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## ADVERTISING HANDBOOK

**HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS**

3959 CLAY AVE SW WYOMING, MI 49548 | [MYGRHOME.COM](http://MYGRHOME.COM) | 616 281 2021

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# TABLE OF CONTENTS

## ADVERTISING

Website	3
Social Media	4
E-Blast	4
Member Showcase	5
HBA Membership Roster	6
Parade of Homes App	8
Parade of Homes Guide	10

## EVENTS AND SPONSORSHIPS

Awards of Excellence	12
Golf Outing	13
Cornhole Family Fest	14
HBA Bonfire	15
Networking Sponsorships	15
ADD-ONS	16

## REACH HBA MEMBERS & HOME CONSUMERS

The Home Builders of Greater Grand Rapids has a variety of unique advertising opportunities for you to reach both HBA members and consumers looking for home related products. Whether it's the general public interested in new home construction and design or our members, we've got the outlet for you to reach them.

To take advantage of any of these opportunities contact:

KYLIE HERRON | HBA MARKETING COORDINATOR  
616 281 2021 EXT 251 | [MARKETING@HBAGGR.COM](mailto:MARKETING@HBAGGR.COM)



## WEBSITE OPPORTUNITIES

Looking for an affordable way to get your name out there driving more traffic to your website and business? The HBA website advertising opportunities may be just the ticket. MyGrHome.com and paradeofhomes.mygrhome.com are consistently reaching those interested in everything related to homes.

### Featured Members

To Visit The Websites Of Our Featured Members Click On Their Respective Logo



## WEB PAGE LOGO LINK

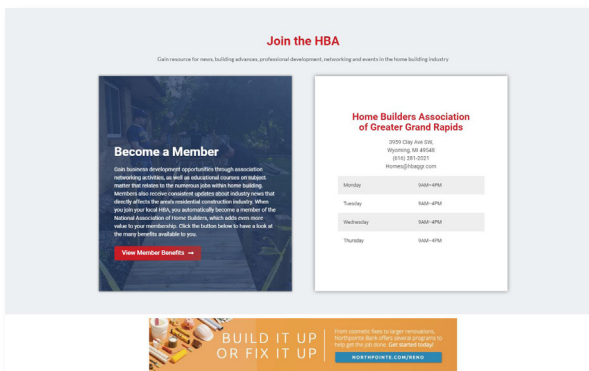
The HBA Website, mygrhome.com brings new opportunities for members. Get featured in front of nearly 7,000 unique users per month with a featured members logo link. Up to six members may have a click-able link on the home page.

12 month link: \$500

6 month link: \$300

1024 pixels X 1024 pixels

JPEG or PNG image preferred.



## BANNER AD


Get featured on your choice of myGrHome.com or paradeofhomes.mygrhome.com web page with a banner ad on every page of the site. The ad is linked to the url of your choice.

12 month ad: \$1,100


6 month ad: \$600

Ad Size: 730px X 130px





**HOME BUILDERS ASSOCIATION  
OF GREATER GRAND RAPIDS**




**HBA AWARDS OF EXCELLENCE**

Thank you to all who participated in the live premiere of the 2019-20 HBA Awards of Excellence! If you would like to see the replay, tickets are still available for \$5.

**All winners may pick up their award in-person this Monday - Thursday 9am - 4pm OR when staff returns Monday, January 4th.**

The HBA office will be physically closed beginning this Friday, December 18th and will reopen Monday, January 4th.

VIEW REPLAY




Build with as little as




**5% down\***

for the roof over your heart.

Get started today

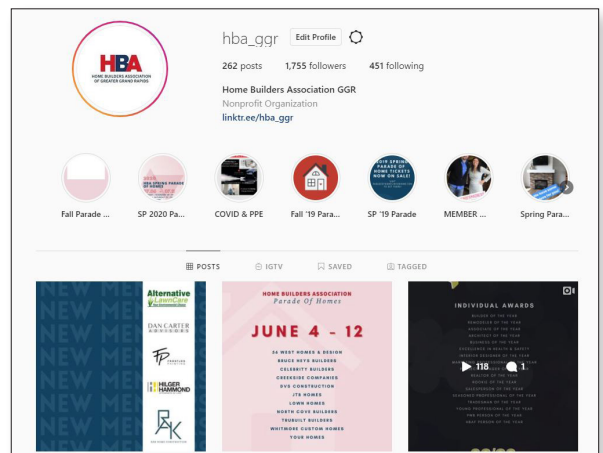


\*10% paid qualified borrower. 10% down for Florida properties. LMCCU MBR 2-8-2007. © 2019 Housing Market.

## SOCIAL MEDIA SHOUT-OUT: \$10

Sponsor your business or an event your business is hosting on HBA's social media. Choose from either Facebook or Instagram. Members must provide captions, images, and hash-tags.



## E-BLAST BANNER AD

Promote a current event or special in our weekly email to over 500 members.

Weekly: \$25

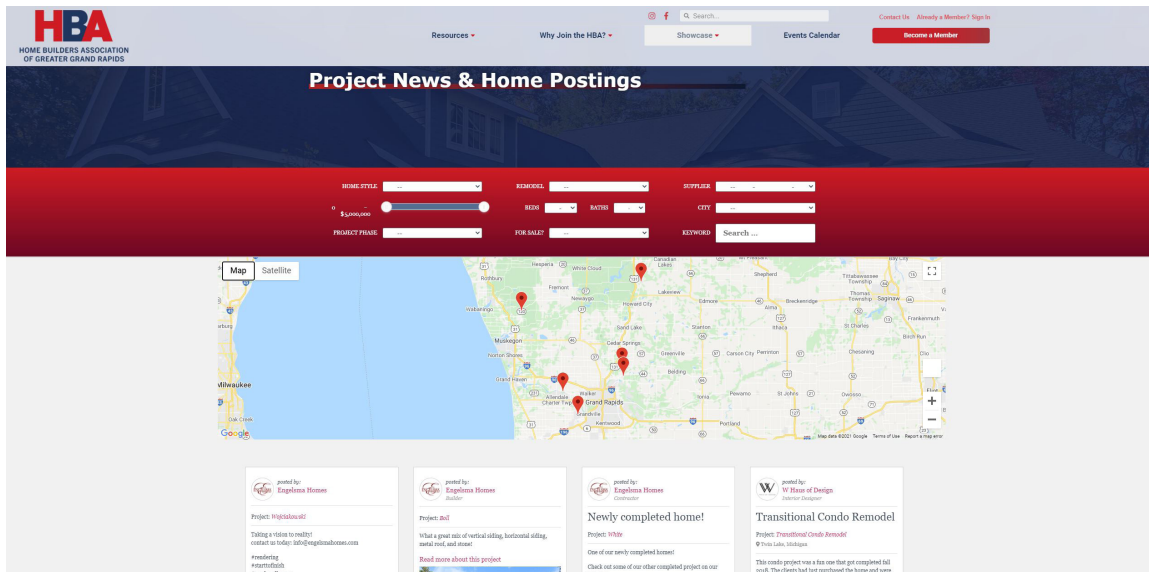
Monthly [4 ads]: \$100

Ad Size: 300px H X 600px W

Job Listing: Free

Company Event: Free

Property For Sale: Free



## MEMBER SHOWCASE

Consumers want to see your past and current project listings: For Sale, Remodel, Property Available, & New Construction. Company must provide images + specs through online portal.

**\$18/ Month for 20 Posts**

**\$7/ Post**

## REMODEL VIRTUAL TOUR

- Still Images
- Before + After 3D tour
- HBAGGR website + Map Listing

**\$600/ 1 year**

## NEW HOMES VIRTUAL TOUR

- Still Images
- 3D tour
- HBAGGR website + Map Listing

**\$600/ 1 year**

**\$900/ 2 years**

# MEMBERSHIP ROSTER

HBAGGR Annual Roster contains complete contact information for all members plus additional industry specific contacts and information. Member information is listed both alphabetically and by business category.

## AD RATES

Back Cover	4.75"W x 8"H	\$1,750.00
Inside Cover	4.75"W x 8"H	\$1,300.00
Full Page	4.75"W x 8"H	\$700.00
Half Page	4.75"W x 3.975"H	\$400.00
Quarter Page	4.75"W x 1.9375"H	\$350.00
Expanded Listing		\$200.00

**WEST MICHIGAN WINDOW WASHING LLC DBA SQUEEGEE SQUAD**  
14385 8th Ave, Suite C  
Moline, MI 49455  
(616) 447-2000  
Troy Butler  
troys@squeegeesquad.com

**WHITE BIRCH BUILDERS, INC.**  
5009 Fulton St. East  
Ada, MI 49301  
(616) 339-9711  
Todd Widge  
todd@whitebirchbuilders.com

**WHITMORE HOMES LLC**  
7515 Heather St. SE #41  
Ada, MI 49301  
(616) 344-3434  
Ryan Whitmore  
Ryan@whitmorehomestll.com

**Williams Kitchen & Bath**  
williamskitchen.com

**WILLIAMS KITCHEN & BATH**  
658 Richmond St NW  
Grand Rapids, MI 49504-2036  
(616) 771-0505  
Mike Vance  
mvance@wkbmi.com

**WIMSAT BUILDING MATERIALS**  
1438 16th St NW  
Wyoming, MI 49309  
(616) 885-1500  
Vernice Kerr  
vkerr@wimsatdirect.com



**WMGB, INC.**  
2131 Rattlesnake St  
Wyoming, MI 49309  
(616) 243-3700  
Gregory Cowan  
gregc@wmgb.com

**WOODS BUILDERS HOMES, INC.**  
2650 Horizon Dr SE, Suite 125  
Grand Rapids, MI 49516  
(616) 522-2458  
David Woods  
david@woodsbuilders.com

**WOODWAYS**  
4265 34th St SE  
Grand Rapids, MI 49512-5670  
(616) 956-3070  
Jim Caray  
jimcaray@woodwayscustom.com

**WRIGLEY HOFFMAN P.C.**  
3001 Orchard Vista Dr SE, Suite 220  
Grand Rapids, MI 49547  
(616) 434-6611  
Tom Hoffman  
thoffman@wrighlyhoffman.com

**YOUNT TILE AND STONE LLC**  
10909 Pothole Ave NE  
Seymour, MI 49484  
(616) 835-7514  
Josh Yount  
josh@younttileandstone.com

**YOUR HOMES LLC**  
4352 Central Parkway, Suite A  
Hudsonville, MI 49426  
(616) 944-0900  
Emma Crumback  
marketing@yourhomes.com

**YOUR SHOWER DOOR**  
2915 34th Street  
Grand Rapids, MI 49512  
(616) 944-0900  
David Koryndak  
sales@yourshowerdoor.com

**Z TEELAND ARCHITECTURAL COMPONENTS**  
600 E Washington Ave  
Zeeland, MI 49464-1350  
(616) 772-6000  
John Zandbergen  
john@teelandzgroup.com

## EXPANDED LISTING

Stand out by expanding your listing with your logo above your information in the annual HBA Roster and Spring and Fall Parade digital guidebooks.

**ELECTRICAL CONTRACTORS & SUPPLIERS**  
**BOI & BROTHERS ELECTRIC, INC.**  
204 COTTONWOOD & BOND  
(616) 949-1571  
electricalboi.com

**CREATED CONTROL**  
(616) 360-2000  
dennisc@createdcontrol.com

**DEWEES & VAN DYKE, INC.**  
(616) 644-5742  
dennisc@dewees.com

**KELLY ELECTRIC, INC.**  
(616) 621-1871  
kellyelectric.com

**LEXTON MANUFACTURING COMPANY**  
(616) 489-2774  
lexmfg.com

**ENERGY SYSTEMS AND PRODUCTS**  
**NORTHWOOD**  
NORTHWOOD HEATING SYSTEMS LLC  
(616) 489-1815  
northwood-heating.com

**ENGINEERS STRUCTURAL PRODUCTS**  
**J & J AIR, AIR CONCEPTS, INC.**  
(616) 299-8860

**ENGINEERS & SURVEYORS**  
**CLASSIC ENGINEERING & ARCHITECTURE**  
(616) 742-2800  
classicengineering.com

**ENVIRONMENTAL ASSOCIATES, INC.**  
(616) 343-1900  
enviroinc.com

**HERVEY**  
(616) 375-1000  
herveyinc.com

**EQUIPMENT RENTALS**  
**DAVE SUPPLIES INC.**  
(616) 313-0023  
davesupplies.com

**EXCAVATING & TRENCHING**  
**BROAD BUILDING SERVICE, INC.**  
(616) 789-7720  
bbsinc.com

**HAP ROSEWATER & SONS, INC.**  
(616) 441-1243  
hrosenwater.com

**HERMANSON EXCAVATING, INC.**  
(616) 624-1549  
hermansonec.com

**HOP EXCAVATING**  
(616) 790-7000

**FINANCIAL SERVICES**  
**CAPITAL ONE BANK BUSINESS**  
(616) 427-4516  
capitalone.com

**INDEPENDENT BANK**  
(616) 789-4022  
independentbank.com

**LAKE MICHIGAN CREDIT UNION**  
(616) 346-3700  
lakecru.com

**LAKE MICHIGAN INSURANCE AGENCY**  
(616) 346-3600  
lakeins.com

**MAGNATANA BANK**  
(616) 281-3123  
magnatana.com

**MERCANTILE BANK OF MICHIGAN**  
(616) 281-3123  
mercantile.com

**UNITED BANK OF MICHIGAN**  
(616) 752-3116  
unitedbank.com

**OLD NATIONAL BANK**  
(616) 789-7720  
oldnational.com

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**DAVE SUPPLIES INC.**  
(616) 313-0023  
davesupplies.com

**HOMESIDE KITCHEN**  
(616) 752-3116  
homesidekitchen.com

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**HOME BUILDERS ASSOCIATION**  
*Parade Of Homes*

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**EVENT SPONSORSHIPS**  
CALL FOR PRICING

TITLE SPONSOR

KICK-OFF SPONSOR

BLOCK PARTY SPONSOR

BUILDER BUS SPONSOR

GIVEAWAY TOUR BUS SPONSOR

TICKET SPONSOR

PANTRY SPONSOR

# PARADE APP ADVERTISING OPPORTUNITIES

The HBA Parade App, with over 5,000 current users, is designed so that parade goers can easily find a Parade home to start, get directions and help them plot their course. Spring Parade advertising runs May - July. Fall Parade runs September - November.

## PARADE APP SPONSOR: \$1,000

Includes 1 banner ad on home screen. Logo will be in Parade Guide and the HBAGGR website.

## APP BANNER AD: \$500

Rotating ad on homepage of app.  
Four spots available.

200 pixels X 200 pixels

IOS DOWNLOADS



4,208

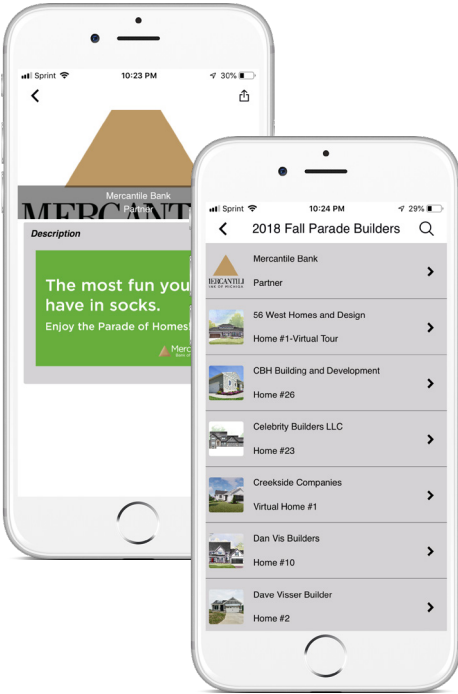
ANDROID DOWNLOADS



1,205







## APP LOGO LINK: \$100

Logo link with customized messaging that links to your web page.



## PUSH NOTIFICATIONS GEO-FENCING

Use Geo-fencing to send targeted push notifications to app users in the area of your home or business.

HBA Member

\$250 (Per Region)

Member with Guide Ad Purchase

\$50 (Per Region)

# PARADE DIGITAL GUIDEBOOK

The Parade Guidebook is a must for any company targeting the Parade attendee market and beyond, including builders and remodelers. The guidebook is available on the HBAGGR Parade of Homes website and is produced for both the Spring and Fall Parade of Homes.

## FULL PAGE AD: \$1,000

Includes link back to website and optional article provided by company.

8.5"W X 11"H

## HALF PAGE OR VIDEO AD: \$600

Includes link back to website. Ad or .mp4 video [landscape orientation] provided by company.

8.5"W X 5.5"H

## QUARTER PAGE + VIDEO AD COMBO: \$600

Includes link back to website. Ad *AND* .mp4 video [landscape orientation] provided by company.

4.25"W X 5.5"H

## QUARTER PAGE AD: \$400

Includes link back to website

4.25"W X 5.5"H

FRONT COVER: CALL FOR RATE

BACK COVER: CALL FOR RATE

INSIDE FRONT COVER: \$2200

INSIDE BACK COVER: \$2000

SEE DIGITAL ADVERTISEMENT  
SAMPLES HERE

## ADD-ONS:

### DIGITAL COMMERCIAL \$500

Overview of company, highlight a product or service, or tour of showroom. Produced and edited by HBA representative.

### PRODUCT TAGGING: \$75

Tag up to 6 products or services in your ad linking back to URL of choice. Required deliverables: Product / Service title and URL. Optional: Product / Service description and price.

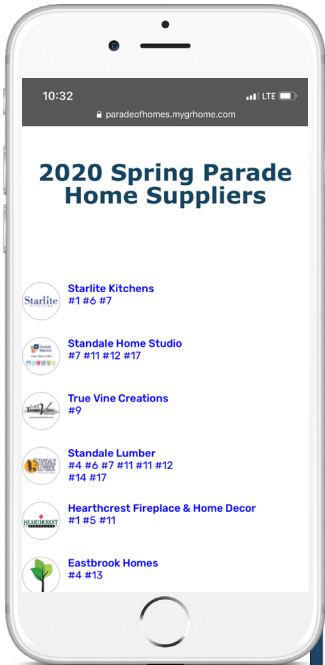
### ADDITIONAL INFORMATION

- Ads: .pdf, .jpg, or .png
- Video: .mp4 or link to video

# PROJECT CREDIT: \$50

Let visitors know you supplied the products or services in a home with a logo link to your web page. Listed in Parade App, Builder Webpage, Shop the Parade Directory Webpage, and digital guidebook. Choice of *one* QR-ME code in physical parade home.

Unlimited listings per parade.



Parade App



Shop the Parade Online Directory

2020 FALL PARADE PROJECT CREDIT DIRECTORY	
The following HBA member companies have supplied goods and services to the builders to create these beautiful homes. If you are looking for any of the products you found while enjoying the parade homes please visit these members.	
SUPPLIER	HOME NUMBER (S)
Advanced Interiors, Inc.	4, 5, 12
Bekins Audio/Video & Appliances	6, 13
Belden Brick & Supply Co.	7, 8
Bolt & Regnerus Electric, Inc.	7
Brower Building Service, Inc.	13
Carter Lumber Co.	4, 5, V1
Century	6, 7
DeHaan Tile & Floor Covering, Inc.	10
Discount Door Co LLC	1
DK Homes LLC	10
Eastbrook Homes, Inc.	5
Elkenhout, Inc.	6
Flame Center	13
Gerrit's Appliance, Inc.	1, 5, 12
Godwin Hardware & Plumbing, Inc.	1
Grand Rapids Lighting Center, Inc.	5
Hap Hookwater & Sons, Inc.	7
Herrington Excavating, Inc.	V1
Kendall Lighting Center	1, 8
Lanings Appliance, Inc.	10
Leading Edge Insulation Services	4, 5, 10, 13
Lighthouse Title	12
Meulenberg Painting & Decorating	1, 2
Modern Hardware	1, 7, 8, V1
Nawara Brothers Home Store	2
Norbert's Glass and Mirror	2
North Cove Builders LLC	4

Parade Digital Guidebook



Builder Webpage

## \$10/ADDITIONAL QR-ME

Company provides product link OR 5 - 20 second video of product, service, promotion, or about me. QR code acrylic signage in Parade Home of choice. Post event stats will be provided. Not available for virtual homes.

# AWARDS OF EXCELLENCE

SEE ADVERTISING MENU FOR PRICING

\*Multiple Sponsorships Available

## \*PRESENTING PARTNER

Recognized as presenting sponsor with logo in all marketing materials, one (5) minute presentation, 2 tickets to event, optional vendor booth

## AWARDS PARTNER

Signage on awards table, logo on awards bag, with optional promo postcard, volunteer to pass out awards, 2 tickets to event, recognized on promotional materials

## PHOTO STATION PARTNER

Logo on photo strip, 2 tickets to event, and recognition in event marketing

## ENTERTAINMENT PARTNER

Option to introduce entertainment, 2 tickets to event, optional vendor booth, and recognition in event marketing

## RED CARPET PARTNER

Red Carpet Host, 2 tickets to event, and recognition in event marketing

## INSTAGRAM #LIVE PARTNER

Logo on InstaLive feed, 2 tickets to event, volunteers to promote during event, and recognition in event marketing

## \*PARTING GIFT PARTNER

2 tickets to event, provides parting gift to guests, and recognition in event marketing

## WINNERS TOAST PARTNER

Includes bottle of champagne to lead toast to winners at end of event, 2 tickets to event, and recognition in event marketing

## \*TABLE PARTNER

Logo in program, company signage at dinner table, and 8 tickets to event

## REGISTRATION PARTNER

Signage on registration table, provide volunteers to staff registration table, 2 tickets to event, and recognition in event marketing

## BAR PARTNER

Signage at bar station, 2 tickets to event, and recognition in event marketing

*For more information, please contact the HBA or visit [www.myGRhome.com/awards](http://www.myGRhome.com/awards)*

# GOLF TOURNAMENT

SEE ADVERTISING MENU FOR PRICING

\*Multiple Sponsorships Available

## HOLE IN ONE SPONSOR

Lunch for 2, BYO booth to showcase service/product, recognition in event marketing, provide insurance for Grand Prize TBD by sponsor

## GOLF CART SPONSOR

Logo on golf carts, lunch for 2, and recognition in event marketing

## LUNCHEON SPONSOR

Logo on dining tables, lunch for 2, and recognition in event marketing

## \*FAIRWAY SIGN SPONSOR

Large 2' x 2' signage on one of the fairways throughout the course, and recognition in event marketing

## BEER CART SPONSOR

Logo on beer cart station, company logo displayed at event registration, and recognition in event marketing

## \*TEE SPONSOR

Lunch for 2, BYO booth to showcase service/product. Provide snack for golfers and/or optional game at booth, and recognition in event marketing

## REGISTRATION SPONSOR

Signage at registration table, optional promo material, lunch for 2, assist with golfer check-in, and recognition in event marketing

## 50/50 RAFFLE SPONSOR

Lunch for 2, assist with raffle, and recognition in event marketing

## \*PRIZE SPONSOR

Sponsor provides branded goodie bag with company swag or special offers valued at \$50+ OR \$50+ gift of choice, and recognition in event marketing

## SILENT AUCTION DONATION

Company swag bag, or local/state excursion or activity TBD by sponsor, and recognition in event marketing

## \*COURSE SNACK SPONSOR

Optional promotional brochure at snack table and recognition in event marketing

# CORNHOLE FAMILY FEST

SEE ADVERTISING MENU FOR PRICING

\*Multiple Sponsorships Available

## EVENT SPONSOR

Registration table signage, 1 two-person team, vendor booth, and recognition in event marketing

## ENTERTAINMENT SPONSOR

Signage near entertainment, optional BYO vendor booth, and recognition in event marketing

## BEVERAGE SPONSOR

Two drink tickets for company attendees, beer + wine table signage, optional BYO vendor booth, and recognition in event marketing

## BRACKET SPONSOR

Logo and/or signage on tournament bracket, optional BYO vendor booth, and recognition in event marketing

## SCORECARD SPONSOR

Logo on scorecard, optional BYO vendor booth, and recognition in event marketing

## \*LANE SPONSOR

Logo on 12"x18" sign at 1 lane, optional BYO vendor booth, and recognition in event marketing

## \*CARNIVAL TREAT SPONSOR

Logo displayed at station, provide volunteers, and recognition in event marketing

## GRILL SPONSOR

Logo displayed at station, provide volunteers, and recognition in event marketing

## \*PICNIC SPONSOR

Logo displayed at station, provide volunteers, and recognition in event marketing

## \*GAME SPONSOR

Logo displayed at station, provide volunteers, and recognition in event marketing

## PRIZE STATION SPONSOR

Logo displayed at station, provide volunteers, and recognition in event marketing

## \*TABLE SPONSOR

Signage on picnic table in enclosure, your choice of 2 logo images or 1 logo & 1 promotional product/service [must provide logo and 8.5"x11" flyer, if desired], and recognition in event marketing

## \*BAKED GOOD SPONSOR

Donate baked good [may be store bought] and recognition in event marketing

## 50/50 RAFFLE SPONSOR

2 picnic tickets, assist with raffle, and recognition in event marketing

# HBA BONFIRE

SEE ADVERTISING MENU FOR PRICING

\*Multiple Sponsorships Available

## EVENT SPONSOR

Greet guests at registration table, optional vendor table and 5 minute presentation

CORN MAZE SPONSOR

\*DONUT SPONSOR

LINE DANCING SPONSOR

\*APPLE CIDER SPONSOR

BONFIRE SPONSOR

\*HOTDOG SPONSOR

All sponsors get recognition on promotional materials and signage at their designated station.

# NETWORKING SPONSORSHIPS

## ANNUAL MEETING TITLE SPONSOR

Sponsor provides venue and catering for the annual meeting.

## SUMMER EVENT / MEMBER APPRECIATION SPONSOR:

Sponsor may choose venue or host this HBA member + family event in the Greater Grand Rapids area.

## MEMBER MEET-UP HOST SPONSOR

Sponsor determines networking meet-up location and provides refreshments for guests.

## SPEED NETWORK SPONSOR

Exclusive 1-on-1 with predetermined HBA builder member. Recognition in event marketing + vendor booth.

## EDUCATION HOST SPONSOR: \$100

Meet members and network by hosting an education event. Choose from Education Breakfast, Education Lunch + Learn, or Education After Hours. Host provides classroom area, audio / visual and refreshments, with the option to provide the speaker or present your products and services.

## LEGISLATIVE BREAKFAST SPONSOR

Recognition in event marketing + vendor booth.

# ADD-ONS



## FOUNDATION CONTRIBUTION: TBD

There are several ways you can support the HBA Foundation. Serve on the Foundation Committee, donate materials, labor, or offer financial support to our special needs housing project. Get involved with our Next Generation program by considering a housing industry graduate for employment or help fund the scholarship program.  
*hbafoundationgr.com*



## PWB CONTRIBUTION: TBD

The PWB is the voice of women in the local building industry. Through education, professional development and networking opportunities, the PWB helps members to acquire and develop invaluable leadership and business skills to boost career success.  
*mygrhome.com/professional-women-in-building*

## AD DESIGN: \$45/HR

For \$45 per hour, the HBA will help you design your proof + advertisement. For personal use or HBA publications.

## JOB POSTING: FREE

HBA member perk. Let us post your open positions on the HBAGGR website for you to build your team of professionals. Will also be promoted on our social media and weekly e-blast to members.

## HBA HOMEOWNER EXPERT: FREE

Volunteer to be an on-call HBA member expert to answer consumer questions.





