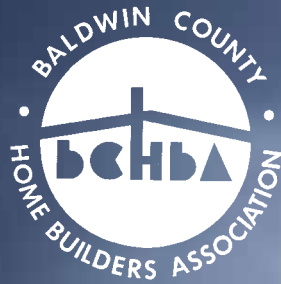


# MARKETING GUIDE 2024



**Y**our membership in the Baldwin County Home Builders Association affords you the opportunity to market your business to over 900 other businesses in the building industry, as well as to the public. We have listed the many marketing opportunities and encourage you to select the ones that best promote your product or service. Then, decide which level of investment fits you and your business.

Look over the calendar of events and select the ones you want to participate in and build your own Sponsorship package. We offer four levels of Sponsorship discounts.



## YEAR LONG SPONSORSHIPS

### **FOUNDATION LEVEL**

**\$10,000 (or more)**

You pick which events to sponsor up to the sponsorship amount

### **BEAM LEVEL**

**\$5,000**

You pick which events to sponsor up to the sponsorship amount

### **ANCHOR LEVEL**

**\$7,500**

You pick which events to sponsor up to the sponsorship amount

### **SUPPORT LEVEL**

**\$2,500**

You pick which events to sponsor up to the sponsorship amount

## ADS IN THE PLUMBLINE NEWSLETTER

You have the opportunity to advertise your company's products and services in our Plumblin newsletter. The full-color bi-monthly newsletter is available online to more than 900 members. Ads are full color.

Full page – \$400.00/issue - \$2,400.00/year

Back 3/4 – \$400.00/issue - \$2,400.00/year

1/2 page – \$200.00/issue - \$1,200.00/year

Business Card – \$50.00/issue - \$300.00/year



## SUBDIVISION GUIDE/PARADE OF HOMES GUIDEBOOK

Printed once per year, with informative articles, a list of major subdivisions, builders profiles, a buyers guide and a guide to the Parade of Homes.

Back page – \$2600

Full page – \$1100

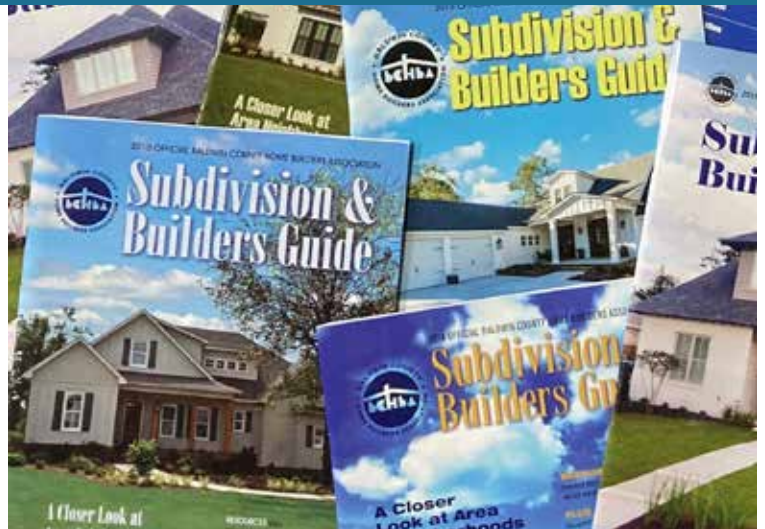
Inside front, Inside back,  
Page 1, page facing inside  
back – \$1800

Half page – \$750

Quarter page – \$500

Double Truck – \$2800

Business Card – \$300



## PWB SUMMER CAMP



LUNCH SPONSOR – \$500

- Limited to 5 total sponsors

# PARADE OF HOMES



You can be a part of the BCHBA's biggest and most important event of the year by being a Parade of Homes sponsor and supporter. There are three different levels of sponsorship for the event to meet your needs.

## **PLATINUM SPONSOR INVESTMENT – \$5,000**

- Company's name and logo will be placed in all television and social media.
- Company's name and logo will be included in all print advertising.
- Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for twelve (12) full months.
- Name and logo will be placed in BCHBA's bi-monthly newsletter, The Plumblin, Nov./Dec.
- Company will be recognized at the Street Party on Thursday, October 5.
- Company will have the opportunity to place literature and business cards in appropriate areas at the Showcase Home.

## **GOLD SPONSOR INVESTMENT – \$2,500**

- Company's name and logo will be included in BCHBA's bi-monthly newsletter, The Plumblin.
- Company's name and logo will be included in all print advertising.
- Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for twelve (12) full months.
- Company will be recognized at the Street Party on Thursday, October 5.
- Company will receive a business card size ad in the Nov./Dec. issue of The Plumblin, Nov./Dec.
- Company will have the opportunity to place literature and business cards in the Showcase Home

## **SILVER SPONSOR INVESTMENT – \$1,000**

- Your Company's name will be included in all print advertising.
- Your company's name and logo will be included in Nov./Dec. The Plumblin newsletter as a sponsor.
- Your company's name and logo will be included on the special BCHBA Parade of Homes website.
- Your company will be recognized at the Parade Street Party on Thursday, October 5.

# SPRING GOLF CLASSIC

## **TITLE SPONSOR – \$2,500**

- Four players
- Company name in newsletter & website
- Company name on banner displayed at tournament

## **GOLF TOWEL SPONSOR – \$1,000**

- Company logo on towels

## **CORPORATE SPONSOR – \$750**

- Four Players
- Name on signage

## **BEVERAGE CART – \$300**

- Company name or sign on cart

## **HOSPITALITY TENT – \$350**

- Company reps with giveaways on the tee

## **AWARDS SPONSOR – \$500**

- Company name on signage at event

## **PRACTICE RANGE BALLS – \$250**

- Sign on practice range

## **TEE SPONSOR – \$125**

- Company sign on tee

## **LUNCH SPONSOR – \$500**

- Company name on signage



The BCHBA hold two golf tournaments each year. These are popular events with our members and afford you great sponsorship opportunities.

# FALL GOLF TOURNAMENT

## **TITLE SPONSOR – \$2,500**

- Four players
- Company name in newsletter & website
- Company name on banner displayed at tournament

## **GOLF TOWEL SPONSOR – \$1,000**

- Company logo on towels

## **CORPORATE SPONSOR – \$750**

- Four Players
- Name on signage

## **BEVERAGE CART – \$300**

- Company name or sign on cart

## **HOSPITALITY TENT – \$350**

- Company reps with giveaways on the tee

## **AWARDS SPONSOR – \$500**

- Company name on signage at event

## **PRACTICE RANGE BALLS – \$250**

- Sign on practice range

## **TEE SPONSOR – \$125**

- Company sign on tee

## **LUNCH SPONSOR – \$500**

- Company name on signage

## SPORTING CLAY SHOOT

### CORPORATE SPONSOR – \$750

- Includes name on banner,
- 1 team and cart, station sign

### FOOD SPONSOR – \$300

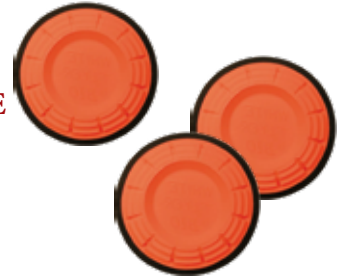
### BEVERAGE SPONSOR – \$250

### PRIZES SPONSOR – \$150

### STATION SPONSOR SIGN OR SCORE

### CARD SPONSOR – \$100

- Your company's logo on score card



## BATTLE OF THE BAY BOWLING TOURNAMENT



Sponsorships offer you recognition on event signage, in the Plumblin Newsletter and on the BCHBA Website.

### FOOD AND BEVERAGE SPONSOR – \$200

- Includes name on banner

### LANE SPONSOR – \$150

### PRIZE SPONSOR – \$100

## GENERAL MEMBERSHIP MEETINGS

Come and mix and mingle with fellow members! These meetings are hosted by members at their place of business and are usually held on the third Tuesday or Thursday of the month. These are excellent networking opportunities and free for members to attend. Contact the BCHBA Office to schedule.

These meetings are a great value for the host, however they do not apply toward a sponsorship level. **Meetings to host are available in JANUARY, JUNE, AUGUST and NOVEMBER.**

## QUARTERLY CODE MEETINGS

Information sharing meetings for Builders, Remodelers and Code Officials. Held at HBA office and you provide lunch. You are given time to make a short presentation with handouts.

**Meeting sponsorships are available in FEBRUARY, MAY, AUGUST and NOVEMBER.**



# 2024 BCHBA OPPORTUNITY GUIDE

Please check the options below, total the amount, fill out the information on the last page and return a copy to the BCHBA Office. Note: Some sponsorships and ad spaces are limited.

## YEAR LONG SPONSORSHIPS

- Foundation Level **\$10,000**
- Anchor Level **\$7,500**
- Beam Level **\$5,000**
- Support Level **\$2,500**

## THE PLUMBLINE NEWSLETTER

- Full Page **\$400.00/issue - \$2,400.00/year**
- Back 3/4 **\$400.00/issue - \$2,400.00/year**
- 1/2 Page **\$200.00/issue - \$1,200.00/year**
- Business Card **\$50.00/issue - \$300.00/year**

## SUBDIVISION/PARADE OF HOMES GUIDE

- Back Page **\$2600**
- Inside Front **\$1800**
- Inside Back **\$1800**
- Page 1 **\$1800**
- Page Facing Inside Back **\$1800**
- Double Truck **\$2800**
- Full Page **\$1100**
- Half Page **\$750**
- Quarter Page **\$500**
- Business Card **\$300**

## PARADE OF HOMES

- Platinum Sponsor **\$5,000**
- Gold Sponsor **\$2,500**
- Silver Sponsor **\$1,000**

## FISHING TOURNAMENT

- Title Sponsor **\$1000**
- Gold Sponsor **\$500**
- Silver Sponsor **\$250**
- Bronze Sponsor **\$150**

## YP POKER RUN ON FISH RIVER

- Straight Flush Sponsor **\$500**
- Four of a Kind Sponsor **\$250**
- Full House Sponsor **\$125**

## SPRING GOLF CLASSIC

- Title Sponsor **\$2,500**
- Golf Towel Sponsor **\$1,000**
- Corporate Sponsor **\$750**
- Beverage Cart **\$300**
- Hospitality Tent **\$350**
- Awards Sponsor **\$500**
- Practice Range Balls **\$250**
- Tee Sponsor **\$125**
- Lunch Sponsor **\$500**

## FALL GOLF TOURNAMENT

- Title Sponsor **\$2,500**
- Golf Towel Sponsor **\$1,000**
- Corporate Sponsor **\$750**
- Beverage Cart **\$300**
- Hospitality Tent **\$350**
- Awards Sponsor **\$500**
- Practice Range Balls **\$250**
- Tee Sponsor **\$125**
- Lunch Sponsor **\$500**

## SPORTING CLAY SHOOT

- Corporate sponsor **\$750**
- Food sponsor **\$300**
- Beverage sponsor **\$250**
- Prizes sponsor **\$150**
- Station sponsor sign OR Score Card sponsor **\$100**

## BATTLE OF THE BAY BOWLING TOURNAMENT

- Food and Beverage sponsor **\$200**
- Lane sponsor **\$150**
- Prize sponsor **\$100**

## PWB SUMMER CAMP

- Lunch sponsor **\$500**

## QUARTERLY CODE MEETINGS (\$500)

- February  August
- May  November

## MONTHLY BUSINESS AFTER HOURS

- January  August
- June  November

Total \_\_\_\_\_

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ FAX: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Company Email: \_\_\_\_\_

Website: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_ Method of Payment:  Check  Bill

## VISIT BCHBA.COM FOR 2024 CALENDAR AND EVENT DATES

Plan ahead! Many of our popular events are reserved quickly. Once you make your decision, or if you need assistance, contact the BCHBA office at 251-928-9927.

The best way to utilize your BCHBA membership is to be active! By participating in meetings, events, advertising and sponsorship opportunities, you will get the most out of your membership. Your company can only benefit if other members (and the public) know about you.

916 Plantation Blvd. • Fairhope, Alabama 36532 • P 251.928.9927

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