



# HBA

SPONSORSHIP GUIDE

# GNO





SERVING THE COMMUNITY  
*Since 1941*



## OUR MISSION

The Home Builders Association of Greater New Orleans is a professional organization representing the residential housing industry, serving our members and the community since **1941**.



## OUR VISION

To be the voice of the residential housing industry in Greater New Orleans;

- Enhancing the climate and protecting the business interests of the membership;
- Promoting quality, affordable housing;
- Educating members and the public as to industry business and association goals;
- Promoting ethical and professional standards for the industry;
- Encouraging responsible citizenry through active community involvement.



## MEMBERSHIP DEMOGRAPHICS

- Approaching **1,000** member businesses.
- Over **500** Builder Members directly involved in building.
- Remodelers Council: over **50** members and growing.
- Professional Women in Building Council: over **50** members and growing.
- Advanced Building Practices Council: over **25** members and growing.
- **NEW:** Sales and Marketing Council.



## MARKETING VECTORS

- **Sustaining Membership**
  - Marketing directed to all membership.
- **Annual Sponsors**
  - Targeted marketing by event and show.
  - Unique and custom sponsorship opportunities.
  - Prestige recognition.
  - Unique access to leadership and advocacy teams.
- **Event Credits (ECs)**
  - Used to gain unique visibility at events.
  - Equivalent to **\$500** in event sponsorship per credit.
- **Donations**
  - Tax-Exempt donations to our 501c3 for community programs.
  - Business expense donation to the HBA for operations.
  - Political donations to our PAC for advocacy.



# ANNUAL HOME Shows

## NEW ORLEANS HOME AND GARDEN SHOW

- **300+** Building related vendors
- **25,000+** public attendance
- **10,000** Show Magazines distributed
- Builder Appreciation Reception
- Special Activity Partnership
- Stage Sponsorship Opportunities
- Ad buy inclusion (TV/Radio/Billboard/Social)
- Custom partnerships available



Use the QR code  
provided for more  
information or visit

[www.neworleanshomeshow.com](http://www.neworleanshomeshow.com)

## PARADE OF HOMES

- **20-40** builder participants
- **5,000+** public attendees
- **5,000** Show Magazines distributed
- Ad buy inclusion (TV/Radio/Billboard/Social)
- Custom partnerships available
- Mobile App
- Statewide Virtual Parade



Use the QR code  
provided for more  
information or visit

[www.hbagno.org/paradeofhomes](http://www.hbagno.org/paradeofhomes)

# Sponsorship

## BENEFITS

LOCAL, STATE, AND NATIONAL MEMBERSHIP DUES INCLUDED

LOGO REPRESENTATION AT ALL GMM EVENTS  
AND ORIENTATIONS (OVER 20 FUNCTIONS)

SUSTAINING MEMBER DESIGNATION ON WEBSITE

TICKET TO ECONOMIC SUMMIT

TICKET TO INSTALLATION BANQUET

TICKET TO LEADERSHIP SUMMIT

SOCIAL MEDIA TAG AT ALL CHOSEN EC EVENTS

SOCIAL MEDIA SQUARE POST MONTHLY (SCHEDULED)

SOCIAL MEDIA CUSTOM POST  
MONTHLY (SPONSOR PROVIDED)

EVENT CREDIT (EC)

LEADS: NEW MEMBERSHIP  
CONTACT LIST PROVIDED MONTHLY

MONTHLY TOUCH MAILERS

COUNCIL MEMBERSHIP DUES

INVOICE MARKETING

AFFILIATE MEMBERSHIP DUES

BOOTH (10X10) AT NEW ORLEANS  
HOME AND GARDE SHOW

MONTHLY TOUCHPOINT WITH CEO

1 STANDARD FULL-PAGE AD IN  
PARADE OF HOMES

DINNER FOR 2 AT FLEMINGS (OR SIMILAR)  
WITH EXECUTIVE LEADERSHIP

## SUSTAINING MEMBERS

\$1,000

✓

✓

✓

✓ (x1)

✓ (x1)

✓ (x1)

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PRIORITY SPONSORS		
PATIO \$1,500	GARDEN \$2,500	VILLA \$5,000
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓ (x1)	✓ (x2)	✓ (x4)
✓ (x1)	✓ (x2)	✓ (x4)
✓ (x1)	✓ (x2)	✓ (x4)
✓	✓	✓
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PREMIER SPONSORS		
MANSION \$7,500	ESTATE \$10,000	RESORT \$15,000
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓ (x4)	✓ (x4)	✓ (x8 - Table)
✓ (x4)	✓ (x4)	✓ (x8 - Table)
✓ (x4)	✓ (x4)	✓ (x8 - Table)
✓	✓	✓
✓ (x2)	✓ (x2)	✓ (x4)
✓ (x8)	✓ (x8)	✓ (x8)
✓ (x9)	✓ (x12)	✓ (x15)
✓	✓	✓
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✓ (x1)	✓ (x1)	✓ (x2)
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✓ (x1)	✓ (x2)	✓ (x4)
-	✓ (x1)	✓ (x2)
-	✓	✓
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-	-	✓

# GENERAL MEMBERSHIP Meetings



## MAXIMIZE YOUR MEMBERSHIP

### Monthly, First Wednesday

- **Attendance:** 10–15, plus Membership Committee and guests.
- **Audience:** Associates and Builders.
- New members often **(1)** want to address a specific interest that drew them to HBAGNO, **(2)** are interested in the building industry and **(3)** may be interested in getting involved.

## GENERAL MEMBERSHIP MEETINGS

### Orleans-Jefferson-Plaquemines-St. Bernard- St.Charles-St. John-St. James

- **Attendance:** 40–50, plus Membership Committee, speakers, and guests.
- **Audience:** Members (Associates and Builders), local business leaders, and public.
- Assemblies present speakers or panel discussion on topics of interest to the hosting parish. The Association objective is to create discussion about the building industry and to attract new membership.

## HOUSING SUMMIT—JANUARY

- **Attendance:** 200–300, plus
- **Audience:** Members (Associates and Builders), speakers, local business leaders, special interests including developers, real-estate, lenders, and government officials.
- Attendees are forward thinking and strategic thought leaders with a stake in the building industry. Academic and research based presentations appeal to high-level leadership with spending authority.

## ELECTION—NOVEMBER

- **Attendance:** 50–80
- **Audience:** Builder Members
- Attendees are hearing from and voting on Association Leadership for the coming year.

## AWARDS & INSTALLATION GALA—NOVEMBER

- **Attendance:** 100–150
- **Audience:** Members (Associates and Builders), local business leaders, Subsidiary Leadership, and government officials.
- Newly elected leadership (Associates and Builders) including Executive, Board Members, and Council Chairs formerly take charge of their new roles in the Association.
- Awards for members and community leaders.

## LEADERSHIP SUMMIT—DECEMBER

- **Attendance:** 25–50
- **Audience:** Newly elected leadership (Associates and Builders) including Executive, Board Members, and Council Chairs
- Attendees are elected Association Leadership interested in exploring the strategic initiatives in the coming year.



# HBAGNO *Events*

## SIP N SOCIAL

- **Attendance:** 50–100
- **Audience:** HBA Council Chairs and Membership including Remodelers, Professional Women in Building, MultiFamily, Advanced Building Practices, and Sales and Marketing.
- This is a social event with a focus on networking and relationship building in an informal environment.

## GOLF TOURNAMENT

- **Attendance:** 144 players; 50–100 non-players plus special guests which may include award winning businesses or elected officials.
- **Audience:** Members (Associates and Builders), local business leaders, Subsidiary Leadership, and government officials.
- This is a competitive event with a focus on networking and relationship building in a resort environment. Teams are composed of Associates and Builders to encourage interaction.

## PAC FUNDRAISER

- **Attendance:** 150–250
- **Audience:** Those interested in government interaction on the building industry including Members (Associates and Builders), local business leaders, Subsidiary Leadership, and government officials.
- This fundraiser is run by the HBAGNO Political Action Committee and features elected officials in attendance in an informal social setting to encourage communication between members and elected officials.

## KICKA\$\$ COOKOFF

- **Attendance:** 150–250
- **Audience:** Members (Associates and Builders) and special guests such as celebrity chefs.
- This social event has a competitive edge. Up to 12 teams prepare food and decorate booths for prizes awarded by celebrity judges and participants. A fundraising auction is held and a pre-event VIP option is available.

## FISHING TOURNAMENT

- **Attendance:** 100–300
- **Audience:** Members and Public
- This is a competitive event with a focus on networking and relationship building in an outdoor environment. Competitive prizes are offered.

## MEMBERSHIP LUNCHEONS

- **Attendance:** 40–100
- **Audience:** Members (Associates and Builders) and special guests such as business leaders, product vendors, elected officials, or executive leadership.
- Business casual environment supports networking and information dissemination on topics related to the building community and industry.



## CALENDAR OF EVENTS



CHECK OUT UPCOMING  
EVENTS ON OUR  
ONLINE CALENDAR

▶ use the QR code  
provided or visit  
[www.hbagno.org/events/calendar](http://www.hbagno.org/events/calendar)



# DIGITAL Marketing

## DIGITAL MARKETING WEEKLY NEWSLETTER

- Weekly distribution to all membership approaching 1000

## WEBSITE

- **HBAGNO.ORG**  
1,244 page views weekly; 1,000 directory searches weekly; 200 calendar hits monthly
- **NEWORLEANSHOMESHOWS.COM**  
peaks from January to March
- **HBANOEL.ORG**  
200 page views monthly



## SOCIAL MEDIA CHANNELS

### Facebook

- **@NEWORLEANSHOMEGARDENSHOW:**  
11,000+ followers; 10.7k likes
- **@HBAGNO:**  
3,200+ followers; 3,000+ post reach; 2,500+ likes
- **@PWBGNO:** 370+ followers; 300+ likes
- **@NEWORLENASEEDUCATIONLEAGUE:**  
110+ followers; 90+ likes
- **NEW: @HBAGNOPAC:** 60+ followers; 100+ likes

### Instagram

- **HBAGNO:** 1,300 followers
- **NEWORLEANS.HOMEANDGARDENSHOW:**  
1100+ followers

### YouTube

- **HBAGNO Channel:** 7k+ views

### LinkedIn

- 460 followers (1,000 via CEO)

### Twitter

- **NEW:** burst updates

TO ALL OF OUR CURRENT AND FUTURE SPONSORS:

# Thank You

FOR YOUR CONTINUED SUPPORT!

