

North Carolina Home Builders Association

2012 Business Partnership Program



Your support as a business partner helps us fulfill our mission of protecting the American Dream of home ownership through advocacy, education and professional business development.



The Benefits of Becoming a Sponsor:

The North Carolina Home Builders Association, the largest HBA in the nation with nearly 13,000 member firms, offers a unique and exceptional value for your marketing dollars. By investing in this program, you not only assist the NCHBA in providing outstanding programs throughout the year, but your company will receive the recognition it so richly deserves.

The following pages give you an idea of the different levels available. Custom packages can also be designed especially for your company so you can meet your marketing goals and budget.

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. For example,

1. Stopped Residential Sprinkler Proposal.
2. Negotiated Compromise on Energy Efficiency Mandates.
3. Led Effort to Make Solving the AD&C Credit Crisis NAHB's Number One Priority.
4. Repeal of the Unfair Merkley Provision.
5. Won Victories at the NC Court of Appeals Against Adequate Public Facilities Ordinances (APFO).
6. Provided Critical Tax Relief and Assist With Builder Cash Flow by deferral of property taxes on unused builder inventory.
7. Preserving Housing Affordability by Extending Certain Development Approvals.
8. Preserve Housing Affordability by Fighting Efforts by the State Banking Commission to Limit Builder Assistance to Homebuyers Who Choose to Utilize Affiliated Builder Mortgage Lenders.

EDUCATION

1. Hosts the 21st Century Building Expo & Conference for members of the home building industry.
2. Administers the North Carolina Builder Institute to allow builders and associates to achieve professional designations.

NETWORKING

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



What is the 21st Century Building Expo & Conference?

In addition to recognition through NCHBA activities and events, the NCHBA Business Partnership Program provides participating companies 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 Business Partnership package has a corresponding 21CBEC package that is included to increase your exposure to industry professionals who are not members of the NCHBA.

A few facts about the 21CBEC:

- Now celebrating our 10th year as *the* event for home builders in the Southeast.
- 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 15% 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, Certified Green Professional, Certified Aging in Place Specialist, Certified Graduate Builder and more.
- Networking events including the STARS Awards Gala, Builders Beer Garden and Expo Golf Tournament.





Diamond Sponsor Level—\$45,000

NCHBA Benefits

- Company logo displayed year-round in the NCHBA lobby
- Company logo in the 4th Quarter Installation Program
- Company logo on NCHBA Sponsor Banner at Quarterly Meetings
- Company logo recognition quarterly in the *North Carolina Builder* magazine
- Company logo with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company logo recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company logo in *Monday Briefing* newsletter
- Exclusive Sponsor of the NCHBA Regional Meetings with banner
- Complimentary NCHBA Annual Installation Dinner Tickets (Qty. unlimited)
- Facebook/Twitter promotion at least six times per year
- Hole sponsor sign at the NCHBECE Inc. Golf Tournament
- Opportunity to include a flyer in 4 of the 12 Quarterly Meeting notices
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- 20 x 20 exhibit booth
- 10% discount on other Expo sponsorships
- 25% discount on advertising in the 21CBEC Brochure
- Company logo (b/w) with exhibitor listing in Program Guide
- Company logo in 21CBEC brochure mailed to 50,000+ potential attendees
- Company logo in 21CBEC Program Guide
- Company logo on 21CBEC website
- Company logo on kiosks in registration area
- Four tickets to 21CBEC Golf Tournament
- Featured listing of company name in exhibitor list in brochure and Program Guide
- Four tickets to High Production Builder Breakfast
- Free 21CBEC passes to distribute to clients
- Full Page Color ad in 21CBEC Program Guide
- Mega Star Sponsor recognition at the STARS Awards Gala
- Opportunity to block 10 hotel rooms or a hospitality suite at headquarters hotel (company to pay for rooms)
- Pre-show and post-show attendee mailing list
- Special advertisement in 21CBEC Brochure (¼ page)
- Two Days participation in the Grand Prize

Additional Benefits: Select three of the following options:

- #1 Banner ad in Monday Briefing for 4 newsletters of your choice
- #2 Banner ad on NCHBA website for 4 weeks
- #3 Opportunity to provide pen/notepad in NCHBA Regional Meeting and NCHBA Executive Committee Planning Retreat notebooks (must be supplied by sponsor)
- #4 Opportunity to put flyer/brochure out at Quarterly Meeting registration desk (supplied by sponsor)
- #5 Opportunity to put flyer/brochure or pen/notepad out at Spring NCBI session (supplied by sponsor)



Sapphire Sponsor Level—\$30,000

NCHBA Benefits

- Company logo displayed year-round in the NCHBA
- Company logo in the 4th Quarter Installation Program
- Company logo on NCHBA Sponsor Banner at Quarterly Meetings
- Company logo recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company logo with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company logo recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company logo in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 4)
- Facebook/Twitter promotion at least five times/year
- Hole sponsor sign at the NCHBECE Inc. Golf Tournament
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute
- Opportunity to include a flyer in 3 of the 12 Quarterly Meeting notices

21CBEC Benefits

- 20 x 20 exhibit booth
- 10% discount on other Expo sponsorships
- 25% discount on advertising in the 21CBEC Brochure
- Company logo (b/w) with exhibitor listing in Program Guide
- Company logo in 21CBEC brochure mailed to 50,000+ potential attendees
- Company logo in 21CBEC Program Guide
- Company logo on 21CBEC website
- Company logo on kiosks in registration area
- Four tickets to 21CBEC Golf Tournament
- Featured listing of company name in exhibitor list in brochure and Program Guide
- Four tickets to High Production Builder Breakfast
- Free 21CBEC passes to distribute to clients
- Full Page Color ad in 21CBEC Program Guide
- Mega Star Sponsor recognition at the STARS Awards Gala
- Opportunity to block 10 hotel rooms or a hospitality suite at headquarters hotel (company to pay for rooms)
- Pre-show and post-show attendee mailing list
- Special advertisement in 21CBEC Brochure (¼ page)
- Two Days participation in the Grand Prize

Additional Benefits: Select three of the following options:

- #1 Banner ad in Monday Briefing for 4 newsletters of your choice
- #2 Banner ad on NCHBA website for 4 weeks
- #3 Opportunity to provide pen/notepad at NCHBA Regional Meeting and NCHBA Executive Committee Planning Retreat notebooks (must be supplied by sponsor)
- #4 Opportunity to put flyer/brochure out at Quarterly Meeting registration desk (supplied by sponsor)
- #5 Opportunity to put flyer/brochure out at Spring NCBI session registration desk (supplied by sponsor)



Platinum Sponsor Level—\$15,000

NCHBA Benefits

- Company logo displayed year-round in the NCHBA lobby
- Company logo in the 4th Quarter Installation Program
- Company logo on NCHBA Sponsor Banner at Quarterly Meetings
- Company logo recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company logo with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company logo recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company logo in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 4)
- Facebook/Twitter promotion at least four times/year
- Hole sponsor sign at the NCHBECE Inc. Golf Tournament
- Opportunity to include a flyer in 2 of the 12 Quarterly Meeting notices
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- 10 x 20 exhibit booth
- Full Page B/W ad in 21CBEC Program Guide
- 20% discount on advertising in the 21CBEC Brochure
- Company logo (b/w) with exhibitor listing in Program Guide
- Company logo in 21CBEC brochure mailed to 50,000+ potential attendees
- Company logo in 21CBEC Program Guide
- Company logo on kiosks in registration area
- Company logo/link on 21CBEC website
- Featured listing of company name in exhibitor list in brochure and Program Guide
- Two tickets to 21CBEC Golf Tournament
- Free 21CBEC passes to distribute to clients
- Mega Star Sponsor recognition at the STARS Awards Gala (see below for details)
- Opportunity to block 8 hotel rooms or a hospitality suite at headquarters hotel (company to pay for rooms)
- Pre-show and post-show attendee mailing list
- Two Days participation in the Grand Prize

Additional Benefits: Select three of the following options:

- #1 Banner ad in Monday Briefing for 3 newsletters of your choice
- #2 Banner ad on NCHBA website for 3 weeks
- #3 Opportunity to provide brochure in NCHBA Regional Meeting and NCHBA Executive Committee Planning Retreat notebooks (must be supplied by sponsor)
- #4 Opportunity to put flyer/brochure out at Quarterly Meeting registration desk (must be supplied by sponsor)
- #5 Opportunity to put flyer/brochure out at Spring NCBI session registration desk (must be supplied by sponsor)



Gold Sponsor Level-\$10,000

NCHBA Benefits

- Company logo displayed year-round in the NCHBA lobby
- Company logo in the 4th Quarter Installation Program
- Company logo on NCHBA Sponsor Banner at Quarterly Meetings
- Company logo recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company logo with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company logo recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company logo in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 4)
- Facebook/Twitter promotion at least three times/year
- Opportunity to include a flyer in 1 of the 12 Quarterly Meeting notices
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- 10 x 10 exhibit booth
- ½ B/W ad in 21CBEC Program Guide
- 15% discount on advertising in the 21CBEC Brochure
- Company logo (b/w) with exhibitor listing in Program Guide
- Company logo in 21CBEC brochure mailed to 50,000+ potential attendees
- Company logo in 21CBEC Program Guide
- Company logo on kiosks in registration area
- Company logo/link on 21CBEC website
- Featured listing of company name in exhibitor list in brochure and Program Guide
- Free 21CBEC passes to distribute to clients
- One Day participation in the Grand Prize
- Opportunity to block 5 hotel rooms or hospitality suite at headquarters hotel (company to pay for rooms)
- Pre-show and post-show attendee mailing list
- Two tickets to 21CBEC Golf Tournament

Additional Benefits: Select three of the following options:

- #1 Banner ad in Monday Briefing for 2 newsletters of your choice
- #2 Banner ad on NCHBA website for 2 weeks
- #3 Opportunity to provide brochure in NCHBA Regional Meeting and NCHBA Executive Committee Planning Retreat notebooks (must be supplied by sponsor)
- #4 Opportunity to put flyer/brochure out at Quarterly Meeting registration desk (must be supplied by sponsor)
- #5 Opportunity to put flyer/brochure out at Spring NCBI session registration desk (must be supplied by sponsor)



Silver Sponsor Level—\$7,500

NCHBA Benefits

- Company logo displayed year-round in the NCHBA lobby recognizing you as Year-Long Sponsor Club Member
- Company logo in the 4th Quarter Installation Program
- Company logo on NCHBA Sponsor Banner at Quarterly Meetings
- Company logo recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company logo with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company logo recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company logo in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 4)
- Facebook/Twitter promotion at least two times/year
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- ½ page B/W ad in 21CBEC Program Guide
- 10% discount on advertising in the 21CBEC Brochure
- Company logo in 21CBEC brochure mailed to 50,000+ potential attendees
- Company logo in 21CBEC Program Guide
- Company logo on kiosks in registration area
- Company logo/link on 21CBEC website
- Featured listing of company name in exhibitor list in brochure and Program Guide
- Free passes to the 21CBEC to distribute to clients

Bronze Sponsor Level—\$5,000

NCHBA Benefits

- Company name displayed on Sponsor Banner year-round in the NCHBA lobby
- Company name in the 4th Quarter Installation Program
- Company name on NCHBA Sponsor Banner at Quarterly Meetings
- Company name recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company name with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company name recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company name in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 2)
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- ¼ page B/W ad in 21CBEC Program Guide
- 5% discount on advertising in the 21CBEC Brochure
- Company name in 21CBEC brochure mailed to 50,000+ potential attendees
- Company name in 21CBEC Program Guide
- Company name on kiosks in registration area
- Company name/link on 21CBEC website
- Featured listing of company name in exhibitor list in brochure and Program Guide
- Free passes to the 21CBEC to distribute to clients



Patron Sponsor Level—\$2,500

NCHBA Benefits

- Company name displayed on Sponsor Banner year-round in the NCHBA lobby
- Company name in the 4th Quarter Installation Program
- Company name on NCHBA Sponsor Banner at Quarterly Meetings
- Company name recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company name with website link as a NCHBA Year-Long Sponsor on the NCHBA website
- Company name recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company name in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 2)
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- Company name on kiosks at registration
 - Company name in 21CBEC brochure mailed to 50,000+ potential attendees
 - Company name on 21CBEC website
 - Company name in 21CBEC Program Guide
 - Free passes to the 21CBEC to distribute to clients
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Contributor Sponsor Level—\$1,000

NCHBA Benefits

- Company name displayed on Sponsor Banner year-round in the NCHBA lobby
- Company name in the 4th Quarter Installation Program
- Company name on NCHBA Sponsor Banner at Quarterly Meetings
- Company name recognition in the *North Carolina Builder* magazine on a quarterly basis
- Company name listed as a NCHBA Year-Long Sponsor on the NCHBA website
- Company name recognition in the *NCHBA Associates Newsletter* (e-mailed quarterly)
- Company name in *Monday Briefing* newsletter
- Complimentary NCHBA Annual Installation Dinner Ticket (Qty. 1)
- Ribbons for all company delegates recognizing them as NCHBA Sponsors at Quarterly Meetings
- Special recognition at the NCHBA Legislative Reception
- Special recognition at the Spring Session of the NC Builder Institute

21CBEC Benefits

- Company name on kiosks at registration
- Company name in 21CBEC brochure mailed to 50,000+ potential attendees
- Company name on 21CBEC website
- Company name in 21CBEC Program Guide
- Free passes to the 21CBEC to distribute to clients



Additional Sponsorship Opportunities Available to Any Sponsor Level

The following sponsorship options can be purchased for additional fees:

- Additional booth at 21CBEC for \$1,000 if your package comes with a booth** **\$1,000**

- Co-Sponsorship of the 4th Quarter Reception before the Installation Dinner** **\$2,000**
Sponsor the reception before we install our Senior Officers, Executive Committee and Council officers for the upcoming year.

- Refreshment Carts at NCHBECF Golf Tournament** **\$750/cart**
Carts include beer, soft drinks, water and snacks for golfers participating in the N.C. Home Builders Educational and Charitable Foundation Golf Tournament, which funds scholarships for family members of NCHBA members.

Sponsor Notes

Due to the time sensitive nature of some of the opportunities included in the sponsorship packages, all options may not be available if you do not sign up to participate in the program by **January 31, 2012**. For example, the 1st Quarter Meeting is scheduled for February and the 21CBEC Brochure is printed in early March.

Any promotional opportunities included in your package, such as web banners, flyers, pens, etc., must be supplied by the sponsor a minimum of 60 days prior to the distribution date.



North Carolina Home Builders Association 2012 Sponsor Club Membership Form

- Yes, I would like to be a NCHBA Sponsor Club Member in 2012!
I understand that I must supply any promotional opportunities (i.e. web banners, flyers, pens, text, etc.) available to me a minimum of 60 days prior to the distribution date.

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Twitter: _____ Facebook: _____

USE THIS FORM AS YOUR INVOICE

- | | |
|--------------------------------------|----------|
| <input type="checkbox"/> DIAMOND | \$45,000 |
| <input type="checkbox"/> SAPPHIRE | \$30,000 |
| <input type="checkbox"/> PLATINUM | \$15,000 |
| <input type="checkbox"/> GOLD | \$10,000 |
| <input type="checkbox"/> SILVER | \$7,500 |
| <input type="checkbox"/> BRONZE | \$5,000 |
| <input type="checkbox"/> PATRON | \$2,500 |
| <input type="checkbox"/> CONTRIBUTOR | \$1,000 |

Extra Recognition

- | | |
|---|------------------|
| <input type="checkbox"/> Additional booth at 21CBEC for \$1,000 if your package comes with a booth | = \$1,000 |
| <input type="checkbox"/> Sponsorship of the 4 th Quarter Reception before Installation Banquet | = \$2,000 |
| <input type="checkbox"/> Refreshment Carts at NCHBECF Golf Tournament | = \$750/per cart |

Check Enclosed – Payable to NCHBA

Visa

MasterCard

American Express

Card No. : _____ Expiration Date: _____

Card issued to: _____

Signature: _____

Amount Authorized to be Charged: _____

Return by:

Fax: (919) 676-0402

Mail: PO Box 99090, Raleigh, NC 27624

E-mail: dalford@nchba.org

FOR NCHBA USE ONLY

Date Rec'd: _____ Check#/Credit Card: _____ Amount Rec'd: _____

Payee: _____