



Marketing Toolkit 2024



Directors: Mike Welty, Tanya Alsip-Smith, Laura Ownbey, Cassy Kamtz, Doug Buer

Inside You'll Find

- Special NoCo HBA Events
- Sponsorship Opportunities
- Advertising Specials

www.nocohba.com
1907 North Boise Ave, Unit 1
Loveland, CO 80538
(970) 686-2798



HBA MEMBERS:

TABLE OF CONTENTS

“THANK YOU FOR YOUR MEMBERSHIP, SUPPORT AND HELP IN STRENGTHENING OUR INDUSTRY AND THE NORTHERN COLORADO COMMUNITY.”



NoCo HBA's Marketing Toolkit is here to help you make the most of your membership. The numerous marketing opportunities available in the toolkit will help you promote your business to our members and the community. Many of the opportunities stretch your marketing dollars by underwriting NoCo HBA's marketing spending.

Our wide reach will help you find a new audience. Thousands of individuals and organizations belong to NoCo HBA, including: 330 members, 183 associates, 78 builders and 69 affiliates. We represent over 50 municipalities across eight Northern Colorado counties, and our social media platforms have an average weekly reach of over 2,000. This year, we also launched an app where you can search for partner members to support and do business with. It is available on the Apple App Store and Google Play by searching, "HBA of Northern Colorado."

NoCo HBA continues to serve our members through networking events, advocacy efforts and community engagement events like the NoCo HBA Home & Remodeling Show and Parade of Homes. Taking advantage of one of the toolkit's sponsorships is an investment in your business and NoCo HBA. Thank you for your membership, support and help in strengthening our industry and the Northern Colorado community.

Tanya Smith
Treasurer
2024 NoCo HBA Chair

Home Builders Association
of Northern Colorado

FLAGSHIP HBA EVENTS

Home & Remodeling Show	6
Golf Tournament	8
Parade of Homes	12
Parade Magazine Advertising	14
Kickoff Party	16
Golden Key Awards Ceremony	18
Judging	20
NoCo HBA Economic Housing Summit	22
Quarterly Membership Meeting	25

COUNCIL EVENTS

Industry Investor	4
Digital and Social Advertising	5
Sales and Marketing Council	8
SMC's Kick-off Event	26
SMC Builders Breakfast	27
SMC Real Estate Bus Tour	29
Axes & Ales	32
Cornhole Tournament	35

PROMOTE YOUR COMPANY TO HBA MEMBERS AND THE PUBLIC

The Industry Investor Partner Program will provide members the opportunity to receive exclusive year-long recognition for their support and investment in NoCo HBA and its programs and events. Becoming an Industry Investor is an important step for members who believe that the ongoing viability of NoCo HBA is vital to their business and the success of Colorado as a whole.

INVESTMENT: \$10,000 / **TOTAL VALUE OF SPONSORSHIP:** \$27,000

BENEFITS OF ANNUAL INDUSTRY INVESTOR SPONSORSHIP:

- Logo recognition on NoCoHBA.com and linked to company website (Value: \$1,000)
- Logo recognition in monthly e-newsletter (Value: \$500)
- Logo recognition on member collateral through NoCo HBA Touch Program, this includes all new member on-boarding information and member retention information (Value: \$2,000)
- Minimum of 12 mentions/tags on the NoCo HBA social media platforms (Value: \$5,000)
- Host a Lunch & Learn or Happy Hour event for members (Value: \$100)
- Exhibit space for flyers, brochures, rack cards or business cards at NoCo HBA office (Value: \$500 value)
- Logo recognition in 2024 Membership Directory (Value: \$500)
- Banner displayed, with mention and recognition at all events (Value: \$10,000)
- Speaking opportunity at New Member Orientation "Lay of the Land" events (Value: \$1,000)
- Small banner displayed in NoCo HBA office (Value: \$1,500)
- Complimentary 10x10 booth at 2024 NoCo HBA Home Show (Value: \$800)
- \$2,500 credit towards partnership of NoCo HBA activities during 2024 (Value: \$2,500)
- Two tickets to 2024 Member Awards Gala (Value:\$100)
- Two tickets to 2024 Golden Key Awards Ceremony (Value: \$100)
- Two tickets to 2024 Housing & Economic Summit (Value: \$90)

PROMOTE YOUR BUSINESS WHILE WE PROMOTE NOCO HBA

Promote an upcoming event or program, share the successes of your business or team, celebrate an anniversary, just tell the NoCo HBA membership more about your business or build brand awareness through our website, social media platforms or e-newsletter.

NOCOHBA.COM

Get your message in front of industry and consumers, our website is visited by more than 12,000 users annually.

ADVERTISE ON NOCOHBA.COM

Homepage listing with logo and link Investment: \$1,000
 Submit an article for our blog Investment: \$250
 Underwrite digital display ads and remarketing ads, driving traffic to NoCoHBA.com featuring your logo
 Investment: \$2,500*

Sample Ad: These digital ads will flip through all slides

*Ads will run on the Google Ads Network, in order to utilize and maximize our funds a portion of this budget will be used for search ads, these will be text ads that will not feature your company logo or name.

NOCO HBA SOCIAL MEDIA PLATFORMS

Utilize our social media platforms to amplify your message to a larger and targeted audience. Facebook Audience: 1,600+ followers, average weekly reach of 3,380+; Instagram Audience: 600+ followers. Each post will be boosted for \$50, with specific targeting based on content/objectives.

NoCo HBA will share your posts or content, while tagging your business pageInvestment: \$350

NOCO NEWS E-NEWSLETTER

Let our team help promote your company or event through our industry contact list of 1,500+.

Share an image or link in our newsletter Investment: \$50 per item

Submit an article Investment: \$100 per article

Sponsor our newsletter for 2024 (12 logos shown) Investment: \$500

E-newsletter takeover, send out a branded email to our industry list of 1,500+ contacts Investment: \$250

Full Digital Promotion Package Investment: \$500

- Submit an article for the NoCoHBA.com blog (Value: \$250)
- Boosted post on NoCo HBA Facebook and Instagram sharing the article with your company tagged (Value: \$350)
- Article will be shared in the NoCo News e-Newsletter (Value: \$100)

HOME & REMODELING SHOW

May 17th-19th



PRESENTING SPONSOR (LIMIT ONE) Investment \$7,500

- Featured as Presenting Sponsor of Home Show
- Complimentary 10'x10' booth
- Complimentary VIP parking pass
- Name mentioned in all advertising (print, radio)
- Minimum of 10 mentions/tags on the NoCo HBA social media platforms
- Official sponsor of the text-to-win contest (\$2,500 cash giveaway to winner of contest)
- Receive an electronic contact list of all vendors within a week of show (includes name, company name and phone number)

CORPORATE SPONSOR Investment \$2,500

- Complimentary 10'x10' booth
- Name mentioned in advertising (print)
- Minimum of five mentions/tags on the NoCo HBA social media platforms

SUPPORTING SPONSOR Investment \$1,500

- 50% discount on 10'x10' booth space
- Minimum of two mentions/tags on the NoCo HBA social media platforms

PROMOTE YOUR COMPANY TO THE GENERAL PUBLIC!

The **NOCO HBA HOME & REMODELING SHOW** is the one-stop shop for all housing needs! It's more than an event, it's an experience – where customers can find inspiration from the latest trends and innovations in building, remodeling, design, landscaping and much more. With over 10,000 square feet of booths from industry experts, customers are sure to find what they are looking for!

MEMBER BOOTH RATES

- 10' x 10' Corner Booth, \$1,000
- 10' x 10' Inline Booth, \$800
- 10' x 20' Corner Booth, \$1,800
- 10' x 20' Inline Booth, \$1,600

NON-MEMBER BOOTH RATES

- 10' x 10' Corner Booth, \$1,200
- 10' x 10' Inline Booth, \$1,000
- 10' x 20' Corner Booth, \$2,200
- 10' x 20' Inline Booth, \$2,000

GOLF TOURNAMENTS

Summer Classic - June 3rd | Fall Classic - September 30th



PROMOTE COMPANY TO YOUR FELLOW MEMBERS

The Summer Classic (or Tournament) is a Double Flight, Shotgun style tournament for up to 288 players. Double Flight Tournament @ Ptarmigan Country Club, Windsor, CO

The Fall Classic (or Tournament) is a Single Flight, Shotgun style tournament for up to 144 players. A wide variety of partnerships are available. Single Flight Tournament @ Greeley Country Club, Greeley, CO

These events are rated as the favorite member events of the year!

PRESENTING SPONSOR (LIMIT ONE) Investment \$5,000

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Name mentioned in all forms of promotion
- Sign recognition throughout the tournament
- Two teams (eight players)
- Mulligan package included for each team
- Signage located at a designated hole
- Assist with emceeing for shotguns, awards lunch and awards dinner
- Provide item for golf player bag
- Receive an electronic contact list of all attendees within a week of breakfast (includes name, company name and phone number)

CORPORATE SPONSOR (LIMIT ONE) Investment \$3,000

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast
- Minimum of three mentions/tags on the NoCo HBA social media platforms
- Sign recognition throughout tournament
- One team (four players)
- Mulligan package included for team
- Signage located at a designated hole
- Opportunity to provide item for golf player bag

SUPPORTING SPONSOR (LIMIT ONE) Investment \$2,000

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Logo placement on all golf balls (all players will be given a sleeve of balls)
- Sign recognition throughout tournament
- Recognition at awards lunch and awards dinner
- Opportunity to provide item for golf player bag

DINNER SPONSOR (LIMIT ONE - SUMMER CLASSIC ONLY) Investment \$1,500

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast
- Minimum of one mention/tag on the NoCo HBA social media platforms
- Logo placement on all awards dinner advertising
- Recognition at awards dinner
- Banner displayed at awards dinner
- Opportunity to address the members
- Opportunity to provide item for golf player bag

LUNCH SPONSOR (LIMIT ONE - TOURNAMENTS) Investment \$1,500

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast
- Minimum of one mention/tag on the NoCo HBA social media platforms
- Logo placement on all awards lunch advertising
- Recognition at awards lunch
- Banner displayed at awards lunch
- Opportunity to address the members
- Opportunity to provide item for golf player bag

GOLF CART SPONSOR (LIMIT TWO) Investment \$1,000

- Logo placement on the following: NoCoHBA.com
- Minimum of one mention/tag on the NoCo HBA social media platforms
- Logo placement on all player carts
- Recognition at awards lunch and awards dinner
- Opportunity to provide item for the golf player bag

TROPHY SPONSOR (LIMIT ONE) Investment \$1,000

- Trophies will be awarded to each of the four players of the winning teams

GOLF TOURNAMENT SPONSORSHIPS (CONT'D)



GOLF PLAYER BAG SPONSOR (LIMIT ONE) Investment \$1,200

- Logo placement on 288 golf player bags (Partner company can provide or NoCo HBA can purchase)
- Opportunity for sponsor to be present at registration and hand out bags to golfers
- Opportunity to provide item for the golf player bag

DRIVING RANGE SPONSOR (LIMIT ONE) Investment \$850

- Banner to be placed on driving range
- Sponsor may be present at range to meet and greet golfers

BEVERAGE STATION SPONSOR (LIMIT TWO) Investment \$850

- Bloody Mary Station (AM), Mimosa Station (AM), Mai Tai Station (PM), Beer Station (AM & PM) Margarita Station (PM) – PM Stations. There will be two station opportunities for the Summer Tournament (AM or PM), and one drink station opportunity for the Fall Tournament.
- Banner displayed at Beverage Station
- Company representative at each Beverage Station
- Opportunity to provide item for golf player bag

BEVERAGE CART SPONSOR (LIMIT TWO) Investment \$750

- Logo placement on beverage cart
- Sponsor may hand out beverages while Ptarmigan representative drives the cart
- Opportunity to provide item for golf player bag

HOLE-IN-ONE SPONSOR (VEHICLE, TRIP, CASH, ETC.) (LIMIT ONE) Investment \$600

- Signage located on the fourth hole
 - Recognition at tournament awards lunch and awards dinner
 - Logo on Hole-in-One tickets
 - Opportunity to provide item for golf player bag
- Rules: Provide insurance on Hole-in-One prize to be paid for and furnished by sponsor. Must have two representatives to spot par 3 hole.

HOSPITALITY CART/COURTESY SHUTTLE SPONSOR (LIMIT TWO) Investment \$500

- Logo placement on four highly visible golf carts
- Courtesy shuttle carts to be driven by company representative
- Opportunity to provide item for golf player bag

HOLE SPONSOR (LIMIT 14) Investment \$500

- Signage located at designated hole
- Sponsor may attend the tournament and be present at the hole to meet and greet golfers
- Sponsor may also host a drawing contest or provide giveaways for golfers
- Opportunity to provide item for golf player bag

SPECIALTY HOLE SPONSOR: CLOSEST TO THE PIN (LIMIT ONE) Investment \$500

- Closest to the Pin contest host (sponsor must be present)
- Signage location TBD
- Sponsor may be present at the hole to meet and greet golfers
- Sponsor may also host a drawing contest or provide giveaways for golfers
- Opportunity to provide item for golf player bag

SPECIALTY HOLE SPONSOR: LONGEST DRIVE (LIMIT ONE) Investment \$500

- Longest Drive contest host (sponsor must be present)
- Signage location TBD
- Sponsor may attend the tournament and be present at the hole to meet and greet golfers
- Sponsor may also host a drawing contest or provide giveaways for golfers
- Opportunity to provide item for golf player bag

SPECIALTY HOLE SPONSOR: PUTTING GREEN (LIMIT ONE) Investment \$500

- Putting green contest host (sponsor must be present)
- Signage location TBD
- Sponsor may attend the tournament and be present at the hole to meet and greet golfers
- Sponsor may also host a drawing contest or provide giveaways for golfers
- Opportunity to provide item for golf player bag

MULLIGAN PACKAGE SPONSOR (LIMIT TWO) Investment \$350

- Logo placement on the Mulligan Package
- Banner displayed at the Mulligan Package sign up table
- Sponsor may be present at the table to meet and greet golfers
- Opportunity to provide item for golf player bag

SCORE CARD SPONSOR Investment \$250

- Your company may advertise on the scorecard used by all golfers in the tournament
- Opportunity to provide item for golf player bag

SWAG ITEM SPONSOR Investment \$150

- Sponsor provides one logo item for 144 golf player bags for Fall Tournament
- Sponsor provides one logo item for 288 golf player bags for Summer Tournament

PARADE OF HOMES



PEOPLE'S PICKS AWARD SPONSOR (LIMIT ONE) Investment \$7,500

People's Picks allows attendees to choose their favorite: home, builder, kitchen, bathroom, landscape, subdivision and primary suite.

- Designation as "People's Choice Award Sponsor" of the Parade of Homes
- Logo placement on the following: Parade Magazine, NoCoHBA.com and NoCo News
- Company name mentions and/or logo recognition (print, digital)
- Logo displayed prominently in the Parade Magazine
- Minimum of 15 mentions/tags on the NoCo HBA social media platforms
- Full page ad in Parade Magazine
- Two-page spread in the Parade Magazine dedicated to People's Picks
- Mention in Letter from the President and Table of Contents
- One hour radio remote from chosen location during Parade
- Eight-person table at the Golden Key Awards Ceremony
- Opportunity to present People's Choice Award at the Golden Key Awards Ceremony
- Recognition at Golden Key Awards Ceremony

YARD SIGN SPONSOR (LIMIT ONE) Investment \$3,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Logo placement inside Parade Magazine
- Logo decal on all Parade directional signs
- Logo decal on Parade yard signs
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Three tickets to Parade Awards Ceremony
- Recognition at Golden Key Awards

PROMOTE COMPANY TO HOMEOWNERS AND HOMEBUYERS

The Parade of Homes is NoCo HBA's signature event. Typically featuring 35 homes by nearly 20 builders, this exceptional event showcases the latest trends and technology in residential construction and reflects the high-caliber talent of local builders, craftsmen, interior designers and landscape architects. This one-of-kind event in Northern Colorado offers an impressive range of indoor and outdoor style, features and amenities that appeal to the needs and dreams of current and future homeowners.

PRESENTING SPONSOR (LIMIT ONE) Investment \$5,000 and \$5,000 valued prize for Text-to-Win Contest

- Company mentions and/or logo recognition in all forms of advertising (print, radio, digital) and on the Parade Magazine, NoCoHBA.com and NoCo News
- Minimum of 20 mentions/tags on the NoCo HBA social media platforms
- Full page ad in Parade Magazine dedicated to the contest
- Two pages dedicated to your company in the Parade Magazine (article or ad)
- Mention in Letter from the President and table of contents
- Contest posters featuring company logo displayed in all Parade entries
- One-hour radio remote from your business/entry during the Parade of Homes
- One free entry in the Parade of Homes
- Eight-person table at Golden Key Awards Ceremony
- Opportunity to address attendees at Golden Key Awards Ceremony
- Opportunity to present Golden Key Awards at Golden Key Awards Ceremony
- Recognition at Golden Key Awards Ceremony





PARADE OF HOMES MAGAZINE ADVERTISING

PROMOTE COMPANY TO HOMEOWNERS AND HOMEBUYERS

The Parade of Homes Tour Magazine has a total circulation of 10,000+. The magazine is inserted in a local area newspaper the first Friday of the Parade of Homes. There will also be copies available in tour homes and at select member/sponsor companies.

COVER SPONSOR Investment \$5,500
Sponsor the magazine cover image and receive a full-page or feature article in magazine. Cover image will be used on flyers and other advertising materials. Deadline to reserve is June 20. Image must be submitted or shot by July 1. An additional full-page ad is available for \$500 with this sponsorship.

ARTICLE SPONSOR Investment \$1,500
Sponsor an article in the magazine and receive a half-page ad. Article topic and content must be approved by NoCo HBA and could be ghostwritten by NoCo HBA team. Deadline for reserving an article and topic is July 20. Articles must be submitted by August 1.

AD SIZES AND RATES

Deadline for reserving ad space is Aug. 3. All camera-ready ads are due Aug. 9. Please contact us if you need design assistance and we can provide design support for an additional fee.

AD SIZE

Back Cover	\$2,500
Two-page Ad Spread	\$2,500
Premium Placement*	\$2,000
Full-page Ad	\$1,500
Half-page Ad	\$1,250
Quarter-page Ad	\$900

*Premium placements include inside front, cover, page 3 and inside back cover

PRODUCTION READY AD SPECS

Full-page: 8" x 10.25"
Half-page: 8" x 5"
Quarter-page: 3.875" x 5"

AD MATERIAL DUE:
DATE TBD

To reserve your ad space or for more information contact NoCo HBA at 970-686-2798 or info@NoCoHBA.com

PARADE OF HOMES KICK-OFF PARTY

PROMOTE YOUR COMPANY TO FELLOW MEMBERS

The Parade of Homes Kickoff Party is a fun opportunity for members to check out the hot, new neighborhood in Northern Colorado, while networking in the sunshine with HBA members. It's a must-do event during the Parade of Homes!

RECEPTION SPONSOR (LIMIT ONE) Investment \$2,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Signage at event
- Display vendor table at event
- Speaking opportunity at event
- Quarter-page ad in Parade Magazine
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Eight tickets to the Parade of Homes Kickoff Party
- Recognition at Parade of Homes Kickoff Party

SUPPORTING SPONSOR Investment \$1,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Signage at event
- Display vendor table at event
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Five tickets to the Parade of Homes Kickoff Party
- Recognition at Parade of Homes Kickoff Party

BEVERAGE SPONSOR Investment \$1,000

- Logo placement on the following: NoCoHBA.com and NoCo News
- Signage at event
- Display vendor table at event
- Five tickets to the Parade of Homes Kickoff Party
- Recognition at Parade of Homes Kickoff Party

PHOTO BOOTH SPONSOR (LIMIT ONE) Investment \$600

- Logo printed on printed photos
- Logo placement on the following: NoCoHBA.com
- Signage at booth

THANK YOU POSTER SPONSOR (ONE PER ENTRY) Investment \$300

- Company logo and description on Thank You Poster
- Company name/logo on scavenger hunt materials at Parade of Homes Kickoff Party
- Recognition at Parade of Homes Kickoff Party

VENDOR TABLE Investment \$200

- Set up display table at event.
- Meet and greet with Kickoff attendees and distribute company materials



PARADE OF HOMES GOLDEN KEY AWARDS CEREMONY

PROMOTE YOUR COMPANY TO FELLOW MEMBERS

This event is designed to recognize the wonderful craftsmanship and designs displayed by NoCo builders during the Parade of Homes.

PRESENTING SPONSOR Investment \$2,500

- Logo placement on NoCoHBA.com, NoCo News, event invitation
- Signage at event
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Five tickets to the Parade Awards Ceremony
- Receive an electronic contact list of all attendees within a week of breakfast (includes name, company name and phone number)
- Recognition at event

GOLD SPONSOR (LIMIT TWO) Investment \$1,000

- Logo placement on NoCoHBA.com, NoCo News, event invitation
- Signage at buffet and/or bar
- Two tickets to the Awards Ceremony
- Recognition at event

PHOTO BOOTH SPONSOR (LIMIT TWO) Investment \$600

- Two tickets near the front of the room
- Logo on photos
- Logo placement on the following: NoCoHBA.com
- Recognition at event

ENTERTAINMENT SPONSOR (LIMIT TWO) Investment \$500

- Logo placement on NoCoHBA.com, NoCo News, event invitation
- Recognition at event

TABLE SPONSOR (LIMIT TWO) Investment \$500

- Reserved table for eight
- Logo displayed at table
- Recognition at event

DECORATION SPONSOR (LIMIT TWO) Investment \$250

- Logo placement on the following: NoCoHBA.com and NoCo News
- Two tickets to the event
- Recognition at event



PARADE OF HOMES JUDGING



PROMOTE YOUR COMPANY TO FELLOW MEMBERS

All Parade entries have the opportunity to win the coveted Golden Key Award in their price category. HBA members from all around Colorado come to NoCo to participate in the judging process. It's serious business and we want to make sure our visitors feel welcomed!

JUDGING EVENT SPONSOR (LIMIT ONE) Investment \$1,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Logo displayed on all judging event materials
- Opportunity to speak at judging event
- Signage at judging event
- Present Parade awards at Golden Key Awards Ceremony
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Two tickets to the Golden Key Awards Ceremony
- Recognition at Golden Key Awards Ceremony

TRANSPORTATION SPONSOR (LIMIT ONE) Investment \$750

- Logo placement on the following: NoCoHBA.com and NoCo News
- Logo displayed on all judging event materials
- Logo displayed on eight vehicles driving around Northern Colorado
- Opportunity to have company representatives drive judges around
- Signage at judging event
- Recognition at Golden Key Awards Ceremony

LUNCH SPONSOR Investment \$500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Logo displayed on all judging event materials
- Signage at judging event
- Recognition at Golden Key Awards Ceremony

QUESTIONS? READY TO RESERVE YOUR SPONSORSHIP INVESTMENT? CALL (970) 686-2798

HOUSING & ECONOMIC SUMMIT

PROMOTE YOUR COMPANY TO FELLOW MEMBERS

This event provides an update on the Northern Colorado economy and housing market. Featuring key experts at the local, state and national levels. Keynote speaker is Housing Chief Economist from NAHB, Robert Dietz.

PRESENTING SPONSOR (LIMIT ONE) Investment \$3,000

- Featured as Presenting Sponsor of the State of the Industry Summit
- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of 10 mentions/tags on the NoCo HBA social media platforms
- Receive company table of eight seats
- Logo displayed at table
- Company name mentioned during event
- Prominent logo placement on slideshow presentation
- Logo displayed on all event promotional material
- Prominent mentions and display at event
- Opportunity to display banner
- Opportunity to set up vendor table
- Speaking opportunity at event

GOLD SPONSOR Investment \$1,200

- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Receive company table of eight seats
- Logo displayed at table
- Company name mentioned during event
- Logo on thank you page of slideshow presentation
- Opportunity to hang banner
- Opportunity to set up a vendor table

TABLE SPONSOR Investment \$500

- Receive table of eight seats
- Logo displayed at table
- Company name mentioned during event

VENDOR TABLE Investment \$100

- Set up vendor table, meet and greet with attendees and handout company information
- Banner displayed at vendor table



SALES AND MARKETING COUNCIL



SALES & MARKETING COUNCIL

Represents Marketing and Sales professionals within the building industry by serving its members and affiliated partners through education, recognition, networking, and career development. This council is affiliated with the NAHB Sales & Marketing Council.

Duties and Responsibilities:

- Provides education on sales and marketing techniques to builders and associate members
- Provides sales training to Realtors to help them distinguish the differences between new home sales versus re-sale homes
- Supports association activities, such as the Parade of Homes, Home Show, fundraisers, etc.
- Encourages membership in the association and council
- Oversees the recognition program for outstanding sales and marketing programs
- Generates new services to encourage association and council membership and increase member retention
- Contributes articles to association publications on sales and marketing topics
- Acts as a liaison to the NAHB Sales and Marketing Council and becomes familiar with its products and services

SMC'S KICK-OFF EVENT

February 2024

Join the Northern Colorado Home Builders Association's Sales & Marketing Council on February 22nd for an action-packed event from two speakers, Cassy Williamson with Shore Consulting and Natalie Davis with Leadership That Shines LLC. In today's ever-evolving market, the secret to standing out lies in a profound understanding of the buyer's journey. This session isn't just another seminar; it's a transformative experience designed to revolutionize your approach to customer interactions. Join us to redefine the customer experience, gain insight from customer feedback, and create your own buyer experience blueprint. Prepare for actionable insights, collaborative discussions, and innovative strategies. It's more than just a session; it's the beginning of a new chapter in customer engagement.

PRESENTING SPONSOR (LIMIT ONE) Investment \$3,500

- Featured as Presenting Sponsor of the SMC Kickoff Event
- Opportunity to say a few words during the event
- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Receive company table of eight seats
- Logo displayed at table
- Company name mentioned during event
- Prominent logo placement on slideshow presentation
- Logo displayed on all event promotional material
- Prominent mentions and display at event
- Opportunity to display banner

BREAKFAST SPONSOR (LIMIT ONE) Investment \$2,500

- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Display booth at event and banner placed at food station
- Company name mentioned during event
- Receive admission and seats for two
- Logo on thank you page of slideshow presentation

GOLD SPONSOR (LIMIT TWO) Investment \$2,000

- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Receive company table of eight seats
- Logo displayed at table
- Company name mentioned during event
- Logo on thank you page of slideshow presentation
- Opportunity to display banner at the event

SILVER SPONSOR (LIMIT THREE) Investment \$1,500

- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of one mentions/tags on the NoCo HBA social media platforms
- Receive admission and seats for four (4)
- Company name mentioned during event
- Logo on thank you page of slideshow presentation

VENDOR TABLE Investment \$500

SUPPORTING SPONSOR Investment \$300

SMC BUILDERS BREAKFAST

April 2024

PROMOTE YOUR COMPANY TO REALTORS®, BUILDERS AND DEVELOPERS

Get up close and personal with NoCo HBA builders and developers, and learn about new inventory and locations that could potentially benefit new homebuyers. This event attracts a diverse group of sponsors and draws licensed real estate agents from all over Northern Colorado. REALTORS® spend quality time visiting booths hosted by HBA builders and developers. This event is key to developing and growing builder-agent relationships, which is critical for maintaining a high-functioning homebuilding industry.

PRESENTING SPONSOR (LIMIT ONE) Investment \$2,500

- Featured as Presenting Sponsor of Builders Breakfast
- Logo placement on the following: NoCoHBA.com, NoCo News, email blast and print
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Name mentioned during program
- Display booth at each check-in area
- Five tickets to the event
- Receive an electronic contact list of all attendees within a week of breakfast (includes name, company name and phone number)

EVENT SPONSOR Investment \$1,200

- Logo placement: NoCoHBA.com
- Minimum of three mentions/tags on the NoCo HBA social media platforms
- Display booth at event
- Name is mentioned during program
- Three tickets to the event

BREAKFAST SPONSOR (LIMIT 2) Investment \$1,800

- Display sponsorship signage near/around the breakfast table
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Name is mentioned during program
- Two tickets to the event
- Opportunity to place swag on tables or display on food table (subject to change, based final on room setup)

BUILDER TABLE Investment \$450

- Display booth at event
- Opportunity to present to attendees on stage

QUESTIONS? READY TO RESERVE YOUR SPONSORSHIP INVESTMENT? CALL (970) 686-2798

HOMEAID DIAPER DRIVE

June 2024

We raise funds for and host a local branch of the Builders for Babies put on by HomeAid Colorado to assist in allowing care providers in Northern Colorado to be able to pick up their diapers without having to drive all the way to Denver. From HomeAid Colorado: "Builders for Babies is our Annual Diaper Drive! Every May, we surpass our goal and collect diapers and wipes for families across Colorado. Monetary donations will go directly to the purchase of diapers! We distribute diapers and wipes to care providers at our Distribution Day in June."

1. There is only one sponsor needed for this event and that is for lunch and water/soda for the volunteers on the distribution day in the amount of \$500.00

2. Donations of any monetary amount are appreciated from any companies or individuals. Join the company competition for the most amount of diaper dollars donated by a single company (company contributions along with employee contributions) through a company site we will help set up (it is super fast and easy).

3. We will also have a day of event diaper drop bin if you want to buy diapers instead of a monetary donation and drop them off (details to come on this closer to event time).

4. We would love as many volunteers as possible on the day of the event to help it go smoothly and quickly for the care providers who are allotted these diapers to distribute to our Northern Colorado families in need of them.



REALTOR BUS TOUR

September 2024

Promote your company to builders, developers, and Realtor® members. NoCo HBA's Sales & Marketing Council hosts this annual bus tour for real estate professionals. Showcasing the latest model homes, new communities, and developments in the Northern Colorado region.

The 2024 bus tour will include the parade entries (and depending on number of entries may also include some additional homes for a separate route of non-parade homes). We will have two or three or maybe even four busses on route.

PRESENTING SPONSOR (LIMIT ONE) Investment \$1,500

- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of 10 mentions/tags on the NoCo HBA social media platforms
- Company mentioned during event
- Logo displayed on all event promotional material
- Speaking opportunity at event

EVENT SPONSOR Investment \$1,000

- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Company mentioned during event
- Logo displayed on all event promotional material

TRANSPORTATION SPONSOR (LIMIT ONE PER BUS) Investment \$800

- Logo placement on the following: NoCoHBA.com
- Logo displayed on/in bus
- Company mentioned during event
- Logo displayed on all event promotional material

BUILDER SPONSOR Investment \$400

- 10-minute presentation and tour at your model home or community
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Logo displayed on all event promotional material

LUNCH SPONSOR Investment \$450

- 10-minute presentation to real estate professionals
- Logo displayed on all event promotional material
- Company name mentioned during event

MIMOSA SPONSOR Investment \$450

- 10-minute presentation to real estate professionals
- Logo displayed on all event promotional material
- Company name mentioned during event

AWARDS CEREMONY

November 2024

ACE AWARDS

The Ace Awards is the NoCo HBA Sales, Marketing & Merchandising Excellence awards. We will celebrate our industry's best people, projects & spaces. Enjoy a night of networking, cocktails, dinner and entertainment. You deserve it!

Presented by the Sales & Marketing Council and the HBA of Northern Colorado.

PRESENTING SPONSOR (LIMIT ONE) Investment \$3,500

- Featured as Presenting Sponsor of the ACE Awards Event
- Opportunity to say a few words during the event
- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Mentions/tags on the NoCo HBA social media platforms
- Receive company table of eight seats
- Logo displayed at table
- Prominent logo placement on slideshow presentation
- Logo displayed on all event promotional material
- Opportunity to display banner

EVENT SPONSOR (LIMIT ONE) Investment \$2,500

- Logo placement on the following: NoCoHBA.com, NoCo News and email blast
- Mentions/tags on the NoCo HBA social media platforms
- Receive 4 complimentary seats
- Company mentioned during program
- Opportunity to display banner
- Logo displayed on all event promotional material

DINNER SPONSOR (LIMIT TWO) Investment \$2,500

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast
- Mentions/tags on the NoCo HBA social media platforms
- Receive 4 complimentary seats
- Logo placement on all placards in food areas
- Company mentioned during program
- Opportunity to display banner

COCKTAIL SPONSOR (LIMIT TWO) Investment \$1,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Mentions/tags on the NoCo HBA social media platforms
- Logo placement on all placards in bar area
- Receive 2 complimentary seats
- Company mentioned during program
- Opportunity to display banner



WINE SPONSOR (LIMIT TWO) Investment \$1,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Mentions/tags on the NoCo HBA social media platforms
- Logo placement on all placards in bar area
- Receive 2 complimentary seats
- Company mentioned during program
- Opportunity to display banner

TROPHY SPONSOR (LIMIT ONE) Investment \$1,500

- Logo placement on the following: NoCoHBA.com and NoCo News
- Mentions/tags on the NoCo HBA social media platforms
- Receive 2 complimentary seats
- Company mentioned during program
- Opportunity to display banner

CENTERPIECE SPONSOR (LIMIT ONE) Investment \$1,000

- Logo placement on the following: NoCoHBA.com and NoCo News
- Mentions/tags on the NoCo HBA social media platforms
- Logo placement on all placards on Centerpieces
- Company mentioned during program
- Opportunity to display banner

TABLE SPONSOR Investment \$1,000

- Receive company table of eight seats
- Logo displayed at table
- Mentions/tags on the NoCo HBA social media platforms

AXES & ALES

PROMOTE YOUR COMPANY AT A GREAT HBA MEMBER NETWORKING EVENT

Test your skills and mingle with your fellow Association members, and potential members. The NoCo HBA Membership Committee will be putting on this fun and unique opportunity for you and your friends who want to learn more about the Association. Prizes will be up for grabs and world-class beer will be flowing from the taps.

Sponsorship opportunities are available for the following categories, as well as others as we get closer to the event.

PRESENTING SPONSOR (LIMIT ONE) Investment \$1,500

- Logo placement on the following: NoCoHBA.com, NoCo News
- Minimum of three mentions/tags on the NoCo HBA social media platforms
- Name mentioned in all forms of promotion
- Sign recognition throughout the event
- Two teams (four players)
- Receive an electronic contact list of all vendors within a week of event (includes name, company name and phone number)

SUPPORTING SPONSOR (LIMIT ONE) Investment \$1,200

- Logo placement on the following: NoCoHBA.com
- Minimum of two mentions/tags on the NoCo HBA social media platforms
- Vendor table at the event to promote company
- Recognition at the event
- One team (two players)

BEVERAGE SPONSOR (LIMIT ONE) Investment \$1,000

- Logo placement on the following: NoCoHBA.com, NoCo News
- Logo displayed on beverage tickets (if applicable)
- Signage at event
- Recognition at the event

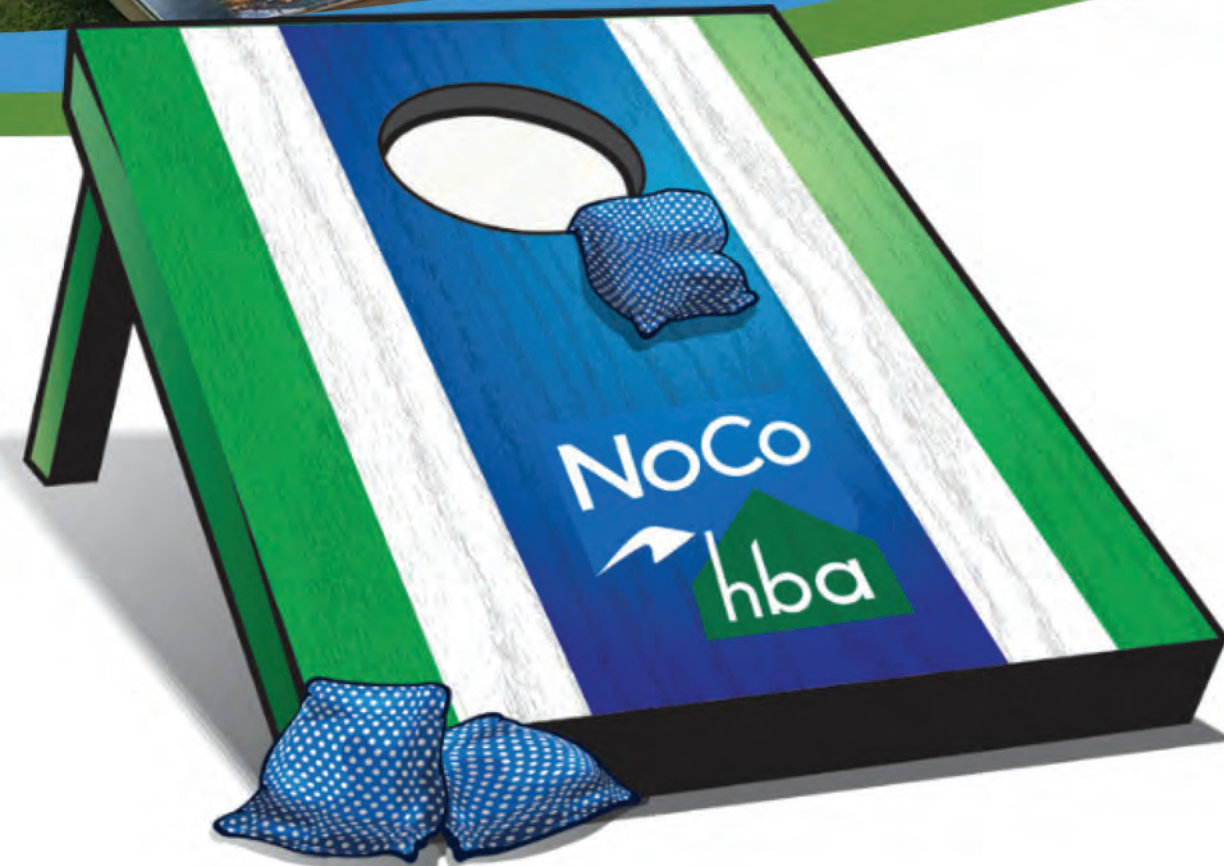
TROPHY SPONSOR (LIMIT ONE) Investment \$800

- Company name displayed on all trophies awarded to each winner
- Opportunity to hand out trophies to winners
- Recognition at the event

VENDOR TABLE (LIMIT FIVE) Investment \$100

- Display booth at event





CORNHOLE TOURNAMENT

PROMOTE YOUR COMPANY AT A GREAT HBA MEMBER NETWORKING EVENT

A tournament for the ages! Cornhole, adult beverages, cash prizes while meeting with your fellow NoCo HBA members. Don't miss the inaugural year of this sure-to-be new favorite event. Families are welcome and players are encouraged to pad their team with expert "cornholers" and prospective members.

- PRESENTING SPONSOR (LIMIT ONE)** Investment \$1,500
 - Logo placement on the following: NoCoHBA.com, NoCo News
 - Minimum of three mentions/tags on the NoCo HBA social media platforms
 - Name mentioned in all forms of promotion
 - Sign recognition throughout the tournament
 - Two teams (four players)
 - Receive an electronic contact list of all vendors within a week of event (includes name, company name and phone number)

- SUPPORTING SPONSOR (LIMIT ONE)** Investment \$1,200
 - Logo placement on the following: NoCoHBA.com
 - Minimum of two mentions/tags on the NoCo HBA social media platforms
 - Vendor table at the event to promote company
 - Recognition at the tournament
 - One team (two players)

- BEVERAGE SPONSOR (LIMIT ONE)** Investment \$1,000
 - Logo placement on the following: NoCoHBA.com, NoCo News
 - Logo displayed on beverage tickets (if applicable)
 - Signage at event
 - Recognition at the tournament

- POTTY SPONSOR (LIMIT ONE)** Investment \$1,000
 - Logo placement on the following: NoCoHBA.com
 - Minimum of two mentions/tags on the NoCo HBA social media platforms
 - Signage at event
 - Recognition at the tournament

- TROPHY SPONSOR (LIMIT ONE)** Investment \$800
 - Company name displayed on all trophies awarded to each winner
 - Opportunity to hand out trophies to winners
 - Recognition at the tournament

- VENDOR TABLE (LIMIT FIVE)** Investment \$100
 - Display booth at event



GOVERNMENT AFFAIRS



GOVERNMENT AFFAIRS COMMITTEE

The Government Affairs Committee oversees and coordinates the government affairs activities and programs of the Association. They aim to better the industry by identifying legislative and regulatory issues, making recommendations on political appointees and by encouraging changes to regulations and local political issues.

DUTIES AND RESPONSIBILITIES:

- Recommends association policy on legislative, regulatory, and legal issues to the Board of Directors
- Monitors and tracks government activities and issues that may have an impact on the industry; conducts research where necessary
- Develops personal relationships with public (municipal, county, regional, state, and national) officials
- Develops and coordinates local legislative and regulatory goals and strategies; develops a system to prioritize issues according to their importance, ability to succeed and impact on association resources
- Prepares regular communications regarding actions by local government for distribution to members
- Develops and implements a system to alert members regarding pending government issues of interest to industry
- Oversees a political action committee to raise funds to assist candidates for local office
- Develops solutions to industry problems in cooperation with elected and appointed officials
- Develops a political education program designed to urge members to participate in the electoral process
- Develops programs for association meetings involving government affairs issues, including participation by leading appointed and elected officials
- Identifies members to testify before boards, commissions, and committees regarding industry issues; also identifies members interested in serving as an appointed or elected public official
- Acts as the liaison with state and national government affairs committees and garners support among local members for state and national initiatives



MEMBERSHIP COMMITTEE



MEMBERSHIP COMMITTEE

The Membership Committee finds effective ways for recruiting and orienting new members, maintaining, and retaining current members by keeping them active and informed. Plan member networking events and support the Association's Spike Members through an annual event.

Duties and Responsibilities:

- Working in conjunction with staff, plans and conducts programs for membership development within established budget
- Establishes goals, both immediate and long-term, for membership development
- Provides for appropriate recognition of new members and their sponsors
- Reviews and selects membership materials available from NAHB and other sources. Acts as a liaison to the NAHB Membership Committee
- Oversees the awarding of Spike Club credits
- Coordinates Spike Appreciation Month activities and other Spike recognition programs
- Coordinates membership promotions with NAHB and state contests and drives
- Recommends and assists in the production of local membership materials and brochures
- Reports on progress to the Board of Directors and membership

MEMBERSHIP COMMITTEE

BUILDER & SPIKE RECOGNITION – CASINO NIGHT JANUARY 18, 2024

This exceptional event showcases the latest trends and technology in residential construction and reflects the high-caliber talent of local builders, craftsmen, interior designers and landscape architects. This one-of-kind event in Northern Colorado offers an impressive range of indoor and outdoor style, features and amenities that appeal to the needs and dreams of current and future homeowners.

TABLE SPONSORS (10 NEEDED) INVESTMENT \$400

- Signage at table
- Mention at event & social media

PRESENTING SPONSOR INVESTMENT \$1500

- 5-minute presentation to very targeted audience
- Signage & Swag
- (3) Mentions at event & 3 social media mentions/tags
- Award prizes
- Cards in bags

FOOD SPONSOR INVESTMENT \$1000

- Signage at event/food area
- Mention at event & social media
- Cards in swag bags

BUILDER POKER NIGHT MARCH 2024 – TBD

Come enjoy a fun night of Poker at Centennial Leasing! The first 50 members who bring a non-member guest get a seat at the table. Prizes will be awarded for 1st, 2nd and 3rd place winners. Come help support the HBA and our membership council by sponsoring the event.

PRESENTING \$1500

- Includes 3 mentions on social and website, signage, and a chance to speak at event

FOOD SPONSOR \$1000

- Recognition at the event
- Includes social media mention/signage

TABLE SPONSOR 10 TABLES AT \$300 FOR SPONSORSHIP PER TABLE

- Includes signage at table /social media mention





WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT COMMITTEE

The Workforce Development Committee focuses on creating and maintaining local school district partnerships, promoting the benefits of the construction industry while encouraging career opportunities through events and education of students, parents, and community members. They also develop effective ways for students to connect with NoCo HBA members and benefit from work experience opportunities and job placement.

DUTIES AND RESPONSIBILITIES:

- Establishes and maintains partnerships with educational entities and other organizations to promote and support the trades
- Identifies and promotes vocational education courses and programs that focus on skills training for the various trades within the construction industry.
- Promotes the benefits of career opportunities in the construction industry to students, parents, influencers, and educators.
- Develop effective work experience and job placement platforms to connect students to industry.
- Promotes mentoring and educational relationship with association members, high school students and the local NAHB Student Chapter.



OSHA 10 TRAINING

OSHA 10 TRAINING PRESENTING SPONSOR: \$1,000

- Featured as presenting sponsor for the event
- Logo placement on NoCoHBA.com, event publications, event social media, and event emails
- Opportunity to distribute print advertising with course materials
- Speaking opportunity on first day of the course to introduce and promote your business

NoCoHBA will host an in-person OSHA-10 Construction training and certification. This is a great opportunity to certify or re-certify existing and new employees and keep your workforce compliant with the latest industry safety standards. Employees of NoCoHBA members can register at a \$60/student rate. Registration is open to non-members at a rate of \$85. This event is limited to 40 students.

WORKFORCE DEVELOPMENT COMMITTEE FALL TOWNHALL SEPTEMBER 27, 2024 - 8:30AM-10:30AM

PRESENTING SPONSOR: \$1000

- Featured as presenting sponsor for the event
- Logo placement on NoCoHBA.com, event publications, event social media, and event emails
- Opportunity to distribute print advertising with townhall materials
- Speaking opportunity at the beginning of the event to introduce and promote your business
- Logo placement and thank you slide on event slideshow

The Workforce Development Committee of NoCoHBA will host a townhall style meeting with a panel discussion (topic TBA). Our townhall events target industry professionals, feature panels of statewide industry and government experts, and provide valuable education and training.



www.nocohba.com
1907 North Boise Ave, Unit 1
Loveland, CO 80538
(970) 686-2798

