

2024 CHBA ALLIANCE NETWORK

Canadian Home Builders' Association



ANNUAL SPONSORSHIP PACKAGE

The Canadian Home Builders' Association (CHBA) offers your organization unique access to the business leaders in residential construction. As a CHBA Alliance Network partner, your company's representatives gain access to the key decision-makers and influencers among Canada's homebuilding, development and renovation companies.

With some 8,500 CHBA member companies from coast-to-coast, sponsorship with CHBA is your premier opportunity to network with Canada's residential construction professionals.

BENEFITS

BE AT THE RIGHT PLACE, AT THE RIGHT TIME

- Solid brand awareness in a massive market
- Network with industry leaders
- Revenue-generating opportunities
- Cross-channel exposure to Canada's top builders, developers and renovators

OUR ASSOCIATION

CONNECT WITH INDUSTRY LEADERS ALL YEAR LONG

- ~8,500 member companies and over 12,000 individual members across Canada, the industry leaders in their communities
- 6,500 builders, developers, contractors, and renovators
- Leading an industry with \$211.3 billion in new homes and renovations
- Representing 1.5 million jobs and \$107.2 billion in wages

REACH

ENJOY HEALTHY ROI

- 1M+ page views, 430K+ unique page views and 150K+ users on chba.ca annually
- More than 14K annual page views spending extended time on the CHBA blog.
- More than 75K video views and 37K minutes of watch time on YouTube
- 25,000 readers of Building Excellence magazine
- Over 12,000 subscribers to CHBA's National Update monthly newsletter



3,970

TWITTER FOLLOWERS



2,986

FACEBOOK FOLLOWERS



5,223

INSTAGRAM FOLLOWERS



6,659

LINKEDIN FOLLOWERS

FOR MORE INFORMATION CONTACT KELLY MACLAREN
AT KELLY.MACLAREN@CHBA.CA

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Alliance
Network

CHBA's Alliance Network brings together leading companies and organizations that share a commitment to keeping our industry strong, growing and prosperous. They are the influencers in residential construction in communities across Canada.

Your annual Alliance Network package provides you with exclusive opportunities to connect with our members throughout the year.

NETWORK

- Home Building Week in Canada Conference (500+ participants)
- Twice yearly Committee and Council Meetings (200+ industry leaders from coast to coast)

BROADCAST

- Content in digital and print publications (CHBA feature ad)
- *Building Excellence* magazine advertising rates discounted by 15% (with current rates, save up to \$2,100 annually for four editions)
- Content on member web pages on the CHBA website
- Company logo (linked) on chba.ca main page
- Content on CHBA social media channels and blog
- Webinars (up to 2 per year, additional webinars at \$2,500)
- Dedicated Alliance Network web page with logo and company profile
- Participation in the Alliance Network Business Resources program
- Logo inclusion and thank you on CHBA monthly National Update e-newsletter

ALLIANCE NETWORK EXCLUSIVE

CONFERENCE RECOGNITION (Home Building Week in Canada)

- Your logo on all Home Building Week in Canada promotion (included)
- Onscreen display in sponsor tribute video during functions (included)
- Your logo and information in Home Building Week in Canada app (included)
- One complimentary registration (included)
- Opportunity to provide welcome gift and/or draw prize (included)
- One networking pod in the "Hub" (included)

2024 INVESTMENT \$15,000

CONTACT US TO DISCUSS ADDITIONAL OPPORTUNITIES

- Home Building Week in Canada
- CHBA National Awards for Housing Excellence
- NAHB's International Builders' Show
- CHBA's Day on the Hill
- Executive Officers' Council Professional Development Forum

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