



**Northern
Colorado**
Home Builders Association



MARKETING TOOLKIT

january, 2023

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HBA Members,

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.

Kelly Schramm

Executive Officer

Home Builders Association of Northern Colorado

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INDUSTRY INVESTOR

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 onboarding 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 2023 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 2023 NoCo HBA Home Show (Value: \$850)
- \$2,500 credit towards partnership of NoCo HBA activities during 2023 (Value: \$2,500)
- Two tickets to 2023 Member Awards Gala (Value: \$100)
- Two tickets to 2023 Golden Key Awards Ceremony (Value: \$100)
- Two tickets to 2023 Housing & Economic Summit (Value: \$90)

NoCo DIGITAL & SOCIAL ADVERTISING THROUGH NOCO HBA

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 2023 (12 logos shown) Investment: \$500
- E-newsletter take over, 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)



SMC'S KICK-OFF EVENT

WHAT YOU FOCUS ON GROWS – HARVESTING THE BEST VERSION OF YOURSELF

January 23, 2023

Join the Northern Colorado Home Builders Association's Sales & Marketing Council on January 23rd for an action-packed event from two nationally renowned new home sales speakers, Ryan Taft and Chris Hartley. 2023 is set to be another dynamic year for new home sales. Be prepared by joining the NoCo HBA and learn how to recession proof your sales strategies and business for the upcoming year!

PRESENTING SPONSOR (LIMIT ONE) Investment \$4,000

- 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 (2)
- 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



HOME AND REMODELING SHOW

May 12 - 14, 2023, The Ranch Complex, Loveland, CO

PROMOTE YOUR COMPANY TO THE GENERAL PUBLIC, SPECIFICALLY TARGETING WOMEN AND HOMEOWNERS

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!

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)

TOOLKIT SPONSOR Investment \$3,000

- Logo on 300 toolkits given attendees on a first come, first served basis
- Logo will be on all print featuring the toolkit
- Complimentary 10'x10' booth
- Name mentioned in advertising (print)
- Minimum of five mentions/tags on the NoCo HBA social media platforms

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

MEMBER BOOTH RATES

- 10' x 10' Corner Booth, \$1,100
- 10' x 10' Inline Booth, \$900
- 10' x 20' Corner Booth, \$2,200
- 10' x 20' Inline Booth, \$1,800

NON-MEMBER BOOTH RATES

- 10' x 10' Corner Booth, \$1,300
- 10' x 10' Inline Booth, \$1,100
- 10' x 20' Corner Booth, \$2,400
- 10' x 20' Inline Booth, \$2,000



GOV'T/BUILDER INVITATIONAL BUS TOUR

TBD

PROMOTE YOUR COMPANY TO BUILDERS, DEVELOPERS, REALTOR® MEMBERS AND GOVERNMENT OFFICIALS

NoCo HBA's Government Affairs Committee hosts this annual bus tour where Building Officials from across Northern Colorado can tour some of the newest neighborhoods and developments and meet with Builders, Developers and Realtor® Members to discuss some of the pressing issues facing the building industry and municipalities.

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) 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 (LIMIT FIVE) 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

BEVERAGE SPONSOR Investment \$450

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



SMC BUILDERS BREAKFAST

Thursday, April 20, 2023 at Windsong Estate Event Center

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 banner 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 tablet
- 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



AXES & ALES

April 27, 2023, Location TBD

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



FAMILY FISHING TOURNAMENT

May 2023, TBD

PROMOTE YOUR COMPANY AT A GREAT HBA MEMBER NETWORKING EVENT

This event, put on by NoCo HBA's Membership Committee gives members, potential members, and the young people in their lives an opportunity to have fun, develop their angling skills, make new friends and learn more about the Northern Colorado Home Builders Association.

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
- 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 teams

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



GOLF TOURNAMENT

June 5, 2023, Ptarmigan Country Club
Fall 2023 Event TBD

PROMOTE COMPANY TO YOUR FELLOW MEMBERS

A double shotgun! A fun-filled day of double the players, double the marketing and double the fun! Members come together and socialize over a round of golf. A wide variety of partnerships are available. This allows for partners to meet one-on-one with the players in the tournament. The event is rated as the favorite member event 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) 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) 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
- Company name displayed on trophy
- Opportunity to hand out trophies to players
- Opportunity to provide item for the golf player bag

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 golfer
- 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 with 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 located at Hole 15; AM Stations are located between Hole five and six on the Green
- 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 held (sponsor must be present)
 - Signage located at Hole 15
 - 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 held (sponsor must be present)
 - Signage located at Hole 17
 - 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 held (sponsor must be present)
 - Signage located at Hole 15
 - 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 288 golf player bags



SMC REAL ESTATE BUS TOUR

July 11, 2023

PROMOTE YOUR COMPANY TO BUILDERS, DEVELOPERS AND REALTOR® MEMBERS

NoCo HBA's Sales & Marketing Council hosts this annual bus tour for real estate professions. Showcasing the latest model homes, new communities and developments in the Northern Colorado region.

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) 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 (LIMIT FIVE) 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



CORNHOLE TOURNAMENTS

July 27, 2023, The Rock Garden &
October 2023, High Country Beverage

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 a 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 teams (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

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 as-live 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

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 as-live 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

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

- Logo placement on the following: NoCoHBA.com, NoCo News, in Parade Magazine
- Minimum of five mentions/tags on the NoCo HBA social media platforms
- Half-page ad in Parade Magazine
- Three tickets to Golden Key Awards Ceremony
- Recognition at Golden Key Awards Ceremony

SILVER SPONSOR Investment \$2,000

- Logo placement on the following: NoCoHBA.com, NoCo News, in Parade Magazine
- Quarter-page ad in Parade Magazine
- Opportunity to put a promotional flyer (8 ½" x 11") in all homes
- Two tickets to Golden Key Awards Ceremony
- Recognition at Golden Key Awards Ceremony





PARADE OF HOMES MAGAZINE ADVERTISING

September 8-10 & September 15-17, 2023

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, 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

CAMERA READY AD SPECS

Full-page: 8" x 10.25"

Half-page: 8" x 5"

Quarter-page: 3.875" x 5"

AD MATERIAL DUE: AUG. 9, 2023

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



PARADE OF HOMES KICKOFF PARTY

September 7, 2023

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 JUDGING

September 8, 2023

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



PARADE OF HOMES GOLDEN KEY AWARDS CEREMONY

October 19, 2023

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 (LIMIT ONE) 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 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 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 Investment \$500

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

TABLE SPONSOR Investment \$500

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

DECORATION SPONSOR Investment \$250

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

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



HOLIDAY MIXER

TBD

MEMBER NETWORKING EVENT

Mix and mingle at the annual Holiday Mixer. Enjoy networking, cocktails and delicious bites with your favorite members.

EVENT SPONSOR (LIMIT ONE) Investment \$750

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast and event invitation
- Large signage at venue
- Minimum of 10 mentions/tags on the NoCo HBA social media platforms
- Speaking opportunity at event

DRINK SPONSOR Investment \$500

- Logo placement on the following: NoCoHBA.com, NoCo News, email blast and event invitation
- Signage at venue
- Minimum of five mentions/tags on the NoCo HBA social media platforms

DECORATION SPONSOR Investment \$100

- Logo placement on the following: NoCoHBA.com and NoCo News
- Signage at event



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PROFESSIONAL DEVELOPMENT

March 2020 to December 31, 2020

ADVERTISE YOUR COMPANY TO NOCO HBA MEMBERSHIP

Teach a course or sponsor a presenter during one of NoCo HBA's professional development courses. NoCo HBA is proud to offer these programs to our members and those working in the homebuilding industry.

BREAKFAST SPONSOR (ONLY ONE PER CLASS) Investment \$450

- Featured as Breakfast Sponsor
- Opportunity to speak to attendees
- Name mentioned in advertising
- Minimum of one mention/tag on the NoCo HBA social media platforms
- Opportunity to hang banner during class

LOOK FOR UPCOMING CLASSES AT NOCOHBA.COM