banquet - Podium & Program Sponsor

$500 SPONSORSHIPS:

- Golf Outing - Title Sponsor
- Sport Clay - Title Sponsor
- Trivia Night - Event Sponsor
- Installation Banquet - Title Sponsor
- Website Sponsor
- Expo - LEGO® Event Sponsor

$550 SPONSORSHIPS:

- Expo - People's Choice Sponsor

$750 SPONSORSHIPS:

- Expo - Banner Sponsor A

$825 SPONSORSHIPS:

- Expo - Facebook Ad Sponsor

$1,000 SPONSORSHIPS:

- Digital Sponsorship Package

$1,100 SPONSORSHIPS:

- Expo - Kids Under 12 Free/Face Painting Sponsor
- Expo - After Hours Party Sponsor

$1,650 SPONSORSHIPS:

- Expo - Admission Ticket Sponsor

$2,200 SPONSORSHIPS:

- Expo - Admission Discount Sponsor

Please note that although the above plans are pre-classified, we can also customize advertising packages for you that will incorporate discounted rates! Contact the SAHBA office to learn more!

Please refer to the following pages for more information on each of the opportunities included in the Annual Sponsorship Packages. Also, don't forget about our new Digital Sponsorship Package!

INDIVIDUAL SPONSORSHIP PROGRAMS

Choose from the events below for your opportunity to be recognized and to support the industry.



I want to be a SPONSOR and stand among those who support our industry!

E-NEWSLETTER:

Present your company in the official SAHBA e-newsletter that goes out to over 400 people every week!

Your ad will be displayed at minimum once a month and your company logo will be displayed in every weekly newsletter!

Full Color Banner Ad (4 Available): $250



WEBSITE SPONSOR:

For just $500, website sponsors will receive a banner ad at the top of the SAHBA website home page for an entire year.

Only 12 ad spots available, so don't delay! Sign up for your ad space on the new website today and have your ad seen by your target customers each month!



MEMBER EVENTS

Don't forget to leave room in the budget and your calendar for…

GENERAL MEMBERSHIP MEETING:

Our monthly general membership meetings are a great way for members to network and to learn about the happenings of the association. It's also a great way to reach a large majority of our members at one time.

Sponsorship Includes:

- Recognition before and after the event in member newsletters, e-updates and SAHBA website
- Table Top Display at the meeting
- Opportunity to address all attendees at the meeting

Sponsorship Opportunities Per Meeting @$250 each

MEMBER MIXER

The Member Mixer is a great way to get people into your showroom and get exposure! This is a quarterly event so hurry and reserve your spot today! No fees to host! Just provide the food and drinks of your choosing and SAHBA will do all the advertising to get people into your showroom for an evening of drinks and networking!



Remember, there is NO COST to host a Member Mixer!

MEMBER EVENTS

Don't forget to leave room in the budget and your calendar for…

INSTALLATION BANQUET

DECEMBER



Each year members are invited to attend the Installation Banquet when the upcoming year's officers are sworn in. Attendees enjoy a social evening of wine and networking, the presentation of prestigious awards and the opportunity to participate in our silent auction – a perfect end to the year!

SPONSORSHIP OPPORTUNITIES

All Sponsorships Include – Your logo in the program and on the website for everyone to see!

Title Sponsor..... $500
You'll have the opportunity to speak in front of all attendees and your logo will be on signage, a 1/2 page ad will be in the program and you'll receive 2 event tickets to attend.

Podium & Program Sponsor $300
Your logo will be on the front podium and in the program for all to see during the event.

Table Sponsor..... $300
Your 5x7 ad will be on each table for everyone to see! Just supply the ad and we'll print them!

Social Sponsor $250
Your logo will be on signage at the event and you will be mentioned as a sponsor during the welcome speech.

Dinner Sponsor..... $250
Your logo will be on signage at the event and you will be mentioned as a sponsor during the welcome speech.

Auction Sponsor..... $100
Your logo will be on the bid sheets at the event.

Photo Sponsor..... $50
You logo will be on all commemorative photos taken at the event and will also be posted on SAHBA's website.

MEMBER EVENTS

Don't forget to leave room in the budget and your calendar for…



GOLF OUTING

MAY

This isn't your typical Sunday golf outing! Just take a look at the pictures from last year's outing and you'll see what we mean! Betting holes, raffles, mulligans and much, much more! This member event is a big draw and includes a day of golf with dinner and prizes.

SPONSORSHIP OPPORTUNITIES

Title Sponsor.....$500
Includes your own 5x7 ad on all the tables during dinner, signage at the event, your logo on all golfers registration forms, plus registration for 2 attendees!

STATIONARY SPONSORS:

At the Hole/Tee Signage.....$100
(add $25 for logo on sign)

Course Activity Sponsor (7 available).....$100
(add $25 for logo on sign)

Deluxe Beverage Holes..... $250 each
Includes signage and your personnel to meet, greet and serve golfers (7 available, includes Margarita Hole and Grown Up Lemonade Stand)

Lunch/Steak Dinner Sponsor.....$250

Cigar Sponsor.....$250

MOBILE SPONSORS:

Beverage Carts..... $250 each
Roam the course and share the cool drinks supplied (3 available)

Golf Cart Sponsor.....$250
Your name and logo prominently displayed on every golfer's cart

MEMORIES SPONSORS:

Photography.....$250
Each photo will include your logo for each foursome to share with family & friends from the event…plus they will be posted on the SAHBA website.



SPORT CLAY SHOOT

SEPTEMBER

This is a member event where members can test their aim in a sport clay shoot. The trap house will be open all day and Annie Oakley games will follow the shoot. The day also includes a steak dinner and prizes! This is an annual event that members enjoy every year! All proceeds benefit the SAHBA Foundation and Robert E. von Behren Scholarship Program.

SPONSORSHIP OPPORTUNITIES

Title Sponsor.....$500
Includes your own 5x7 ad on all the tables during dinner, signage at the event, your logo on all clay shooters registration forms, plus registration for 2 attendees!

Award Sponsor.....$300
Your logo on all awards and be part of the presentation ceremony

Snack/Soda Cart Sponsor.....$300
Signage & opportunity to meet with all shooters

Grub Sponsor..... $250 each
2 opportunities to address guests at meal time and signage at the event

Saloon Sponsors..... $250 each
2 opportunities to serve the thirsty and be recognized with signage

T-Shirt Sponsors.....$250
Your logo placed on all t-shirts given to shooters

Photography Sponsor.....$250
Each photo will include your logo for shooters to share with friends & family from the event…plus they will be posted on the SAHBA website.

Score Sheet Sponsor.....$100
Your logo on all score sheets

Station Sponsor.....$100
Signage at the shooting stations

All Sponsors will received recognition in the SAHBA Newsletters & Website.

COMMUNITY EVENTS

Don't forget to leave room in the budget and your calendar for…

TRIVIA NIGHT

Join us for a fun-filled trivia night with proceeds going toward the Political Action Committee that advocates on behalf of the home building industry! This event is open to the public.

SPONSORSHIP OPPORTUNITIES

Event Sponsor $500
Your logo will be on signage at the event and all materials to promote the event. You will also be recognized as a sponsor during the welcome speech.

Beverage Sponsor $250
Your logo will be on signage at the event and you will be recognized as a sponsor during the welcome speech.

Food Sponsor $250
Your logo will be on signage at the event and you will be recognized as a sponsor during the welcome speech.

Table Signage Sponsor $100
Your 5x7 ad will be on each table for everyone to see! Just supply the ad and we'll print them!

Prize Sponsor $50
Your logo will be on signage at the event.



COMMUNITY EVENTS

Don't forget to leave room in the budget and your calendar for…

DATES:

FRI. FERUARY 17TH 2PM-8PM | **SAT. FEBRUARY 18TH 9AM-6PM** | **SUN. FEBRUARY 19TH 10AM-4PM**

HOME EXPO

AT THE BANK OF SPRINGFIELD CENTER!

The Home Expo is the place to check out the latest technologies and innovations in the Building and Home Improvement Community. This annual community-wide event attracts thousands of people every year! The Home Expo has grown so tremendously that it now takes place at the The Bank of Springfield Center. It' a great place to present your company to thousands of buyers who are in the market for your product. Opportunities for involvement include event sponsorship, booth space and advertising in the Home Expo publication. Partial proceeds from the Home Expo always go to local not-for-profit organizations such as the APL, Habitat for Humanity and St. Martin de Porres.

AFTER HOURS PARTY

Friday night after the doors close all exhibitors are invited to stay for FREE:

- Food
- Drinks
- Networking
- View other booths
- Or just sit back and relax for a while

SPONSORSHIP OPPORTUNITIES

ADMISSION DISCOUNT SPONSOR $2,200
Your business name will be included in all advertising, marketing and references as a sponsor of one of three admission discount offers: Senior's Day (Friday), Hero's Day (Saturday) or Educator's Day (Sunday). These three categories of attendees will receive $1.00 off admission to the Expo. This sponsorship also includes a full page advertisement in the Home Expo publication, banner display at the Expo and much more.

ADMISSION TICKETS..... $1,650
The ticket stubs retained by attendees is the perfect place for a special offer from your business because they will be referring to them during their visit for prizes being offered! Offer a price discount, sale notification or simply information you want them to know about your business.

AFTER HOURS PRIVATE PARTY..... $1,100
Your company will be credited via signage for The After Hours Private Party that is held on Friday night after the doors close. It is a time for exhibitors to network, view other displays and enjoy a little down time after the first day. Hor d'oeurves and beverages will be available for all to take pleasure in.

KIDS UNDER 12 FREE/FACE PAINTING $1,100
Your company will be credited for the free admission for all kids under 12 years old. You company name and logo will also appear at all ticket booths for everyone to see. Your company name and/or logo will be mentioned in all advertising for the show promoting free admission for kids under 12 courtesy of…you!

FACEBOOK AD SPONSOR $825
SAHBA will be spending $2,000 in paid advertising through Facebook to promote the Home Expo this year! Your company's name and up to 2 sentences describing your company's offerings will be included with every paid Facebook ad that SAHBA posts for the Home Expo. Not only will you be associated with the best Home Show in Central Illinois, but your company will also get an estimated 156,000 impressions on Facebook!

BANNER SPONSOR A..... $750
Prominently display your company's message where every attendee will see it! Banners will be hung around the Prairie Capital Convention Center's mezzanine. Must provide 10' wide by 20' long banner that is approved by SAHBA.

PEOPLE'S CHOICE SPONSOR..... $550
Your logo will appear on all voting forms and signage at the event for consumers to vote for their favorite booth. Your logo will also appear on the plaque the winner receives.

REUSABLE TOTE BAG SPONSOR $275
A popular item! Every attendee will receive a tote bag and 1,000 will feature your company. And best of all, these tote bags will be used many times throughout the community. Must provide 1,000 bags that are approved by SAHBA.

BANNER SPONSOR B..... $150
Same as Banner Sponsor A, but with 10' wide by 4' long banner.

VENDOR HOSPITALITY SUITE $110
Your company will be credited via signage for the Vendor Hospitality Suite at the Expo, which is a place for exhibitors (over 200 last year) to go to relax, take a break, talk and have a refreshment.

LEGO CONTEST SPONSORSHIPS

EVENT SPONSOR..... $500
Your company's logo will be prominently displayed for all to see at the event. Your logo will also be included on all LEGO competition promotions, including the Home Expo Guide that is inserted in the SJR!

REFRESHMENT SPONSOR $150
Your company's logo will be displayed on the snack table that will offer refreshments to all of the participants. Your logo will also be displayed on signage at the event.

PRIZE SPONSOR..... $200
Your company's logo will be included on each individual prize, as well as all certificates of participation that every participant will receive. Your logo will also be displayed on signage at the event.

BUCKET SPONSOR..... $150
Your company's logo will be displayed on every LEGO Bucket recognizing you as a "Bucket Sponsor". (A LEGO Bucket is provided to each child to use during the contest). Your logo will also be displayed on signage at the event.

Advertising Opportunities

Be sure to save room in the budget for ad space in the 2021 Home Expo Guide!

COMMITTEES

The best way to get the most out of your membership is to get involved!

Education-Designation/SAHBA Foundation Committee
This committee oversees our two student chapters (Capital Area Career Center and Lincoln Land Community College), selects the winner of the Robert E. von Behren Scholarship, plans designation courses (such as Certified Aging in Place Specialist) which are licensed through the National Association of Home Builders, and plans other educational opportunities. The SAHBA Foundation was formed to create educational training programs and internships to get more people into the construction industry.

Home Expo Committee
This is the biggest event of the year for SAHBA. The committee assists with selling booth space and sponsorships and planning all the details of the event. This includes the "extras" for the theme days which are Senior's Day, Hero's Day and Educator's Day, as well as planning the Lego contests and activities for children.

Events Committee
The Events committee is responsible for all social and fundraising events. This includes the monthly General Membership Meetings, annual Golf Outing, Sport Clay Shoot, Installation Banquet and Member Mixers. The committee plans all details and assists with making calls to get participants registered and for sponsorships.

Legislative Committee
This committee works to keep an eye on what is happening in the political arena. They deal with local, state and national issues to keep everyone aware of what is coming up. They lobby in the best interest of the building community in Central Illinois while keeping all sides talking about the issues. They also meet quarterly with local building officials. The dedication of this committee provides for the good of our industry.

Membership Committee
Membership is the most important aspect of this association. There is strength in numbers at the local and national levels when it comes to fighting for our industry. This committee is focused on recruitment and retention, as well as member engagement. They make sure our members feel welcome and that there is value in their membership.

If you would like to join a committee please indicate which committee you are interested in joining and the SAHBA office can provide you with more information.
You can also call the office at (217) 698-4941 or email LeeAnn@springfieldareahba.com

Committee Name(s): _____

Your Name: _____

Phone: _____

Email: _____

CONTRACT

Please fill our the information below to reserve your sponsorship today. Please fax this form to the SAHBA office at (217) 698-4942 or email LeeAnn@springfieldareahba.com.

Annual Sponsorships:			
Package Level:		**Cost:**	
Sponsorships Chosen: (Please refer to page 5 of this marketing guide for options)			
Event	**Sponsorship**	**Price**	**Comments**

Total: $ _____

Company Name: _____

Contact: _____Phone: _____

Fax: _____ Email Address:_____

Mailing Address: _____

City: _____ State:_____ Zip: _____

Total Amount Due: _____

Payment enclosed (make checks payable to Springfield Area Home Builders Association)

Charge to Visa/Mastercard (Enter card information below):

Company: _____

Phone: _____ Email: _____

Credit Card #: _____Security Code: _____

Exp: _____ Signature:_____

If you would like more information on any of the marketing opportunities please give the SAHBA office a call at (217) 698-4941.