



SPONSORSHIPS GUIDE 2024

Create a customized plan to market your business through this complete guide to Greater Iowa City Area HBA sponsorships and advertising opportunities.

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Dear Members,

The Greater Iowa City Area Home Builders Association (Iowa City Area HBA) provides you with an abundance of ways to grow your business and generate recognition. Sponsorships Guide 2024 is intended to help you plan your involvement and budget for next year.

All opportunities featured are accompanied by descriptions to give you a better understanding of the occasion. Each sponsorship not only includes an investment amount, but also the recognition you can expect in return. Most are first-come, first-served. However, for many, previous sponsors are given priority consideration.

Getting the most out of your membership also means getting involved. Attending our monthly meetings is one great way to connect with other members. Stay informed by perusing our weekly email newsletter, regularly visiting our website (iowacityhomes.com) and engaging with us on social media platforms like Facebook (@IowaCityAreaHBA), Instagram (@icareahba), and TikTok ([iowacityhba](https://www.tiktok.com/@iowacityhba)). Also, consider joining a committee, such as events or legislative; or a special-interest group, such as our Remodelers Council, Young Professionals Network or Professional Women in Building. These actions will aid significantly with building relationships, exposing your brand and ultimately gaining more business.

Please look over this booklet. For sponsorship, advertising and other participation opportunities, mark your choices on the pledge sheets (pages 3 and 4) and send a copy to the Iowa City Area HBA office.

We are here to help you figure out what works best for you and your organization. Give us a call anytime at (319) 351-5333.

Here's to 2024!

Ali Salow

Ali Salow

Executive Officer
(319) 351-5333
eo@hbaofic.org

IC Area HBA Sponsorships Guide 2024 Pledge Sheet*

Please check your selections below and return a copy to the Iowa City Area HBA.

Anyone who commits to sponsorships and/or ad space totaling \$1,750 or more and who pays in full by Jan. 12, 2024, will receive a 3% discount. (2024 Mission, Premier Home Show, Parade of Homes and Golf Outing are excluded from this offer.)

Mission Partner

- Year-long Sponsor (#) \$7,500

Email Newsletter Event Advertising Page 5

- 1 Event Advertisement for 1 Month (#) \$25

The Home & Garden Show

- Presenting Co-Sponsor (2) 1 Available \$5,000
- Virtual Show Sponsor (2) 1 Available \$1,250
- Opening Night Sponsor (2) 1 Available \$1,000
- Forklift Sponsor (1) \$1,000
- Awards Sponsor (1) \$1,000
- Lanyards Sponsor (1) **(SOLD)** \$750
- Ticket Sponsor (1) **(SOLD)** \$600
- Scavenger Hunt Sponsor (2) 1 Available \$550
- Potty Sponsor (10) \$150
- Directional Sticker Sponsor-11 Inch (#) \$50
- Kids Zone Sponsor (1) **(SOLD)** In-Kind
- Kids Scavenger Hunt Sponsor (1) In-Kind
- Kids Coloring Contest Sponsor (1) In-Kind

Parade of Homes Page 7

- Presenting Co-Sponsor (2) **(SOLD)** \$3,000
- Virtual Tour Sponsor (1) **(SOLD)** \$2,500
- Breakfast Sponsor (1) **(SOLD)** \$2,000
- Parade App Sponsor (1) **(SOLD)** \$2,000
- Truck/Equipment Sponsor (#) \$1,500
- Lumber Sponsor (1) \$1,000
- Builders Excellence Awards Sponsor **(SOLD)** \$750
- Ticket Sponsor (1) \$600
- Remodelers Excellence Award Sponsor \$500
- Motto Award Sponsor (1) \$500
- People’s Choice Awards Sponsor (1) **(SOLD)** \$500
- Giveaway Sponsor (1) \$550
- Lego Parade of Homes Sponsor (1) \$500
- Parade App Rotating Ad (#) \$150
- Lunch or Happy Hour Sponsor (1) In-Kind
- Tour Day Water Sponsor (1) In-Kind

Golf Outing Page 8

- Presenting Sponsor (1) **(SOLD)** \$3,000
- Snack Sponsor (1) \$1,000
- Refreshments Sponsor (3) \$550
- Breakfast Sponsor (3) 2 Available \$550
- Lunch Sponsor (3) \$550
- Range Balls Sponsor (1) \$500
- Mulligan Sponsor (1) **(SOLD)** \$250
- Hole Sponsor (36) 32 Available \$150
- Hole in One Sponsor (3) In-Kind
- Water Sponsor (1) In-Kind
- Prize (#): I would like to donate an item to be used for a hole contest prize or raffle giveaway.
- Swag Bag (#): _____
(State the item you would like to provide.)

Company: _____

Name/Signature: _____

Date: _____

*#Indicates multiple opportunities are available.
Number or text in parentheses indicates how many sponsors or ads are needed at that level.



IC Area HBA Sponsorships Guide 2024 Pledge Sheet*

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Holiday Party Page 9

- Presenting Sponsor (1) \$1,000
- Entertainment Sponsor (1 or more) \$750
- Printing Sponsor (can be in-kind) (1) **(SOLD)** \$500
- Wine Sponsor (3) \$500
- Social Sponsor (3) 2 Available \$500
- Event Sponsor (#) \$250
- Wine/Whiskey Bottle(s) Donation
- Silent Auction Item/Basket Donation(4)

March City/County Update Meeting Page 10

- Event Sponsor (1) \$500
- Social Sponsor (3) \$250
- Host and Sponsor (1) In-Kind

Cedar Rapids/Iowa City Spring Social Page 10

- Host and Sponsor (1) In-Kind

May Membership Social Page 10

- Event Sponsor (1) \$500
- Social Sponsor (3) \$250
- Host and Sponsor (1) In-Kind

September Membership Meeting Page 11

- Event Sponsor (1) **SOLD** \$2000
- Social Sponsor (3) \$250
- Host and Sponsor (1) In-Kind

Celebrate Construction at Kinnick Page 11

- Event Sponsor (1) **(SOLD)** \$1,000
- Speaker Sponsor (1) **(SOLD)** \$500
- Social Sponsor (10) \$500

Annual Meeting Page 12

- Event Sponsor (1) \$1,000
- Social Sponsors (10) \$250

Remodelers Socials Page 12

- Host and Sponsor (4) In-Kind

Professional Women In Building Page 12

- Host and Sponsor (4) In-Kind

Young Professionals Network Socials Page 13

- First-Round Sponsor (4) or (2) \$250 or \$500

IBS Iowa City Night Page 13

- Social Sponsor (3) or (1)

NAHB Touch Program Page 14

- Monthly (12), Quarterly (4) or Annually (1)
\$120, \$350 or \$1,200

Digital Advertising—HBA Website Page 14

- Banner Ads \$20/month
Month(s) to Be Purchased: _____
- Upgraded Member Directory Listing \$200/year

Company: _____

Name/Signature: _____

Date: _____



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Mission Partners*

Mission Partners show that they support The Greater Iowa City Area HBA’s Mission, Purpose, and Member’s Code of ethics and Values. We seek to be leaders in the community to ensure housing quality and affordability through the involvement of our members. By focusing on the future, we will continue to meet the changing needs of our members and the communities in which we live. Additionally, the HBA’s Vocational Training Council assists area schools to develop our future workforce.

Year-long Sponsor (Industry Exclusive) – \$7,500

- Recognition in *Corridor Business Journal* monthly ad
- Four Home Show Tickets
- Four Parade of Homes Tickets
- Complimentary Foursome in Nail Drivers Open Golf Outing
- Four Holiday Party Tickets
- Logo with Link on HBA Website Home Page for 1 Year
- Online Membership Directory Listing Upgrade with Logo
- Recognition at Monthly Membership Meetings
- Recognition in HBA Weekly Email Newsletter Under Banner “We Believe in the Mission of The Greater Iowa City Area HBA” for one Year
- Logo on IC HBA email signatures
- Logo on back of Gold Card Tickets and New Member Packets
- Logo on Year-long Do Business with a Member campaign



Our Purpose

Advance the industry through:

- Providing members and consumers education.
- Participating in the development of public policy.
- Providing valued member services.
- Offering networking opportunities.
- Promoting homeownership.

Members Code of Ethics Values Summary

- Well-designed homes for all under a free-enterprise system.
- Honesty.
- Fairness.
- Responsibility.
- Improving materials, building techniques, equipment and financing to provide buyers value for each dollar.
- Pro-building-industry legislation.



E-mail Newsletter Event Advertising*

Pro Builder Newslne, the Iowa City Area HBA’s weekly member e-newsletter, is sent Wednesdays mornings. Have an event you want to publicize? Submit a simple graphic and a link to details.

1 Event Advertisement for 1 Month (#) – \$25

Event included in *Pro Builder Newslne*, which has a click rate (the percentage of recipients who clicked specific links in the email) that is 6 percent above the industry average.



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The Home & Garden Show*

On average, nearly 2,000 people attend the annual Home Show, which is Friday-Sunday, April 26-28 at the Johnson County Fairgrounds. The professionally organized event features 94 booth spaces inside, visibility to individuals hiring for home needs and a wide variety of vendors. One of our signature events, it's the place to be seen and garner business.

Presenting Co-Sponsor (2) – \$5,000

Universal Marquee Recognition as Co-Sponsor in All Event Promotional Efforts and Collateral Materials
Premium Exhibit Space (8'x20' or more as available)
Logo on Event Promotional Guide Cover (34,130 distributed)
Logo/Signage at the Event
Logo with Link on HBA Website
Logo on Print, Television and Digital Advertising
Recognition as Co-Sponsor in Radio Advertising
Logo/Recognition on Social Media
Recognition in Email Announcements to HBA Members
Logo on 200 Posters Placed in Local Businesses
Recognition at HBA Membership Meetings
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*, and *Corridor Business Journal* ad
Opportunity to Supply Logo Bags and Pen Giveaways at the Ticket Tables

Virtual Show Sponsor (2) – \$1,250

8x20 Booth at the Show
Logo/Signage at the Event
Logo on Event Promotional Guide Cover
Recognition on Social Media Advertising
Recognition as the Virtual Show Sponsor on the HBA Website
Logo on 200 Posters Placed in Local Businesses
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Home Show Party (2) - \$1,000

See Parade of Homes Breakfast Sponsor for details

Forklift Sponsor (1) – \$1,000 or In-Kind

Logo/Signage at the Event
Recognition in Event Promotional Guide and on Social Media
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Awards Sponsor (1) – \$1,000

Same as Forklift, Plus Opportunity to have Representative in Winner Photos/Presentation, Promoted in *Pro Builder Newslines* and on Social Media — Including Facebook Live

Lanyards Sponsor (1) – \$750

Recognition in Event Promotional Guide and on Social Media
Name or logo on Lanyards
Name or Logo on Exhibitor Badges
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Ticket Sponsor (1) – \$600

Logo/Ad on Ticket Back or wristband
Recognition in Event Promotional Guide and on Social Media
Logo with Link on HBA Website

Scavenger Hunt Sponsor (2) – \$550

Name and Logo on Scavenger Hunt Card
Bonus Traffic Driven to Booth as Cards are Turned in
Logo/Signage at Event
Logo with Link on HBA Website
Recognition in Event Promotional Guide and on Social Media
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Potty Sponsor – (5) – \$150

Name, and Logo on Sticker placed on a port-a-potty

Directional Sticker Sponsor – 11 Inch (#) – \$50

Name, Logo and Booth Number on One Arrowed Sticker, Placed on Floor within Exhibit Hall

Kids Zone Sponsor (1) – In-Kind

8x10' Booth at the Show (Or more as available.)
Logo/Signage at the Event
Logo with Link on HBA Website
Recognition in Event Promotional Guide and on Social Media
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Kids Scavenger Hunt Sponsor (1) – In-Kind

Logo/Signage at the Event
Logo with Link on HBA Website
Recognition in Event Promotional Guide and on Social Media
Bonus Traffic Driven to Booth as Tickets are Turned In
Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Kids Coloring Contest Sponsor (1) – In-Kind

Same as Kids Raffle. Coloring Sheets Turned in at Sponsor Booth (if applicable).

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Parade of Homes*

Thousands of people attend the annual Parade of Homes (June 8, 9, 11, 13, 15 & 16, 2024). The event showcases new and remodeled homes built in the greater Iowa City area by members and allows those who have a parade house to market their products or services. As one of the largest events of the year, there are many ways to advertise your business.

Presenting Co-Sponsor (2) – \$3,000

Universal Marquee Recognition as Co-Sponsor in All Event Promotional Efforts and Collateral Materials
Logo on Event Guidebook Cover (30,000 distributed)
Half-page Color Premium Ad in Event Guidebook
Company Feature, Including Services and Community Commitment, in Guidebook and Online
Logo/Signage During Event
Logo with Link on Parade and HBA Websites
Logo on Print, Television and Digital Advertising
Recognition as Co-Sponsor in Radio Advertising
Logo/Recognition on Social Media
Logo on HBA Members-Only Events Invitation
Recognition in Email Announcements to HBA Members
Logo on 200 Posters Placed in Local Businesses
Recognition at HBA Membership Meetings
Recognition in IC HBA e-newsletter, *Pro Builder Newline* And *Corridor Business Journal* ad

Virtual Tour Sponsor (1) – \$2,500

Logo on Builder Videos, Virtual Walkthroughs, Poster, Event Guidebook Cover and HBA Members-Only Events Invitation
Logo/Signage During Event
Recognition in Event Guidebook and on Social Media
Logo with Link on HBA Website
Recognition at HBA Membership Meetings
Recognition in IC HBA e-newsletter, *Pro Builder Newline*

Breakfast Sponsor (1) – \$2,000

Logo on HBA Members-Only Events Invitation
Opportunity to Speak at Event
Recognition in Event Guidebook and on Social Media
Logo with Link on HBA Website
Recognition at HBA Membership Meetings
Recognition in IC HBA e-newsletter, *Pro Builder Newline*

Parade App Sponsor (1) – \$2,000

Logo on Event Guidebook Cover
Top Fixed Ad (the Most Viewed) on the List of Homes Screen
Logo Under App QR Ribbon on 200 Posters Placed in Local Businesses and Parade Homes
Recognition in Event Guidebook and on Social Media
Logo with Link on HBA Website
Recognition at HBA Membership Meetings
Recognition in IC HBA e-newsletter, *Pro Builder Newline*

Truck/Equipment Sponsor (#) – \$1,500

Logoed Vehicle in Television Advertising
Placement of Two Vehicles at Select Parade Homes
Benefits 2-6 from Virtual Tour Sponsor

Lumber Sponsor (1) – \$1,000

Logo/Signage During Event
Recognition in Event Guidebook and on Social Media
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newline*

Builders Excellence Awards Sponsor (1) – \$750

Same as Lumber Sponsor, Plus:
Special Logo/Signage at Members-Only Breakfast
Logo on HBA Members-Only Events Invitation
Opportunity to have Representative in Winner Photos/Presentation, Promoted in IC HBA e-Newsletter, *Pro Builders Newline*, and on Social Media — Including Facebook Live
Recognition in Winners Press Release

Ticket Sponsor (1) – \$1,000

Same as Lumber Sponsor, Plus Logo/Ad on Ticket Back

Remodelers Excellence Award Sponsor (1) – \$750

Same as Builders Excellence Awards Sponsor

Motto Award Sponsor (1) – \$750

Same as Builders Excellence Awards Sponsor

People's Choice Awards Sponsor (1) – \$500

Same as Builders Excellence Awards Sponsor Except Only Overall Winner Gets Live Remote

Giveaway Sponsor (1) – \$750

Same as Ticket Sponsor, Except Logo Only on Ticket

Lego Parade of Homes Sponsor (1) – \$500

Logo on Lego Parade Print and Facebook Ad, Schools Flyer and Parade Website Lego Tour Page
Recognition in Winners Press Release and on Social Media

Parade App Rotating Ad (#) – \$150

Rotating Ad on List of Homes Screen

Lunch or Happy Hour Sponsor (1) – In-Kind

Logo/Signage at Members-Only Breakfast and at Lunch/Happy Hour
Opportunity to Speak at Event
Logo on HBA Members-Only Events Invitation
Recognition in Event Promotional Guide and on Social Media
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newline*

Water Sponsor (1) – In-Kind

Logoed Product Distributed at Members-Only Breakfast
Logo on HBA Members-Only Events Invitation
Recognition in Event Guidebook and on Social Media
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newline*

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Golf Outing*

The Nail Drivers Open golf outing is one of our best-attended member event. It regularly sells out with 144 people playing plus many more sponsors and member volunteers participating. The 2024 event is scheduled for Tuesday, July 9 at Saddleback Golf Course in Solon.

Presenting Sponsor (1) – \$3,000

Name and Logo on Event Publicity
 Logo on Event Program
 Hole Sponsor Sign
 Signage at the Event
 Recognition on Golf Cart Flyer
 One Complimentary Foursome
 Ability to Distribute Approved Marketing Materials to Golfers
 Verbal Recognition at Shot-Gun Start and Awards Ceremony and an Opportunity to Speak
 Logo with Link on HBA Website
 Logo/Recognition on Social Media
 Recognition in Email Announcements to HBA Members
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*
 Opportunity to Provide Hole-in-One Prize

Snack Sponsor (1) – \$1,000

Logo/Name on Sponsor-Provided Koozie Distributed to All Golfers
 Name and Logo on Event Publicity
 Recognition on Golf Cart Flyer
 One Complimentary Foursome
 Hole Sponsor Sign
 Verbal Recognition at Shot-Gun Start and Awards Ceremony
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Refreshments Sponsor (3) – \$550

Signage at the Event, Including Logo/Signage at Bar and Signage on Beverage Cart
 Recognition on Golf Cart Flyer
 Hole Sponsor Sign
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Breakfast Sponsor (3) – \$550

Signage at the Event
 Name on Event Publicity
 Recognition on Golf Cart Flyer
 Hole Sponsor Sign
 Opportunity to Network with Golfers During Breakfast
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Lunch Sponsor (3) – \$550

Signage at the Event
 Name on Event Publicity
 Recognition on Golf Cart Flyer
 Hole Sponsor Sign
 Opportunity to Network with Golfers During Lunch
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Range Balls Sponsor (1) – \$500

Driving Range Sponsor Sign
 Name and Logo on Event Publicity
 Hole Sponsor Sign
 Signage at the Event
 Recognition on Golf Cart Flyer
 Verbal Recognition at Shot-Gun Start and Awards Ceremony
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Mulligan Sponsor (1) – \$250

Logo on Mulligan Card
 Signage at the Event
 Recognition on Golf Cart Flyer
 Hole Sponsor Sign
 Verbal Recognition at Shot-Gun Start and Awards Ceremony
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Hole Sponsor (36) – \$150

Name on Sign by Tee Box
 Opportunity to Have Game or Giveaways at Hole
 Recognition on Golf Cart Flyer
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Hole in One Sponsor (3) – In-Kind

Recognition in Event Publicity
 Signage at the Event
 Recognition on Golf Cart Flyer
 Hole Sponsor Sign
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Water Sponsor (1) – In-Kind

Logo Product Distributed at Event
 Hole Sponsor Sign
 Logo with Link on HBA Website
 Recognition in IC HBA e-newsletter, *Pro Builder Newslines*

Prize (#) – In-Kind

Donate an item to be used for raffle prizes and hole contests. All donors receive recognition on event signage, the golf cart flyer and in the IC HBA e-newsletter, *Pro Builder Newslines*

Swag Bag (#) – In-Kind

Donate golf balls, tees, golf towels, can koozies, etc. markers, divot repair tools or other products. (Limited to 1 item per business).

*Indicates multiple opportunities are available.

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Holiday Party*

The annual holiday party is a fun event to celebrate the season. It will be Dec. 5, 2024 from 6 to 8 p.m.

The festivities include entertainment, a raffle and a silent auction to raise money for the Professional Women in Building Scholarship Fund.

Presenting Sponsor (1) – \$1,000

Name and Logo on Event Signage with Top Billing
Name and Logo on Table Tents
Verbal Recognition from Podium
Opportunity to Speak at the Event
Logo on Invitation, Sent to More Than 370 HBA Members
Logo/Recognition on Social Media
Recognition in Email Announcements to HBA Members
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Entertainment Sponsor (3) – \$750

Name and Logo on Event Signage
Name on Table Tents
Verbal Recognition from Podium
Logo on Invitation, Sent to More Than 370 HBA Members
Recognition in Email Announcements to HBA Members
Logo/Recognition on Social Media
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Printing Sponsor (1) – \$500 or In-Kind

Name and Logo on Event Signage
Name on Table Tents
Verbal Recognition from Podium
Logo on Invitation, Sent to More Than 370 HBA Members
Recognition on Social Media
Recognition in Email Announcements to HBA Members
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Wine Sponsor (3) – \$500

Name and Logo on Event Signage
Name on Table Tents
Verbal Recognition from Podium
Logo on Invitation, Sent to More Than 370 HBA Members
Recognition on Social Media
Recognition in Email Announcements to HBA Members
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newsline*



Social Sponsor (3) – \$500

Name and Logo on Event Signage
Signage by Bar
Name on Table Tents
Verbal Recognition from Podium
Logo on Invitation, Sent to More Than 370 HBA Members
Recognition on Social Media
Recognition in Email Announcements to HBA Members
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Event Sponsor (1) – \$250

Name on Event Signage
Name on Table Tents
Verbal Recognition from Podium
Name on Invitation, Sent to More Than 370 HBA Members
Recognition on Social Media
Recognition in Email Announcements to HBA Members
Logo with Link on HBA Website
Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Wine/Whiskey Bottle(s) Donation

Donate a bottle of wine or whiskey for the raffle.
Donors are recognized on table tents.

Silent Auction Item/Basket Donation

Donate a an item or basket for the silent auction.
Donors are recognized on table tents.

**Number or text in parentheses indicates how many sponsors or ads are needed at that level.*



March Membership Meeting*

The March meeting is for Iowa City Area HBA members and potential members. During this event each year, updates are given by area city and county administrators and/or planners. The date is Thursday, March 14, 2024 from 6 to 8 p.m. Cost to attend is \$20. Typically 50-80 attend.

Event Sponsor (1) – \$500

- Name and Logo on Event Signage with Top Billing
- Verbal Recognition from Podium
- Opportunity to Speak at the Event
- Logo on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*, and *Corridor Business Journal* ad

Social Sponsor (3) – \$250

- Name on Event Signage
- Name on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Host and Sponsor (1) – In-Kind

Same Benefits as Event Sponsor

Cedar Rapids/Iowa City Spring Social*

This free-for-members event is held at an Iowa City area location and is an opportunity for members and potential members of the Iowa City and Cedar Rapids HBA organizations to gather. The date is Thursday, April 11, 2024 from 5:30-7:30 p.m. Attendance is generally more than 100 members.

Host and Sponsor (1) – In-Kind

- Name and Logo on Event Signage
- Verbal Recognition from Podium
- Opportunity to Speak at the Event
- Logo on Invitation, Sent to More Than 350 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*, and *Corridor Business Journal* ad



May Membership Social*

Held at a member business, this event is for Iowa City Area HBA members and potential members. It's an opportunity to network with many involved in Iowa City Area home building. The date is May 9, 2024 from 6 to 8 p.m. Cost is \$20. A typical event will have 40-50 in attendance.

Event Sponsor (1) – \$500

- Name and Logo on Event Signage with Top Billing
- Verbal Recognition from Podium
- Opportunity to Speak at the Event
- Logo on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Social Sponsor (3) – \$250

- Name on Event Signage
- Name on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Host and Sponsor (1) – In-Kind

Same Benefits as Event Sponsor

*Number or text in parentheses indicates how many sponsors or ads are needed at that level.

September Economic Update

This event is an opportunity for members and potential members to hear from NAHB's economist Dr. Robert Dietz as well as network and socialize. The date is Thursday, Sept. 12, 2024 from 6:00 to 8:00 p.m. Attendance is approximately 105 members.

Event Sponsor (1) – \$2,000

- Name and Logo on Event Signage with Top Billing
- Verbal Recognition from Podium
- Opportunity to Speak at the Event
- Logo on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Host and Sponsor (1) – In-Kind

Same Benefits as Event Sponsor



Social Sponsor (4) – \$500

- Name on Event Signage
- Name on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Celebrate Construction at Kinnick*

The October membership meeting is one of our more popular events as we celebrate Fall and Football at Kinnick Stadium!

We also celebrate Careers in Construction Month, with our NAHB Student Chapter members in attendance. The date is Thursday, Oct. 10, 2024. Cost is \$20. Generally, approximately 90–120 individuals come.

Event Sponsor (1) – \$1,000

- Name and Logo on Event Signage with Top Billing
- Verbal Recognition from Podium
- Opportunity to Speak at the Event
- Logo on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*, and *Corridor Business Journal* ad

Social Sponsor (10) – \$500

- Name on Event Signage
- Name on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members



Speaker Sponsor (1) – \$500

- Name and Logo on Event Signage
- Name on Invitation, Sent to More Than 370 HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

**Number or text in parentheses indicates how many sponsors or ads are needed at that level.*

Annual Meeting*

The annual meeting is when we vote on and install officers for the coming year. It's also a time to recognize the year's award winners. The date is Thursday, Nov. 14, 2024 at 6 p.m. Cost is \$20. Attendance is typically 80-90 members.

Event Sponsor (1) – \$1,000

- Name and Logo on Event Signage with Top Billing
- Verbal Recognition from Podium
- Logo on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Social Sponsor (10) – \$250

- Name on Event Signage
- Name on Invitation, Sent to More Than 370 HBA Members
- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*

Remodelers Socials*

Remodelers Socials are held throughout the year at a variety of locations for Remodelers Council members. Approximately 20-30 members are present. Cost varies. Any HBA member can join the Remodelers Council for just \$75 annually.

Host and Sponsor (4) – In-Kind

- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*



Professional Women in Building Socials*

The professional Women in Building meet the first Wednesday of each month at various businesses. Approximately 10-20 members are on hand for gatherings. They plan the Holiday Party and other fundraising events for the PWB Scholarship Fund that helps primarily students entering the trades. Any HBA member can join the Professional Women in Building for just \$75 annually.

Host and Sponsor (4) – In-Kind

- Recognition in Email Announcements to HBA Members
- Logo/Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*



**Number or text in parentheses indicates how many sponsors or ads are needed at that level.*

Young Professionals Network Socials*

The Young Professionals Network is for members and potential members new to the industry or under 35 and looking for the next step in their career. It's an avenue to receive mentorship and build contacts. Socials are held quarterly, usually at area eateries or HBA-member businesses. Approximately 20-30 attend. Social sponsors help off-set event expenses thereby supporting those getting started in home building.

- First-Round Sponsor (4) – \$250 or (2) – \$500**
- Recognition in Email Announcements to HBA Members
- Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*



IBS Iowa City Night*

During the annual NAHB International Builders Show, members attending from the Iowa City area gather for dinner at a special restaurant. Social sponsors help cover the cost. Approximately 35-40 members attend. IBS 2024 is Feb. 27 – Feb. 29, in Vegas.

- Social Sponsor (4) – \$500 or (2) – \$1,000**
- Logo in Email Invitation to Iowa City HBA Members
- Attending IBS (Approximately 60)
- Recognition and Opportunity to Speak at the Dinner
- Recognition on Social Media
- Logo with Link on HBA Website
- Recognition in IC HBA e-newsletter, *Pro Builder Newsline*



*Number or text in parentheses indicates how many sponsors or ads are needed at that level.

NAHB Touch Program*

The National Association of Home Builders (NAHB) Touch Program is a series of customized communication pieces sent to Iowa City Area HBA members. It includes everything from new-member welcome letters to encouraging association involvement for existing members. Each item has two spots for sponsor logos. Being on these communications is a fantastic way to get your business in front of HBA members.

Monthly (12) Quarterly (4) or Annually (1) – \$120, \$350 or \$1,200
Logo on New-Member and Retention Materials Sent to Members Via Email or US Mail



*Number or text in parentheses indicates how many sponsors or ads are needed at that level.

Digital Advertising - HBA Website

Banner Ads on iowacityhomes.com

\$20/Month

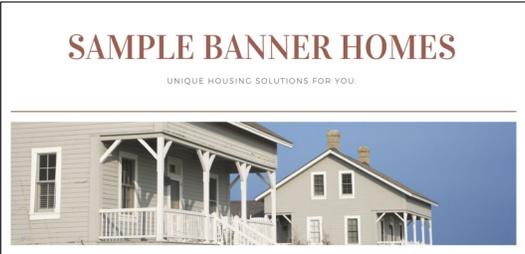
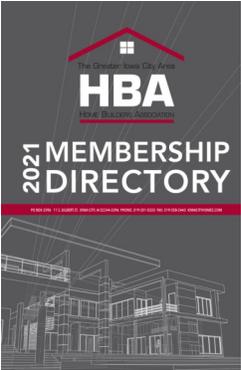
We average more than 2,000 visitors to our website monthly, but traffic varies throughout the year with spikes around The Home Show and Parade of Homes .

- | | | | |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> April | <input type="checkbox"/> July | <input type="checkbox"/> October |
| <input type="checkbox"/> February | <input type="checkbox"/> May | <input type="checkbox"/> August | <input type="checkbox"/> November |
| <input type="checkbox"/> March | <input type="checkbox"/> June | <input type="checkbox"/> September | <input type="checkbox"/> December |

Upgraded Online Membership Directory Listing

\$200/Year

Have your business logo and a map added to your directory listing on our website.



Greater Iowa City Area Home Builders Association
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