



— Marketing Guide

2023

COME BUILD WITH US

Build a customized marketing plan with this complete guide to HBASA sponsorships, events and activities.



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Membership 2023

3 in 1 Membership: When you join the HBA, you automatically become a part of the Texas Association of Builders (TAB) and the National Association of Home Builders (NAHB). You have the backing of not only your 290 local members, but over 140,000 state and national professional members fighting for our industry. It is not just who you know, it's who others know that can make a difference in your business.

Advocate: The HBA of San Angelo is the advocate for the housing industry in the Concho Valley. As the voice of the building industry, the HBA is deeply involved with the City of San Angelo and local building officials. We work hand in hand with local governments and other organizations to ensure that the homebuilding process is predictable, reasonable, and affordable. We also work closely our state and national associations.

Save: Membership in the HBASA can pay for itself through a variety of discount and rebate programs available through TAB and NAHB. As a member, you receive a Member Information Center Page that gives you an increased web presence, a place to show off your work, and a place for potential customers to request bids. You are also featured in our yearly buyer's guide and online business directory. The HBA's advocacy efforts with state and federal regulatory agencies have provided our members with thousands of dollars in either reduced costs or increased revenue. Need legal advice? Help is just a phone call away. As a member, you receive all this and more!

Promote: Members immediately get access to our resources, networking opportunities, discounts, educational programs, marketing events, and community service projects. Partnering with the HBA is one of the most effective marketing strategies your company can use. No other organization can help you promote your brand, build relationships, develop business leads and increase sales better than we can! The HBA can provide exposure and networking opportunities to help you build relationships within the industry. Our members take their pledge to "do business with a member" seriously and that means more opportunity, more collaboration, and more referrals for your business!



◆ Builder Dues: **\$599**

◆ Associate Dues: **\$499**

◆ Affiliate Dues: **\$99**

2024 Membership Directory

The HBA is the heart and soul of our local home-building industry and when people in the Concho Valley want to buy, build, finance, remodel or maintain a home, they look to the HBA of San Angelo as their go-to resource for professionals. Raise your reputation with increased credibility and visibility with an ad in our directory. Directories are given to all HBASA members and new members as well as distributed to the community through the San Angelo Association of Realtors, the San Angelo Chamber of Commerce, the Visitor's Center, and the HBA office.

◆ Full Page **\$299**

◆ Half Page **\$199**

◆ Business Card **\$150**

2023 Parade of Homes™

April 22 & 23 and April 29 & 30 will be our Parade of Homes™! This is a huge event that will showcase the talents and innovative ideas of our participating home builders. This highly anticipated two-weekend affair will increase your exposure and allow you to take part in San Angelo's premiere housing event by being one of our member sponsors.

Title Sponsor - \$5,000 Limit 1

Logo to be prominently featured on all advertisements
Logo prominently featured on the cover of the Parade of Homes™ Magazine
Full-page color ad on page 3 of the magazine (\$1,500 value)
Host privileges for all Parade Homes
Right to display advertising in the Parade Homes
Name and logo featured on every 4x8 Builder sign in front of each Parade Home.

Corporate Sponsors - \$2,500 Limit 4

Logo to be featured on all advertisements
Logo featured on the cover of the Parade of Homes™ Magazine
Right to display advertising in the Parade Homes
Half-page color ad in the magazine (\$550 value...can upsize to full-page ad for an additional \$400)

Ticket Sponsor - \$1,000 Limit 1

Company information on the back of all tickets plus a 1/2-page ad in the Parade Magazine

Auto Sponsor - \$1,000 Limit 1

Right to feature a vehicle in every Parade Home driveway with signage plus a 1/2-page ad in the Parade Magazine

Parade Partners - \$300 1st Home, \$200 2nd home, \$150 thereafter Limited to 6 per home

Listing on the Builder's page of the Parade Magazine
Listing on Parade Home Site Signage
Discounted advertising opportunities in Parade Magazine
Exclusive "In House" presence during the Parade
Featured on 18x24 Vendor VIP sign
Free Ticket to the Parade of Homes™

Vendor VIPs - \$40 1st Home, \$35 every other home

Featured on a 18x24 sign placed in the backyard designating your contribution to the Parade Home. Must be HBA Member.

Magazine Advertising:

Back Cover \$1,500 Limit 1
Inside Front Cover \$1,200 Limit 1
Back Front Cover \$1,200 Limit 1
Full Page Ad \$1,000
1/2 Page Ad \$550
1/4 Page Ad \$300
1/8 Page Ad \$199



2023 Claybird Shoot

May 5th is our annual Claybird Shoot at the San Angelo Claybird Association. It is a great event for both professional and amateur shooters. It consists of five-shooter squads rotating between ten stations. Each station consists of five sets of two birds/rabbits. Open to the public, the shoot includes a delicious, catered dinner and drinks after the event. Cash prizes are awarded to individuals with the highest shooting scores. It's a fun-filled day of networking and shooting fun while raising money for Operation Finally Home.

Prize Sponsor \$1,250 Limit 1

Your company logo will be featured on all advertising material including website as Prize Sponsor
Sponsor sign at registration and dinner area
Logo on all shooter scorecards

Platinum Sponsor \$1,000

Your company logo will be featured on all advertising material including website as Platinum Sponsor
Sponsor sign at registration and dinner area
Logo on all shooter scorecards

Gold Sponsor \$500

Your company logo will be featured on all advertising material including website as Gold Sponsor
Sponsor sign at dinner area
Logo on all shooter scorecards

Raffle Sponsor \$500 Limit 1

Your company logo will be featured on all advertising material including website as Raffle Sponsor
Sponsor sign at dinner area and around Raffle Prizes, logo on all shooter scorecards

Gun Board Sponsor \$500 Limit 1

Your company logo will be featured on all advertising material including website as Gun Board Sponsor
Logo featured on Gun Board Sign, logo on all shooter scorecards

Beer Sponsor \$400 Limit 1

Your company logo will be featured on all advertising material including website as Beer Sponsor
Sponsor sign at dinner area, logo on all shooter scorecards

Dinner Sponsor \$400

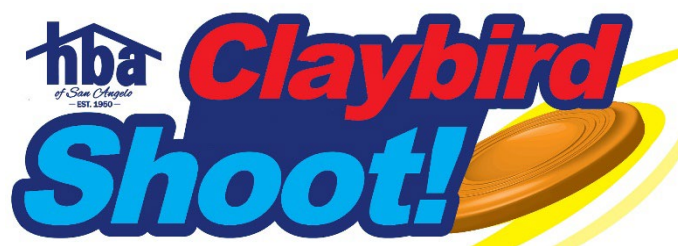
Your company logo will be featured on all advertising material including website as Dinner Sponsor
Sponsor sign at dinner area, logo on all shooter scorecards

Silver Sponsor \$350

Your company logo will be featured on all advertising material
Logo on all shooter scorecards

Station Sponsor \$100

Sign with company name at one course station



2023 Charity Golf Tournament

September 11th will be a fun-filled day at Bentwood Country Club benefitting Operation Finally Home. After a fabulous lunch, you will play 18 holes of golf while being treated to snacks and all the beer you can drink on the course. Raffle prizes, course contests and even a cash prize putting contest await you after you play. Come see why this is the most fun golf tournament in town! Registration will be open to members only at first.

Title Sponsorship - \$2,500

Includes 1 team of golf and Hole #15 tent sponsorship
Logo featured on all marketing promotions including welcome banner

Golf Cannon Sponsor - \$600 Limit 1

Participants can shoot their ball with a Golf Cannon instead of hitting it!

Closest to the Beer Sponsor - \$500 Limit 1

Your logo featured on 4 - 24x36 signs promoting a free case of beer for the golfer closest to the sign

Beer Keg Hole Sponsor - \$500 Limit 2

Your company receives access to Hole #6 or #16 where the beer kegs will be set up. You are encouraged to set up a tent and interact with the players.

Beer Cart Sponsor - \$500 Limit 2

Company logo on beer cart driven around course

Money Grab Sponsor - \$500 Limit 1

A random team receives \$500 cash!

Advance the Tee Sponsor - \$400 Limit 1

Your company receives access to hole #17 where you will collect money for Operation Finally Home to tee off on the closer tee

Bet the Hole - \$400 Limit 1

Your company will partner with Operation Finally Home on Hole #7

Snack Cart Sponsor - \$400 Limit 1

Company logo on snack cart driven around range

Driving Range Sponsor - \$400 Limit 1

Company banner/logo at Driving Range

Closest to the Line Contest Sponsor - \$400

Company logo on Hole #10 of our fun, new cash contest

Putting Contest Sponsor - \$350 Limit 1

Company logo featured as Putting Contest Sponsor

Custom Hole Sponsor & Custom Tee Sponsor - \$300

Set up a tent, have prizes, make up a game...it's yours to customize!

Beer Keg Sponsor - \$250 Limit 4

Logo featured on signs by beer kegs

Cart Sponsor - \$150 Limit 6

Company logo featured on inside of every cart

Tee Sponsor - \$100

Company logo featured on a tee box



2023 Christmas Party

December 8th will be our annual Christmas Party & Awards Banquet. It will be a fun-filled night of delicious food and drinks, live music and special presentations. Each year the HBA introduces its new Board of Directors and inducts the new president. We will also present our annual awards: The Presidential Cornerstone Award, Builder of the Year, Associate of the Year and Corporate Partner of the Year. Entertainment will be a band or casino following the awards ceremony. Fabulous prizes will also be given away. You won't want to miss this fun networking event!

Platinum Sponsor - \$1,000 *Limit 1*

Company prominently featured on program and all promotional material

Grand Cash Prize Sponsor - \$800 *Limit 1*

Company prominently featured on program and all promotional material

Gold Sponsor - \$500

Logo featured on event page and social media

Logo on easel signage and check in easel

Listed in program and announced at dinner

Logo on table tents around pub tables

Silver Sponsor - \$250

Listed in program

Announced at dinner

Name listed in bold on check in easel

Bronze Sponsor - \$100

Listed in program

Name on check in easel

Poinsettia Sponsor - \$250 *Limit 1*

Company featured on program and centerpieces

Tickets \$50 each

Reserved Table for 10 - \$500



2023 General Membership Meetings

Make plans to join us on the fourth Wednesday of every month at 11:30 a.m. at the RiverView Restaurant. These monthly meetings provide an excellent opportunity to get up to speed with what is happening at the HBA, discuss industry-related information, garner new ideas, and connect with colleagues. Guest speakers are invited each month to discuss relevant issues regarding the community and building industry.

Hosting a General Membership Meeting provides members a chance to promote their business, providing a relaxing networking event for HBA members and prospective members and promoting the value of HBA membership. The average number of attendees is 100+. *We have switched the dates to the end of the month.*

2 Sponsorships per luncheon are now offered. General Membership Luncheon Sponsor - \$500

- January 25th
- April 26th
- *No July Luncheon*
- October 25th
- February 22nd
- May 24th
- August 23rd
- November 29th
- March 22nd
- June 28th
- September 27th

Membership Appreciation Cookouts

Every quarter we will be hosting a Membership Appreciation Cookout at our all-new West Texas Land Guys Pavilion. All members and potential members are invited to our come-and-go networking events. No agenda, no dress code, bring your crew and just come eat! Here are our tentative dates for the cookouts:


Member Appreciation Cookout Sponsorships \$500

March 2nd Washer Pitching **\$600** – May 17th October 19th July 26th

NEW! June 21st – Breakfast with the Builders

August 8th – Bowling with Builders Tournament September 1st – Dove Hunt for HOMEPAC

Other Events

Check our website for other events that we will have during the year. They include educational classes, training, New Member Mixers, a bowling tournament, washer pitching, and more. HBASA.COM will keep you up to date on everything that's going on at the HBA of San Angelo! You can also follow us on Facebook. 



Building a Better San Angelo One Home at a Time!

