# HBA HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS

### **ADVERTISING HANDBOOK**

HOME BUILDERS ASSOCIATION OF GREATER GRAND RAPIDS 3959 CLAY AVE SW WYOMING, MI 49548 | MYGRHOME.COM | 616 281 2021

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#### **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

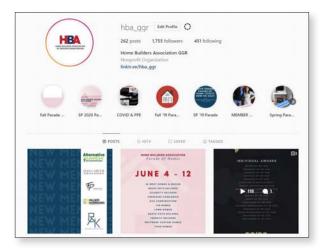
Ad Size: 730px X 130px



# 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+

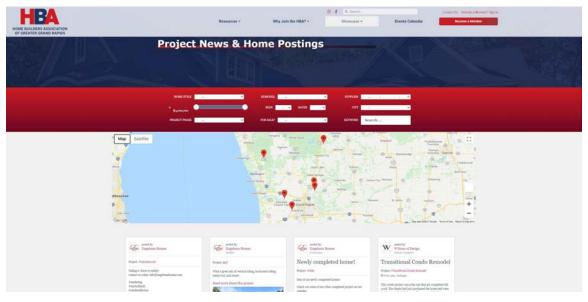


# **E-BLAST BANNER AD**

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	1024рх Х 1024рх	12 MO. / 6 MO.	\$500 / \$300	
BANNER AD	730рх Х 130рх	12 MO. / 6 MO.	\$1,100 / \$600	
SOCIAL MEDIA SHOUT-OUT	1080рх Х 1080рх	ONE-TIME POST	\$10	
E-BLAST BANNER AD	300рх Х 600рх	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	



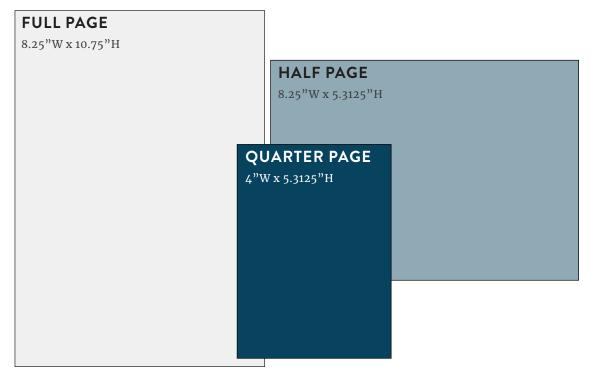
## MEMBERSHIP ROSTER

HBAGGR Annual Roster contains complete contact information for all members plus additional industry specific contacts and information.

#### EXPANDED LISTING

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

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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



<complex-block><complex-block>

IOS DOWNLOADS

1,499





#### APP LOGO LINK: \$100

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

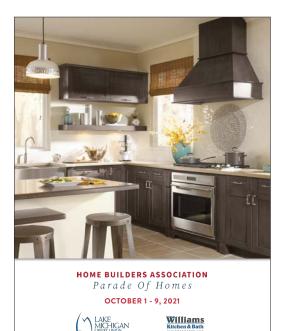


# PUSH NOTIFICATIONS GEO-FENCING

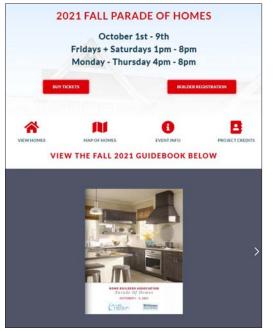
Use Geo-fencing to send targeted push notifications to app users in the area of your home or business.

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	600рх X 600рх	3 MO.	\$500
APP LOGO LINK		3 MO.	\$100
PUSH NOTIFICATION		ONE-TIME	\$250[per region]
PUSH NOTIFICATION WITH		ONE-TIME	\$50
GUIDE AD PURCHASE			



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 the 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
CLIKS 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.



SHOP THE	E PARADE DIRECTORY
	ied goods and services to the Builders to create these beautiful homes, if you are looking for any
all the products you h	ward while anjoying the parada homes please shall these members.
	Contraction of the second s
2020 1	Fall Parade Home Suppliers
Milana Khaha	an à Bath ( and ang)
-	
Restorts Date	and Riman #2
Advantad Inferiors	04 P2 P3
Balance	40.410
Berner Brick & Supply D	
But & Repressi Dectro	
Brook Bullaning Service	66.7%L #12
Cartar Contain	*****
Century Proving	40.4T
DR Homes	*10
Tablaat Vin & Piter Don	and has and

Shop the Parade Online Directory

#### 2020 FALL PARADE PROJECT CREDIT DIRECTORY

The following IIIA member companies have supplied goods and services to the builders to create these beauful homes. If you are looking for any of the products you found while employing the pathod homes pione with these members.: SUPPLIER HOME RCSS Advanced Interiors, Inc. 4, 5, 12 Ibelins Audio/Web & Applances 6, 13

Belden Brick & Supply Co.	7,8
Bolt & Regnerus Electric, Inc. DBA Custom Video & Sound	7
Brower Bulldozing Service, Inc.	13
Carter Lumber Co.	4, 5, VI
Century	6,7
DeHaan Tile & Floor Covering, Inc.	10
Discount Door Co LLC	1
DK Homes LLC	10
Eastbrook Homes, Inc.	5
Eikenhout, Inc.	6
Flame Center	13
Gerrit's Appliance, Inc.	1, 5, 12
Godwin Hardware & Plumbing, Inc.	1
Grand Rapids Lighting Center, Inc.	5
Hap Hoelewater & Sons, Inc.	7
Herrington Excavating, Inc.	V1
Kendall Lighting Center	1,8
Laninga Appliance, Inc.	10
Leading Edge Insulation Services	4, 5, 10, 13
Lighthouse Title	12
Meulenberg Painting & Decorating	1, 2
Modern Hardware	1, 7, 8, 91
Nawara Brothers Home Store	2
Norbert's Glass and Mirror	2
North Cove Builders LLC	4
B   supplication care	

Parade Digital Guidebook



Inorphile accidencial lines and null-media editoris materials define this home's motion asethetic, a block to Toulout Builder (response properties: Stimp or a parport within the truth to motional surroundings in the perfect meeting of motions and nature. The outdoor tables and the pit builders assertings to the home, maning of the perfect series pitch in interfacing and everying long. Insteil, a variety of united assembly from tesh harvested on the UL, streaders, and builderstage long limited, a variety of the perfect meeting in the series to the UL, streaders, and builderstage long limited, a variety of extend assembly through stread as the UL, streaders, and builders fainting, and builderstage throughout this count in boots score as builders bein on the variet, as une beint faulter, straigney, and fainting shreaders build the percent output to and astrong the truth output to the process output and builder descriptions and the faulter, straigney, and fainting shreaders build the process output and builder descript that Toubuil Builders is hown for

Project Credits

Norberts Glass and Mirror Shower/Cabinet/Fireplace Glass & Mirrors

Builder Webpage

FULL PAGE 8.5"W X 11"H	HALF PAGE 8.5"W X 5.5"H	
	UARTER PAGE 25"W X 5.5"H	
PARADE GUIDEBOOK RA		RATE

AD SIZES	RATE	
8.5"W X 11"H	CALL FOR RATE	
8.5"W X 11"H	CALL FOR RATE	
8.5"W X 11"H	\$2500	
8.5"W X 11"H	\$2300	
8.5"W X 11"H	\$2200	
8.5"W X 5.5"H	\$1400	
4.25"W X 5.5"H	\$700	
	\$50[per parade]	
	AD SIZES 8.5"W X 11"H 8.5"W X 11"H 8.5"W X 11"H 8.5"W X 11"H 8.5"W X 11"H 8.5"W X 11"H 8.5"W X 5.5"H	

#### SPRING PARADE ADS DUE MAY 6, 2022 | FALL PARADE ADS DUE SEPTEMBER 2, 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.

# 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

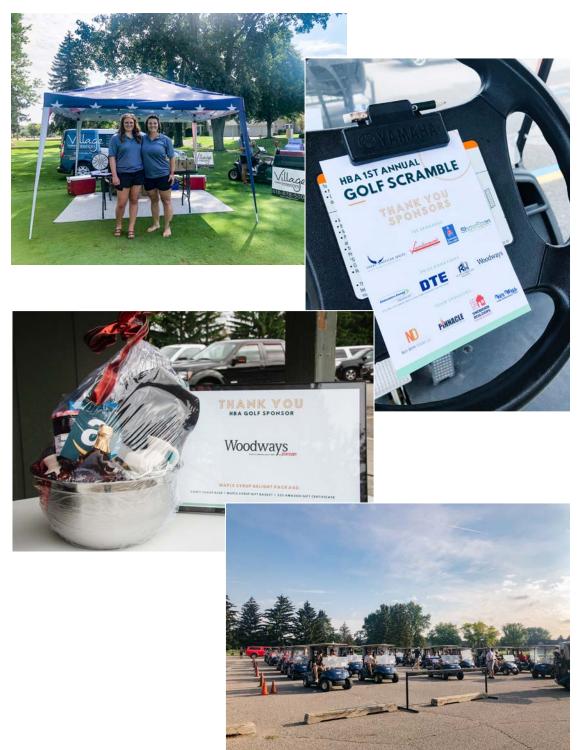
#### **BAR PARTNER**

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

SPONSORSHIP RATES
\$2000
\$2000
\$1500
\$1000
\$1000
\$500
\$400
\$500
\$500
\$200
\$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
L		SUBTOTAL	

JOIN THE HBA			
HBA MEMBERSHIP	\$629*		
*Rate may fluctuate from year to year		SUBTOTAL	

ate may fluctuate from year lo yeu

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

#### **PAYMENT INFORMATION**

SUBMIT ALL PAYMENTS TO:	HBAGGR 3959 CLAY AVE WYOMING, MI 49548	616 281 2021
TOTAL AMOUNT AUTHORIZED: \$		
PAYMENT METHOD: CHECK ENCLOSE		ERCARD DISCOVER AMERICAN EXPRESS
CARDHOLDER NAME:		
SIGNATURE:	C	DATE:
FOR OFFICE USE ONLY:	SALES PERSON:	
INVOICED	E-MAILED STATEMEN	T READY FOR EXPORT