North Carolina Home Builders Association Business Partnership Program 2021



Invest today and Help us Protect the American Dream of Homeownership for Everyone in North Carolina

For more information on the NCHBA Partnership Program, please contact Tracie Garrett at <u>tgarrett@nchba.org</u>. NCHBA ■ PO Box 99090, Raleigh, NC 27624 ■ <u>www.nchba.org</u> ■ 1.800.662.7129



The Benefits of Becoming a Partner

The North Carolina Home Builders Association, the largest HBA in the nation with more than 14,200member firms, offers a unique and exceptional value for your marketing dollars. Your participation and financial support is essential to ensuring that NCHBA has the necessary resources to effectively protect our industry. Housing plays a critical role in our economy and the need to keep housing affordable is key. An investment in NCHBA is ultimately an investment in your future ability to do business in North Carolina.

Mission Statement:

NCHBA, the voice of the North Carolina home building industry, is an association of building professionals and related industries working together to provide safe and affordable housing for the people of North Carolina. We protect the American Dream of home ownership through advocacy, education and professional business development.

By investing in the year-long sponsorship program with NCHBA, you will help us fulfill our mission statement. In order to carry out our mission, NCHBA members are touched in three main areas:

ADVOCACY

• NCHBA consistently achieves major victories in the advocacy realm, working with the NC Legislature to promote sound housing policies, laws and regulations.

EDUCATION

- Hosts the 21st Century Building Expo & Conference (21CBEC) for members of the home building industry.
- Administers the North Carolina Builder Institute to allow builders and associates to achieve professional designations while meeting the GC Qualifier continuing education requirements.

NETWORKING

- Hosts quarterly meetings throughout the state to bring industry professionals together for networking and sharing of ideas and information.
- Organizes other networking events such as the STARS Awards Gala, NC Home Builders Educational Foundation Golf Tournament, 21CBEC special events, and more.

The following pages give you an idea of the different levels available to you.

Custom packages can also be designed specifically for your company so you can meet your marketing goals and budget.



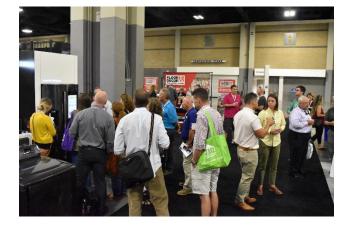
21st Century Building Expo & Conference

In addition to recognition through NCHBA activities and events, the NCHBA Business Partnership Program provides participation with exposure at the 21st Century Building Expo & Conference.

Held annually in Charlotte, NC, the 21CBEC is the premier tradeshow for building industry professionals in the Southeast. Each Partner package has a corresponding 21CBEC package that is included to increase your exposure to industry professionals who are not members of the NCHBA.

Why 21CBEC is the one show for home builders in the Southeast:

- ✓ Now celebrating our 19th year
- ✓ One of the few tradeshows still available providing face-to-face marketing opportunities for the home building industry
- ✓ Attendees come from NC, SC, TN, VA and GA These five states account for more than 20% of the building permits issued in the United States
- ✓ Features an exhibit hall displaying the latest products and services for the home building industry
- ✓ An outstanding educational conference with nationally recognized speakers



- ✓ Opportunity for attendees to earn recognized professional designations such as the Accredited Builder, Accredited Master Builder, Accredited Remodeler, Accredited Residential Superintendent, Accredited Associate and Accredited Master Builder.
- ✓ Networking events include the STARS Awards Gala, High Production Builder Breakfast, and the 21CBEC Kick-off Celebration.



Diamond Partner - \$45,000

NCHBA Diamond Partner Recognition

- Year-long listing as our Diamond level sponsor with your logo and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Diamond Partner logo recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Diamond Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- Unlimited promotion on NCHBA/21CBEC social media channels
- > One exclusive E-Blast per quarter to HBA members
- Exclusive Category Sponsor at Diamond Level of NCHBA Regional Home Building First Tour
- > Diamond Partner recognition of all employees at NCHBA events
- > Two Leaderboard ads in 12 weekly Monday Briefings
- > One Footer ad in 10 editions of Monday Briefing
- > Two HBA website Premium Leaderboard ads, 30 day run each

Event Benefits

- ▶ Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- > Ten (10) complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- > Opportunity to invite ten (10) company representatives to attend annual NC Legislative Reception
- One 20x30 booth at 21st Century Building Expo & Conference (21CBEC)
- ➢ Grand Prize participant at 21CBEC
- > One (1) full page color ad in official Program Guide distributed to all on-site Expo attendees
- Mega Star partner recognition at annual STARS Awards Gala held during 21CBEC

- a. Four (4) tickets to company representatives to attend the High Production Builder Breakfast held during the 21CBEC
- b. Banner ad on 21CBEC website (468 x 60)
- c. Opportunity to contribute ten (10) items of sponsored content to weekly Monday Briefing
- d. Sponsor of eight (8) weekly Legislative Update e-newsletter/videos
- e. Exclusive sponsor of ten (10) NCBI Continuing Education classes (virtual or in-person). Receive company recognition in E-Blast with logo and short sponsored content in emails regarding that particular class. Direct message sent to students from sponsor after classes.
- f. Add recorded video to booth listing at 21CBEC
- g. Two additional NCHBA website Premium Digital ads, 30 day run each.
- h. Opportunity to provide logoed gift for board members at 4th quarter board meeting
- i. Reception co-sponsor at NCHBA Installation Dinner & Hall of Fame Awards
- j. Co-sponsor of Design House, Kick-off Party or Keynote speaker at 21CBEC
- k. Badge co-sponsor with company logo at 21CBEC

Sapphire Partner - \$25,000

NCHBA Sapphire Partner Recognitions

- Year-long listing as our Sapphire level sponsor with your logo and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Sapphire Partner logo recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Sapphire Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- Unlimited promotion on NCHBA/21CBEC social media channels
- > One exclusive E-Blast per quarter to HBA members
- Exclusive Category Sponsor at Sapphire level of NCHBA Regional Home Building First Tour
- > Sapphire Partner recognition of all employees at NCHBA events
- > Two Leaderboard ads in eight (8) weekly Monday Briefing
- > One Footer ad in eight (8) editions of Monday Briefing
- > One HBA website Premium Leaderboard ads, 30 day run each

Event Benefits

- ▶ Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- Eight (8) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- > Opportunity to invite eight (8) company representatives to attend annual NC Legislative Reception
- ➢ One 20x20 booth at 21st Century Building Expo & Conference (21CBEC)
- Grand Prize participant at 21CBEC
- > One (1) full page color ad in official Program Guide distributed to all on-site Expo attendees
- Mega Star partner recognition at annual STARS Awards Gala held during 21CBEC

- a. Two (2) tickets to company representatives to attend the High Production Builder Breakfast held during the 21CBEC
- b. Banner ad on 21CBEC website (468 x 60)
- c. Opportunity to contribute eight (8) items of sponsored content to weekly Monday Briefing
- d. Sponsor of six (6) weekly Legislative Update e-newsletter/videos
- e. Exclusive sponsor of eight (8) NCBI Continuing Education classes (virtual or in-person). Receive company recognition in E-Blast with logo and short sponsored content in emails regarding that particular class. Direct message sent to students from sponsor after classes.
- f. Add recorded video to booth listing at 21CBEC
- g. Two additional NCHBA website Premium Digital ads, 30 day run each.
- h. Opportunity to provide logoed gift for board members at 4th quarter board meeting
- i. Reception co-sponsor at NCHBA Installation Dinner & Hall of Fame Awards
- j. Co-sponsor of Design House, Kick-off Party or Keynote speaker at 21CBEC
- k. Badge co-sponsor with company logo at 21CBEC

Platinum Partner - \$15,000

NCHBA Platinum Partner Recognition

- Year-long listing as our Platinum level sponsor with your logo and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Platinum Partner logo recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Platinum Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- Unlimited promotion on NCHBA/21CBEC social media channels
- > One exclusive E-Blast per quarter to HBA members
- Exclusive Category Sponsor at Platinum level of NCHBA Regional Home Building First Tour
- > Platinum Partner recognition of all employees at NCHBA events
- > One Leaderboard ad in six (6) weekly Monday Briefing
- > One Footer ad in six (6) editions of Monday Briefing
- > One HBA website Premium Leaderboard ads, 30 day run each

Event Benefits

- > Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- Five (5) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- > Opportunity to invite five (5) company representatives to attend annual NC Legislative Reception
- > One 10x20 booth at 21st Century Building Expo & Conference (21CBEC)
- ➢ Grand Prize participant at 21CBEC
- > One (1) full page black & white ad in official Program Guide distributed to all on-site Expo attendees
- Mega Star partner recognition at annual STARS Awards Gala held during 21CBEC

- a. Two (2) tickets to company representatives to attend the High Production Builder Breakfast held during the 21CBEC
- b. Banner ad on 21CBEC website (468 x 60)
- c. Opportunity to contribute six (6) items of sponsored content to weekly Monday Briefing
- d. Sponsor of four (4) weekly Legislative Update e-newsletter/videos
- e. Exclusive sponsor of six (6) NCBI Continuing Education classes (virtual or in-person). Receive company recognition in E-Blast with logo and short sponsored content in emails regarding that particular class. Direct message sent to students from sponsor after classes.
- f. Add recorded video to booth listing at 21CBEC
- g. One additional NCHBA website Premium Digital ad, 30 day run.
- h. Opportunity to provide logoed gift for board members at 4th quarter board meeting
- i. Reception co-sponsor at NCHBA Installation Dinner & Hall of Fame Awards
- j. Co-sponsor of Design House, Kick-off Party or Keynote speaker at 21CBEC
- k. Badge co-sponsor with company logo at 21CBEC

Gold Partner - \$10,000

NCHBA Gold Partner Recognition

- Year-long listing as our Gold level sponsor with your logo and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Gold Partner logo recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Gold Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- Unlimited promotion on NCHBA/21CBEC social media channels
- > One exclusive eblast 2x/year to HBA members
- ▶ Gold Partner recognition of all employees at NCHBA events
- > One Footer ad in four (4) editions of Monday Briefing

Event Benefits

- ▶ Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- Two (2) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- > Opportunity to invite two (2) company representatives to attend annual NC Legislative Reception
- Cone 10x10 booth at 21st Century Building Expo & Conference (21CBEC)
- ➢ Grand Prize participant at 21CBEC
- > One (1) half page black & white ad in official Program Guide distributed to all on-site Expo attendees
- Shooting Star partner recognition at annual STARS Awards Gala held during 21CBEC

- a. Two (2) tickets to company representatives to attend the High Production Builder Breakfast held during the 21CBEC
- b. Banner ad on 21CBEC website (468 x 60)
- c. Opportunity to contribute three (3) items of sponsored content to weekly Monday Briefing
- d. Exclusive Sponsor of two (2) weekly Legislative Update e-newsletter/video
- e. Exclusive sponsor of two (2) NCBI Continuing Education classes (virtual or in-person). Receive company recognition in E-Blast with logo and short sponsored content in emails regarding that particular class. Direct message sent to students from sponsor after classes.
- f. Add recorded video to booth listing at 21CBEC
- g. One NCHBA website Premium digital ad, 30 day run.
- h. Opportunity to provide logoed gift for board members at 4th quarter board meeting
- i. Reception co-sponsor at NCHBA Installation Dinner & Hall of Fame Awards
- j. Co-sponsor of Design House, Kick-off Party or Keynote speaker at 21CBEC



Silver Partner - \$7,500

NCHBA Silver Partner Recognition

- Year-long listing as our Silver level sponsor with your company logo and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Silver Partner logo recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Silver Partner logo recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- Unlimited promotion on NCHBA/21CBEC social media channels
- > One exclusive eblast 2x/year to HBA members
- Silver Partner recognition of all employees at NCHBA events
- > One Footer ad in two (2) editions of Monday Briefing

Event Benefits

- > Two (2) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- > Opportunity to invite two (2) company representatives to attend annual NC Legislative Reception
- > Opportunity to purchase booth space at the 21CBEC for additional \$1,000

Pick 2

- a. Opportunity to contribute one (1) items of sponsored content to weekly Monday Briefing
- b. Exclusive sponsor of one (1) NCBI Continuing Education classes (virtual or in-person). Receive company recognition in E-Blast with logo and short sponsored content in emails regarding that particular class. Direct message sent to students from sponsor after classes
- c. Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- d. Exclusive Category Sponsor of two (2) weekly Legislative Update e-newsletter/videos
- e. One NCHBA website Premium digital ad, 15 day run





Builder Classic Golf Tournament THANKS TO OUR SPONSORS







Bronze Partner - \$5,000

NCHBA Bronze Partner Recognition

- Year-long listing as our Bronze level sponsor with your company name and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Bronze Partner name recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Bronze Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- Unlimited promotion on NCHBA/21CBEC social media channels
- Bronze Partner recognition of all employees at NCHBA events

Event Benefits

- > Two (2) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- > Opportunity to invite two (2) company representatives to attend annual NC Legislative Reception
- > Opportunity to purchase booth space at the 21CBEC for additional \$1,500

- a. Opportunity to contribute one (1) items of sponsored content to weekly Monday Briefing
- b. Exclusive sponsor of one (1) NCBI Continuing Education classes (virtual or in-person). Receive company recognition in E-Blast with logo and short sponsored content in emails regarding that particular class. Direct message sent to students from sponsor after classes
- c. Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- d. One Footer ad in two (2) editions of Monday Briefing





Patron Partner - \$2,500

NCHBA Patron Partner Recognition

- Year-long listing as our Patron level sponsor with your company name and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Patron Partner name recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Patron Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- > Patron Partner recognition of all employees at NCHBA events

Event Benefits

> Opportunity to invite one (1) company representatives to attend annual NC Legislative Reception

Pick 1

- a. Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- b. One Footer ad in one (1) edition of Monday Briefing

Contributor Partner - \$1,000

NCHBA Contributor Partner Recognition

- Year-long listing as our Contributor level sponsor with your company name and a hyperlink to your website on the NCHBA website homepage, social media sites, weekly Monday Briefing and NCBuilder Magazine
- Contributor Partner name recognition on banner at quarterly meetings, in NCHBA lobby, NC Legislative Reception and the NCHBA Installation Dinner & Hall of Fame Awards.
- Contributor Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC
- > Contributor Partner recognition of all employees at NCHBA events

Due to the time sensitive nature of some of the opportunities included in the partnership packages, all options may not be available if you do not sign up to participate before January 15, 2021. You are responsible for getting content to us after you have been notified of the due date. There are no refunds if due date is missed.



Additional NCHBA Sponsorship Opportunities

- 1. Co-Sponsor NCHBA Installation Dinner at \$3,000
- 2. Co-Sponsor 4th Quarter Installation Reception at \$1,500
- 3. Refreshment carts at the NCHBECF Golf Tournament at \$750/cart
- 4. Provide notepads/pens at NCHBA Regional Home Building First Tour, NC Builder Institute and NC Executive Committee Planning Retreat must be supplied by sponsor \$500/each
- Sponsor Registration Confirmation Email at 21CBEC with company logo \$1,500
- Sponsor one virtual Town Hall in one of four quarters in 2021 \$1,500
- 7. Monday Briefing Leaderboard sponsorship- Hyperlinked sponsor ad logo with short text is the first ad seen as the page loads. It is 728 pixels wide by 90 pixels tall \$400/week
- 8. Monday Briefing Sponsored Content The sponsored content will appear on a shaded background with a 325 x 343 RGB image, 7-word headline, 50-word copy max., and two in-text links. Only one sponsored content available per issue \$450/week
- 9. Monday Briefing -Footer sponsorship Hyperlinked sponsor logo ad with short text. It is 468x60 pixels). \$250/week
- 10. Legislative Weekly report/video- The NCHBA is your leading advocate for the building industry; representing North Carolina's builder and trade partners before the Legislature and state agencies. The NCHBA continues to be at the forefront of issues that affect the business environment of the building industry. The NCHBA continues to fight unnecessary fees and seeks ways to stop burdensome regulations. Sponsorship includes short statement along with hyperlinked logo on the weekly report and logo on the video. \$500/week
- **11.** Beverage sponsor at three (3) **NCHBA** quarterly meetings \$1,100
- 12. One exclusive eblast to HBA members \$750

Monday Briefing Examples

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FOOTER (468x60px)

North Carolina Home Builders Association | 5580 Centerview Dr., Suite 415, Raleigh, NC 27606

FOR BUILDERS ONLY – NCHBA Supporter Level \$250

Show your commitment to the residential construction community and support your association. Your company will be listed on the NCHBA website as an association supporter.

Reason to Invest: Top 10 NCHBA Accomplishments in 2020

A. Proactive Accomplishments

- 1. SB 720 (GSC Confirming Amends/Land-Use Regulatory Changes; <u>Session Law 2020-25</u>
- 2. HB 873 (System Development Fee/ADU Sewer Permit); Session Law 2020-61
- 3. SB 704 (COVID-19 Recovery Act); Session Law 2020-3
- 4. HB 308 (Regulatory Reform Act of 2020); Session Law 2020-74

B. Bills Which NCHBA Worked with Others to Enact, Oppose or Amend

- 1. HB 118 (COVID-19 Liability Safe Harbor); Session Law- 2020-89
- 2. HB 902 (P&C Changes/Global Transp./Prison Pilot); Session Law 2020-90
- **3.** HB 1057 (WC/COVID Front Line Coverage/Funds);
- 4. HB 593 (JCPC/Detention/CAA and Other Fees); Session Law 2020-83
- 5. HB 920 (Condominium Association Changes); Session Law 2020 -52
- C. Bill Which NCHBA Opposed, Was Not Introduced and a Bill Which NCHBA Favors is Still Pending
 - 1. Proposed amendment to NC's Marketable Title Act and <u>SJR 862 (Confirm Wanda Taylor/Industrial</u> <u>Commission</u>

To read the full document, see insert.

2021 Business Partnership Program Recap

Partner Level	Price	Pick Choices
Diamond	\$45,000	8
□ Sapphire	\$25,000	6
□ Platinum	\$15,000	4
□ Gold	\$10,000	2
□ Silver	\$7,500	2
Bronze	\$5,000	2
□ Patron	\$2,500	1
Contributor	\$1,000	XXX
□ Supporter*	\$250	XXX

*For Builders Only

Additional Sponsorship Opportunities

- □ Co-Sponsor NCHBA Installation Dinner at \$3,000
- Sponsor 4th Quarter Installation Reception \$1,500
- □ Refreshment carts at NCHBECF Golf Tournament \$750
- Provide notepads/pens at NCHBA Regional Home Building First Tour, NC Builder Institute or NC Executive Retreat – must be supplied by sponsor - \$500/per event
- □ Sponsor Registration Confirmation Email at 21CBEC with company logo \$1,500
- □ Sponsor one virtual Town Hall in one of four quarters in 2021 \$1,500
- Monday Briefing <u>Leaderboard</u> sponsorship-\$400/week
- Monday Briefing <u>Sponsored</u> Content -\$450/week
- Monday Briefing *Footer* sponsorship \$250/week
- □ Legislative Weekly report/video -\$500/week
- Beverage sponsor at three (3) NCHBA quarterly meetings - \$1,100
- □ One exclusive eblast to HBA members \$750

NCHBA Business Partnership Form

First Name:	rst Name: Last Name:			Title:		
Company Name:						
Address:						
City:					Zip:	
Phone:	Cell:		_ Email:			
We would like to be rec	cognized as a		Level Pa	artner.		
My extra pick choices						
Additional Add-Ons:						
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