

# SPONSORSHIPS GUIDE 2023

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 2023 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 engaged by reading our weekly email newsletter, regularly visiting our website ([iowacityhomes.com](http://iowacityhomes.com)), liking us on Facebook (@IowaCityAreaHBA) and following us on Instagram (@icareahba). 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 2023!

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# IC Area HBA Sponsorships Guide 2023 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. 13, 2023**, will receive a 3% discount. (2023 Mission, Premier Home Show, Parade of Homes and Golf Outing are excluded from this

## Mission Partner

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

## Email Newsletter Event Advertising Page 5

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

## The Home & Garden Show

- Presenting Co-Sponsor (2) **(SOLD)** \$5,000
- Virtual Show Sponsor (2) 1 AVAILABLE \$1,250
- Opening Night Sponsor (2) **(SOLD)** \$1,000
- Forklift Sponsor (1) **(SOLD)** \$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) **NEW!** \$150
- Directional Sticker Sponsor-11 Inch (#) \$50
- Kids Zone Sponsor (1) **(SOLD)** In-Kind
- Kids Raffle Sponsor (1) **(SOLD)** In-Kind
- Kids Coloring Contest Sponsor (1) **(SOLD)** 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) **(SOLD)** \$1,000
- Builders Excellence Awards Sponsor (1) \$750
- Ticket Sponsor (1) **(SOLD)** \$600
- Remodelers Excellence Award Sponsor \$500
- Motto Award Sponsor (1) \$500
- People's Choice Awards Sponsor (1) **(SOLD)** \$500
- Giveaway Sponsor (1) **(SOLD)** \$550
- Lego Parade of Homes Sponsor (1) **(SOLD)** \$500
- Parade App Rotating Ad (#) \$150
- Lunch or Happy Hour Sponsor (1) In-Kind
- Tour Day Water Sponsor (1) **(SOLD)** In-Kind

## Golf Outing

Page 8

- Presenting Sponsor (1) **(SOLD)** \$3,000
- Snack Sponsor (1) \$1,000
- Refreshments Sponsor (3) **(SOLD)** \$550
- Breakfast Sponsor (3) 2 AVAILABLE \$550
- Lunch Sponsor (3) 2 AVAILABLE \$550
- Range Balls Sponsor (1) **(SOLD)** \$500
- Mulligan Sponsor (1) **(SOLD)** \$250
- Hole Sponsor (36) \$150
- Hole in One Sponsor (3) 2 AVAILABLE In-Kind
- Water Sponsor (1) **(SOLD)** 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 2023 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. 13, 2023, will receive a 3% discount (2023 Mission, Premier Home Show, Parade of Homes and Golf Outing are excluded from this**

## Holiday Party Page 9

- Presenting Sponsor (1) \$1,000
- Entertainment Sponsor (1 or more) \$750
- Printing Sponsor (can be in-kind) (1) \$500
- Wine Sponsor (3) \$500
- Social Sponsor (3) \$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) **(SOLD)** In-kind

## May Membership Social Page 10

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

## September Membership Meeting Page 11

- Event Sponsor (1) **(SOLD)** \$500
- Social Sponsor (3) **(SOLD)** \$250
- Host and Sponsor (1) **(SOLD)** 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) **(SOLD)**

## 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 each IC HBA newsletter, *Builders News*, and *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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 \*Number or text in parentheses indicates how many sponsors or ads are needed at that level.

# The Home & Garden Show\*

On average, nearly 2,000 people attend the annual Home Show, which is Friday-Sunday, April 21-23 at the Johnson County Fairgrounds. The professionally organized event features 84 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 newsletter, *Builders News*, 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 newsletter, *Builders News*

## Opening Night 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 newsletter, *Builders News*

## Awards Sponsor (1) – \$1,000

Same as Forklift, Plus Opportunity to have Representative in Winner Photos/Presentation, Promoted in *Builders News* 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## Potty Sponsor – (10) – \$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 newsletter, *Builders News*

## Kids Raffle 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 newsletter, *Builders News*

## Kids Coloring Contest Sponsor (1) – In-Kind

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

#Indicates multiple opportunities are available.

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

# Parade of Homes\*

Thousands of people attend the annual Parade of Homes (June 10, 11, 13, 15, 17 & 18, 2023). 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 Newsletter, *Builders News*, 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 Newsletter, *Builders News*

## 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 Newsletter, *Builders News*

## 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 Newsletter, *Builders News*

## 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 Newsletter, *Builders News*

## 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 Newsletter, *Builders News*, and on Social Media — Including Facebook Live  
Recognition in Winners Press Release

## Ticket Sponsor (1) – \$600

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

## Remodelers Excellence Award Sponsor (1) – \$500

Same as Builders Excellence Awards Sponsor

## Motto Award Sponsor (1) – \$500

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) – \$250

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 Newsletter, *Builders News*

## 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 Newsletter, *Builders News*

\*Indicates multiple opportunities are available.

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

# 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 20223 event is scheduled for Tuesday, July 11 at Brown Deer Golf Course in Coralville.

## 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 Preapproved 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 newsletter, *Builders News*, and Weekly *Pro Builders Newslines* eblasts  
 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## Water Sponsor (1) – In-Kind

Logo Product Distributed at Event  
 Hole Sponsor Sign  
 Logo with Link on HBA Website  
 Recognition in IC HBA newsletter, *Builders News*

## 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 newsletter, *Builders News*

## Swag Bag (#) – In-Kind

Donate golf balls, tees, golf towels, can koozies, etc. markers, divot repair tools or other products. (Limited

\*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. 7, 2023 from 6 to 8 p.m.  
The festivities include entertainment, a raffle and a silent auction to raise money for the Women's Council 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*



## 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 newsletter, *Builders News*

## 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 newsletter, *Builders News*

## 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 9, 2023 from 6 to 8 p.m. Cost to attend is \$15. 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 newsletter, *Builders News*, 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 newsletter, *Builders News*

### 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 13, 2023 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 newsletter, *Builders News*, 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 11, 2023 from 6 to 8 p.m. Cost is \$15. 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 newsletter, *Builders News*,

### 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 newsletter, *Builders News*

### 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 Membership Meeting\*

*This event is an opportunity for members and potential members to usher in fall and football as they network and socialize. The date is Thursday, Sept. 14, 2023 from 6:00 to 8:00 p.m. Attendance is usually approximately 60-75 members.*

## 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 newsletter, *Builders News*,

## Host and Sponsor (1) – In-Kind

Same Benefits as Event Sponsor



## 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 newsletter, *Builders News*

# Celebrate Construction at Kinnick\*

*The October membership meeting is one of our more popular events, and we'll be returning to Kinnick Stadium!*

*We also celebrate Careers in Construction Month, with our NAHB Student Chapter members in attendance. The date will be announced as soon as it's confirmed but should be Oct. 12. Cost is \$15. 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 newsletter, *Builders News*, 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 newsletter, *Builders News*



\*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. 9,, 2023 at 6 p.m. Cost is \$15. 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 newsletter, *Builders News*

### 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 newsletter, *Builders News*

# 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 \$55 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 newsletter, *Builders News*



# Professional Women in Building Socials\*

*The professional women in building meet throughout the year at various HBA-member businesses. Approximately 30-40 members are on hand for gatherings. Cost is \$15 with money going to 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 newsletter, *Builders News*,



*\*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 newsletter, *Builders News*.



# 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 2023 is Jan. 29 - Feb 2, in Vegas.

- Social Sponsor (2) – \$500 or (1) – \$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 newsletter, *Builders News*



\*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

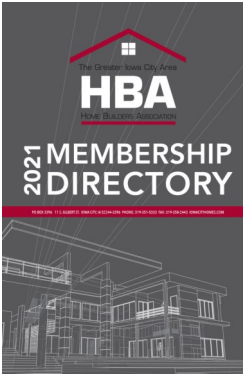
We average more than 2,000 visitors to our website monthly, but traffic varies throughout the year with spikes around The Home Show and Parade of Homes .

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <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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