



**HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS**

ADVERTISING HANDBOOK

TABLE OF CONTENTS

ADVERTISING

Website	3
Social Media	4
E-Blast	4
Member Showcase	5
HBA Membership Roster	6
Parade of Homes App	9
Parade of Homes Guide	10

EVENTS AND SPONSORSHIPS

Awards of Excellence	14
Golf Outing	17
Networking Sponsorships	18
ADD-ONS	19

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



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

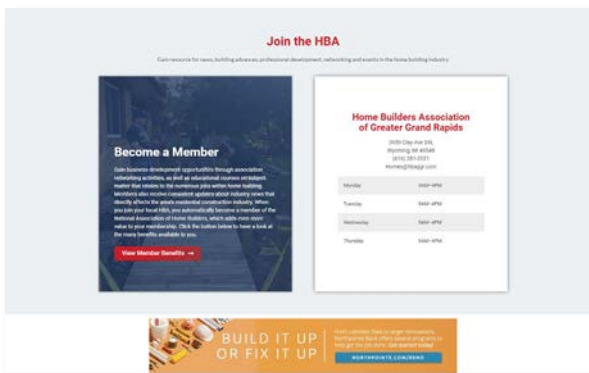
The HBA Website, mygrhome.com brings new opportunities for members. Get featured in front of nearly 7,000 unique users per month with a featured members logo link. Up to six members may have a click-able link on the home page.

12 month link: \$500

6 month link: \$300

1024 pixels X 1024 pixels

JPEG or PNG image preferred.



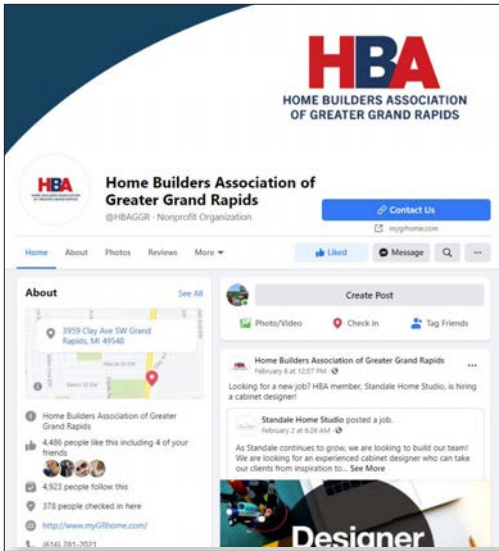
BANNER AD


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



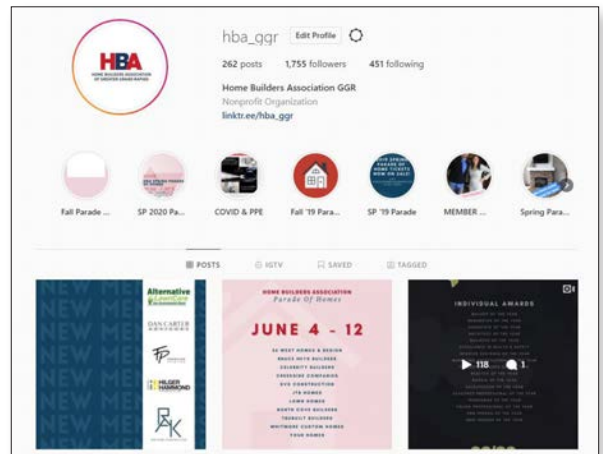
SOCIAL MEDIA SHOUT-OUT: \$10

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.

Facebook Followers: 5,000+

Facebook Page Likes: 4,600+

Instagram Followers: 2,000+



E-BLAST BANNER AD

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

Weekly: \$25

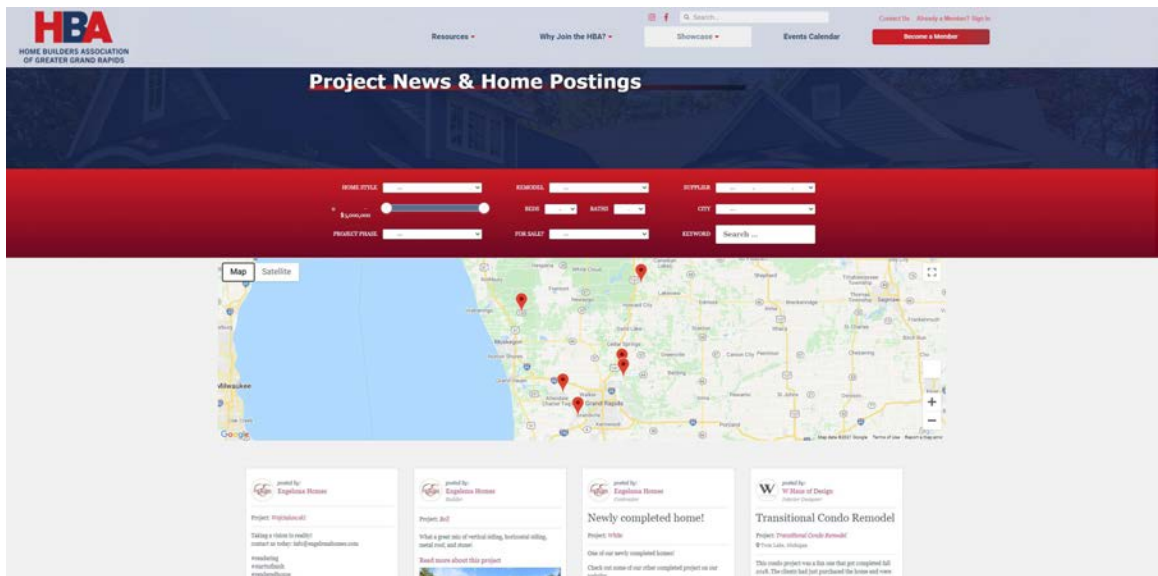
Monthly [4 ads]: \$100

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

WEBSITE / SOCIAL AD RATES

	AD SIZES	DURATION	RATE
WEB LOGO LINK	1024px X 1024px	12 MO. / 6 MO.	\$500 / \$300
BANNER AD	730px X 130px	12 MO. / 6 MO.	\$1,100 / \$600
SOCIAL MEDIA SHOUT-OUT	1080px X 1080px	ONE-TIME POST	\$10
E-BLAST BANNER AD	300px X 600px	1 WEEK / 4 WEEKS	\$25 / \$100
MEMBER SHOWCASE		1 MO. / ONE-TIME POST	\$18 / \$7
REMODEL VIRTUAL TOUR		1 YEAR	\$600
NEW HOMES VIRTUAL TOUR		1 YEAR / 2 YEARS	\$600 / \$900



HBA
HOME BUILDERS ASSOCIATION
OF GREATER GRAND RAPIDS
2021 MEMBERSHIP ROSTER

1000

FULL PAGE

8.25"W x 10.75"H

HALF PAGE

8.25"W x 5.3125"H

QUARTER PAGE

4"W x 5.3125"H

MEMBERSHIP ROSTER RATES

	AD SIZES	RATE
BACK COVER	8.25"W X 10.75"H	\$1750
INSIDE COVER	8.25"W X 10.75"H	\$1300
FULL PAGE AD	8.25"W X 10.75"H	\$700
HALF PAGE AD	8.25"W X 5.3125"H	\$400
QUARTER PAGE AD	4"W X 5.3125"H	\$350
EXPANDED LISTING		\$200

AD DUE DATE: FEBRUARY 11, 2022

ADDITIONAL INFORMATION

Camera ready materials must be provided in a digital format. The preferred format for four-color digital advertisement is hi-res Adobe Acrobat PDF file format.

- All fonts and images must be embedded.
- All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch).
- Color images must be CMYK.
- Cover and Inside cover ad may be full bleed, please add an additional 1/4" on each side for bleed allowance.

HOME BUILDERS ASSOCIATION
Parade Of Homes

2021 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	25,394	9,662
TOTAL ENTRIES	39	13
TOTAL TICKETS SOLD	4,057	2,171
TOURS PER PERSON	6	4

2020 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	30,342	9,005
TOTAL ENTRIES	24	15
TOTAL TICKETS SOLD	2,979	1,179
TOURS PER PERSON	10	5

2019 PARADE OF HOMES STATISTICS		
	SPRING	FALL
TOTAL TOURS	132,003	25,365
TOTAL ENTRIES	85	33
TOTAL TICKETS SOLD	10,250	2,511
TOURS PER PERSON	13	11

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 6,000 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.

600 pixels X 600 pixels

iOS DOWNLOADS



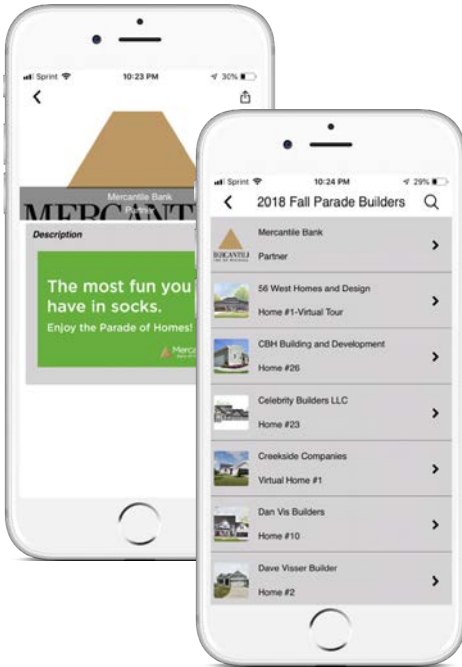
5,093

ANDROID DOWNLOADS



1,499





APP LOGO LINK: \$100

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



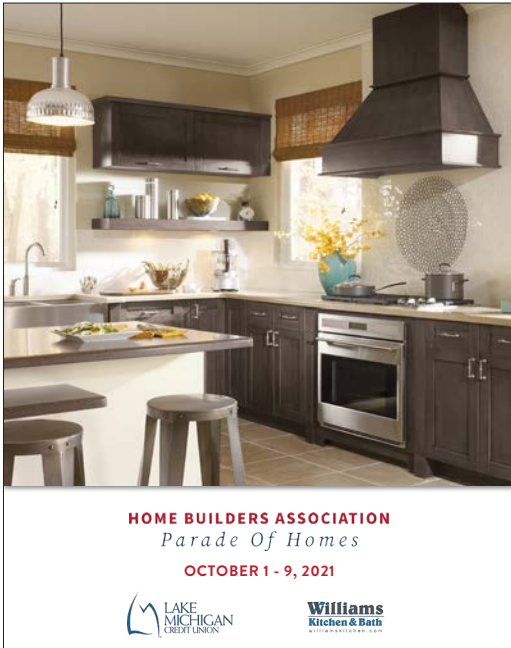
PUSH NOTIFICATIONS GEO-FENCING

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

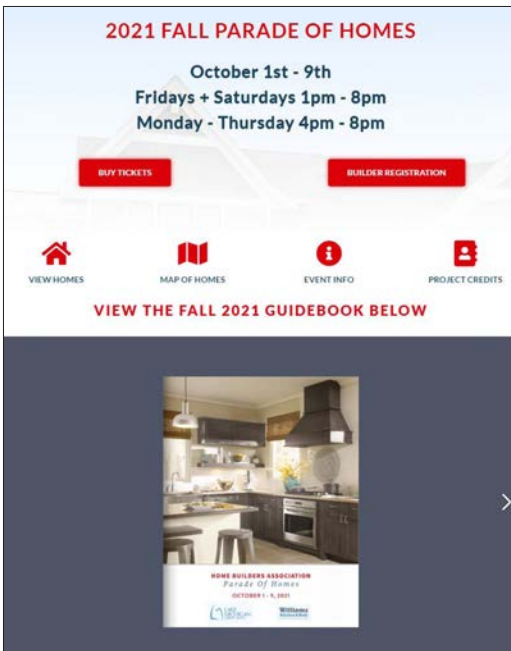
HBA Member
Member with Guide Ad Purchase

\$250 (Per Region)
\$50 (Per Region)

PARADE APP AD RATES			
	AD SIZES	DURATION	RATE
PARADE APP SPONSOR		3 MO.	\$1000
APP BANNER AD	600px X 600px	3 MO.	\$500
APP LOGO LINK		3 MO.	\$100
PUSH NOTIFICATION		ONE-TIME	\$250[PER REGION]
PUSH NOTIFICATION WITH GUIDE AD PURCHASE		ONE-TIME	\$50



Printed Guidebook



Digital Guidebook on HBA Website

PARADE GUIDEBOOK

The Parade Guidebook is a must for any company targeting the Parade attendee market and beyond, including builders and remodelers. Both a printed and digital guidebook will be produced for Spring and Fall Parade of Homes.

FRONT COVER: CALL FOR RATE
BACK COVER: CALL FOR RATE

INSIDE FRONT COVER: \$2500
INSIDE BACK COVER: \$2300

FULL PAGE AD: \$2,200
Digital ad links back to website
8.5"W X 11"H

HALF PAGE: \$1,400
Digital ad links back to website.
8.5"W X 5.5"H

QUARTER PAGE AD: \$700
Digital ad links back to website
4.25"W X 5.5"H

2021 DIGITAL GUIDEBOOK STATISTICS		
	SPRING	FALL
IMPRESSIONS	20,0329	10,082
VIEWS	3,123	1,681
AVERAGE TIME SPENT	5:37	2:52
DOWNLOADS	86	0
CLICKS ON LINKS	7,894	3,512

Please note, the Spring 2021 Guide was available online only

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



Parade Digital Guidebook



Builder Webpage

FULL PAGE

8.5"W X 11"H

HALF PAGE

8.5"W X 5.5"H

QUARTER PAGE

4.25"W X 5.5"H

PARADE GUIDEBOOK RATES

	AD SIZES	RATE
GUIDEBOOK FRONT COVER	8.5"W X 11"H	CALL FOR RATE
GUIDEBOOK BACK COVER	8.5"W X 11"H	CALL FOR RATE
GUIDEBOOK INSIDE FRONT COVER	8.5"W X 11"H	\$2500
GUIDEBOOK INSIDE BACK COVER	8.5"W X 11"H	\$2300
GUIDEBOOK FULL PAGE AD	8.5"W X 11"H	\$2200
GUIDEBOOK HALF PAGE AD	8.5"W X 5.5"H	\$1400
GUIDEBOOK QUARTER PAGE AD	4.25"W X 5.5"H	\$700
PROJECT CREDITS		\$50[PER PARADE]

SPRING PARADE ADS DUE MAY 6, 2022 | FALL PARADE ADS DUE SEPTEMBER 2, 2022**ADDITIONAL INFORMATION**

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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 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

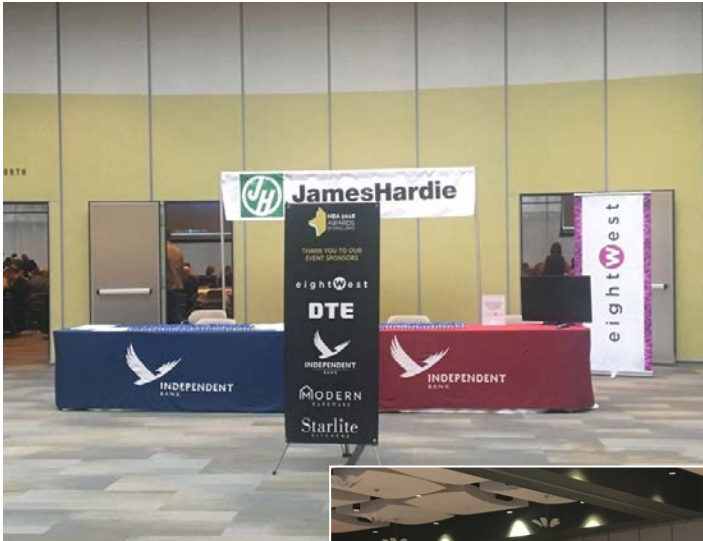
BAR PARTNER

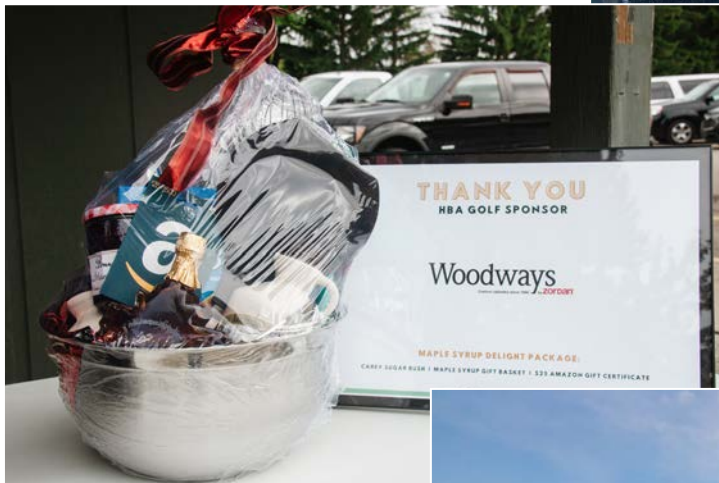
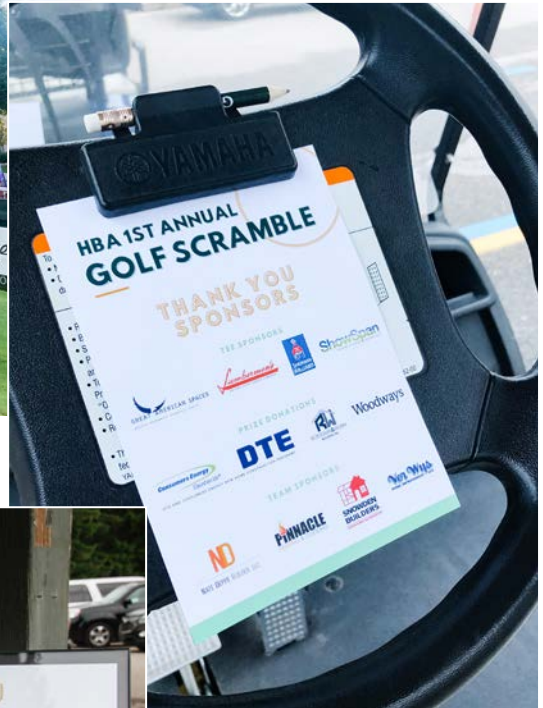
Signage at bar station, 2 tickets to event, and recognition in event marketing

For more information, please contact the HBA or visit www.myGRhome.com/awards

AWARDS OF EXCELLENCE SPONSORSHIP RATES

*PRESENTING PARTNER	\$2000
AWARDS PARTNER	\$2000
PHOTO STATION PARTNER	\$1500
ENTERTAINMENT PARTNER	\$1000
RED CARPET PARTNER	\$1000
INSTAGRAM #LIVE PARTNER	\$500
*PARTING GIFT PARTNER	\$400
WINNERS TOAST PARTNER	\$500
*TABLE PARTNER	\$500
REGISTRATION PARTNER	\$200
BAR PARTNER	\$200





GOLF TOURNAMENT

SEE ADVERTISING MENU FOR PRICING

*Multiple Sponsorships Available

HOLE IN ONE PARTNER

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

GOLF CART PARTNER

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

LUNCHEON PARTNER

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

BEER CART PARTNER

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

*TEE PARTNER

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

*FAIRWAY SIGN PARTNER

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

REGISTRATION PARTNER

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

50/50 RAFFLE PARTNER

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

*PRIZE PARTNER

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 PARTNER

Optional promotional brochure at snack table and recognition in event marketing

GOLF TOURNAMENT SPONSORSHIP RATES

HOLE IN ONE PARTNER	TBD
GOLF CART PARTNER	\$1000
LUNCHEON PARTNER	\$1000
BEER CART PARTNER	\$500
*TEE PARTNER	\$200
*FAIRWAY SIGN PARTNER	\$100
REGISTRATION PARTNER	\$100
50/50 RAFFLE PARTNER	\$100
*PRIZE PARTNER	\$50
SILENT AUCTION DONATION	TBD
*COURSE SNACK PARTNER	TBD

NETWORKING SPONSORSHIPS

ANNUAL MEETING TITLE SPONSOR

Sponsor provides venue and catering for the annual meeting.

MEMBER MEET-UP HOST SPONSOR

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

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.

SUMMER EVENT / MEMBER APPRECIATION SPONSOR:

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

SPEED NETWORK SPONSOR

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

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



FOUNDATION CLAY SHOOT

Clay Shoot is one of the best attended events of the year and our most successful fundraising event because of your support! Promote your company and help rebuild the HBA Foundation scholarship fund.

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.

ADVERTISING AGREEMENT

COMPANY NAME: _____ CONTACT NAME: _____

PHONE: _____ FAX: _____

EMAIL: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

AUTHORIZING SIGNATURE: _____

ADVERTISING/AD SIZES	RATE	QUANTITY	TOTAL

SUBTOTAL

JOIN THE HBA			
HBA MEMBERSHIP	\$629*		

**Rate may fluctuate from year to year*

SUBTOTAL

CONTACT INFORMATION		
Kylie Herron	(616) 281-2021 X251	marketing@hbaggr.com

PAYMENT INFORMATION	
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SUBMIT ALL PAYMENTS TO: HBAGGR 616 281 2021
3959 CLAY AVE
WYOMING, MI 49548

TOTAL AMOUNT AUTHORIZED: \$ _____

PAYMENT METHOD: ☐CHECK ENCLOSED OR PLEASE CHARGE MY ☐VISA ☐MASTERCARD ☐DISCOVER ☐AMERICAN EXPRESS

CARD # V-CODE: _____ EXP DATE: ____/____/____

CARDHOLDER NAME: _____

SIGNATURE: _____ DATE: _____

FOR OFFICE USE ONLY:	SALES PERSON: _____
<input type="checkbox"/> INVOICED	<input type="checkbox"/> E-MAILED STATEMENT <input type="checkbox"/> READY FOR EXPORT