



## ***North Carolina Home Builders Association 2023 Business Partnership***

***Below are great reasons to help your company and business relationships grow by becoming a partner in 2023:***

- **The North Carolina Home Builders Association is the LARGEST state association with over 14,600 members!**
- **North Carolina is ranked #3 in single-family permit production in the nation!**
- **North Carolina is ranked #1 for business in the country!**
- **The North Carolina Home Builders Association is the leading providing of industry education with over 4,000 students per year!**
- **North Carolina Home Builders Association events are sold out each year including the Stars Awards and Golf Tournament!**
- **You can reach thousands of potential customers through the North Carolina Home Builders Association with the 21<sup>st</sup> Century Expo and other various communication and networking opportunities!**



# 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\*
- Exclusive Category Sponsor at Diamond Level of NCHBA Regional Home Building First Tour\*
- Exclusive sponsor of five (5) full days of 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\*
- Recognition at annual NCHBA Legislative Reception\*
- Diamond Partner recognition on 21CBEC kiosks/website and on 100,000+ marketing/e-marketing campaign pieces for the 21CBEC\*
- Leaderboard ad in eight (8) weekly Monday Briefings
- Unlimited promotion on NCHBA/21CBEC social media channels
- One exclusive E-Blast per quarter to HBA members
- Diamond Partner recognition of all employees at NCHBA events
- Exclusive sponsor at NCHBA Installation Dinner & Hall of Fame Awards\*
- Co-Sponsor of reception honoring incoming NCHBA President at 4<sup>th</sup> quarter meeting\*

### 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 premium 10x20 booth at 21<sup>st</sup> Century Building Expo & Conference (21CBEC)
- Grand Prize participant at 21CBEC
- Category exclusive sponsor at luncheon seminar at 21CBEC\*
- Category exclusive co-sponsor of student luncheon at 21CBEC\*
- Category Exclusive co-sponsor of NCHBA Educational Program 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
- Four (4) tickets to company representatives to attend the Housing Forecast breakfast held during the 21CBEC
- Exclusive Registration Sponsor at 21CBEC\*
- Refreshment co-sponsor at 21CBEC\*

\*Includes all signage and logo recognition



# 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\*
- Leaderboard ad in six (6) weekly Monday Briefings
- 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

## **Event Benefits**

- Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament\*
- Opportunity to invite eight (8) company representatives to attend annual NC Legislative Reception\*
- One premium 10x20 booth at 21<sup>st</sup> 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
- Two (2) tickets to company representatives to attend the Housing Forecast Breakfast held during the 21CBEC
- Co-sponsor of one of the events (breakfast or luncheon) at the 21CBEC\*
- Mega Star partner recognition at annual STARS Awards Gala held during 21CBEC
- Exclusive sponsor of four (4) days of 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\*
- Co-Sponsor of reception honoring incoming NCHBA President at 4<sup>th</sup> quarter meeting\*
- Eight (8) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards

\*Includes all signage and logo recognition



# 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 four (4) weekly Monday Briefing

## **Event Benefits**

- Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament\*
- Opportunity to invite five (5) company representatives to attend annual NC Legislative Reception
- One premium 10x10 booth at 21<sup>st</sup> Century Building Expo & Conference (21CBEC)
- Grand Prize participant at 21CBEC
- Two (2) tickets to company representatives to attend the Housing Forecast Breakfast held during the 21CBEC
- One (1) full page black & white ad in official Program Guide distributed to all on-site Expo attendees
- Co-sponsor of one of the events (breakfast or luncheon) at the 21CBEC\*
- Mega Star partner recognition at annual STARS Awards Gala held during 21CBEC
- Exclusive sponsor of three (3) 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\*
- Five (5) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards
- Reception co-sponsor at NCHBA Installation Dinner & Hall of Fame Awards\*

\*Includes all signage and logo recognition

# 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 *NCHBA Builder 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 1x/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
- One premium 10x10 booth at 21<sup>st</sup> 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
- Two (2) tickets to company representatives to attend the Housing Forecast Breakfast held during the 21CBEC
- Shooting Star partner recognition at annual STARS Awards Gala held during 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 *NCHBA Builder 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
- Silver Partner recognition of all employees at NCHBA events
- One Footer ad in two (2) editions of Monday Briefing

## **Event Benefits**

- Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- 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
- Two (2) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards

## 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
- One Footer ad in one (1) editions of Monday Briefing
- Unlimited promotion on NCHBA/21CBEC social media channels
- Bronze Partner recognition of all employees at NCHBA events

### Event Benefits

- Hole sponsor at annual NC Home Builders Education Foundation (NCHBEF) Golf Tournament
- Opportunity to invite two (2) company representatives to attend annual NC Legislative Reception
- Opportunity to purchase booth space at the 21CBEC for additional \$1,750
- Two (2) Complimentary tickets to the NCHBA Installation Dinner & Hall of Fame Awards

## 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

## 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



# Additional NCHBA Sponsorship Opportunities

1. Co-Sponsor NCHBA Installation Dinner at \$3,000
2. Co-Sponsor 4<sup>th</sup> 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
5. Sponsor Registration Confirmation Email at 21CBEC with company logo - \$1,500
6. 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



**MONDAY BRIEFING**  
NORTH CAROLINA HOME BUILDERS ASSOCIATION

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**LEADERBOARD (728x90)**

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**SPONSORED CONTENT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eget libero ac dolor sodales eleifend. Suspendisse at posuere tellus. Curabitur

**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.*

# NCHBA Business Partnership Form

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

We would like to be recognized as a \_\_\_\_\_ Level Partner.

I would like to add additional sponsorship opportunities: \_\_\_\_\_ Price: \_\_\_\_\_

\_\_\_\_\_ Price: \_\_\_\_\_

Partner Level: \_\_\_\_\_

Total: \_\_\_\_\_

*I understand that I must supply any promotional materials a minimum of 45 days prior to the distribution date. (i.e., web banners, flyers, pens, text, etc.) Failure to do so may mean a missed opportunity.*

Check Enclosed – Payable to NCHBA       Visa       MasterCard       American Express

Card No: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card issued to (print): \_\_\_\_\_ CVV #: \_\_\_\_\_

Signature: \_\_\_\_\_ Amount Authorized to be Charged: \_\_\_\_\_

Billing Address on Card: \_\_\_\_\_

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

Return by mail to: NCHBA, PO Box 99090, Raleigh, NC 27624      Or by E-mail to: [tgarrett@nchba.org](mailto:tgarrett@nchba.org)

----- **FOR NCHBA USE ONLY** -----

Date Rec'd: \_\_\_\_\_ Check#/Credit Card: \_\_\_\_\_ Amount Rec'd: \_\_\_\_\_

Payee: \_\_\_\_\_

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