



Home Builders Association of Tri-Cities

# 2024 Sponsorship & Advertising Opportunities for HBA Members



How 'Bout Appetizers? is a networking event that the HBA hosts from 4:30-6pm on a date agreed upon by the HBA and host company. Any member company of the HBA can host this event at their place of business or off-site at a place of their choice. Contact Heather at [heather@hbatc.com](mailto:heather@hbatc.com) for host requirements and current availability.

**How 'Bout Appetizers Host ..... FREE!**  
Promotion of company through 1/2 page ad in the HBA's BluePrint e-newsletter the month prior to and month of event • Event promoted in two Building Connections email (sent weekly on Fridays) • Event will be created and promoted on Facebook with sponsoring company named as co-host • Standalone email reminder for the event featuring host company will be sent the day of the event • Event will be listed on online calendar at [HBATC.com](http://HBATC.com)



# BluePrint E-Newsletter

The HBA's BluePrint e-newsletter is emailed to more than 1,200 subscribers at the beginning of each month. The newsletters are also posted on the HBA website where they remain accessible for one year.

## Standard Advertising

Advertising is available in each edition and ads can be linked to a desired website (dependent on web browser compatibility). Ads received before the 23rd of the month will appear in the following e-newsletter, as space allows. Acceptable formats include eps, tiff, jpg, or pdf, and may be e-mailed to [sarah@hbatc.com](mailto:sarah@hbatc.com). All ads run in color.

**Full Page** (8" W x 10.25" H) ..... \$300 / month • \$3,000 / year\*

**2/3 Page** (8" W x 6.75" H) ..... \$250 / month • \$2,500 / year\*

**1/2 Page** (8" W x 5" H OR 3.75" W x 10.25" H) ..... \$150 / month • \$1,500 / year\*

**1/3 Page** (2.25" W x 10.25" H OR 8" W x 3.25" H) ..... \$125 / month • \$1,250 / year\*

**1/4 Page** (3.75" W x 5" H OR 8" W x 2.25" H) ..... \$100 / month • \$1,000 / year\*

**1/8 page** (3.75" W x 2.25" H) ..... \$65 / month • \$650 / year\*

\*Yearly rates apply only when paid in advance

## Free New Member Profile

A great way for new members to introduce their business to the membership. Send a brief description of your products and/or services (up to two paragraphs) along with your logo to [sarah@hbatc.com](mailto:sarah@hbatc.com). Your profile will be published in an upcoming issue of the BluePrint e-newsletter.

## Free Business Card Ad

Any member who includes the HBA logo on his/her business card can receive a free one-time 1/8 page ad of that card in an upcoming issue of the BluePrint newsletter.

# Membership Meetings

Sponsor any HBA General Membership meeting for direct exposure to members. Tri-Cities meetings are held in January, March, May, and October. Walla Walla Area Division meetings are held in February, April, June, and November.

## Tri-Cities Meetings

**Lunch Sponsor..... \$300**

Exhibit table at rear of room • Two minutes to address attendees regarding your products or services • Four meals • Sponsor may place information or giveaways at tables

**Exhibit Table Sponsor..... \$100**

Exhibit table at rear of room

## Walla Walla Meetings

**Platinum Sponsor..... \$100**

Two minutes to address attendees regarding your products or services • Four dinners • Sponsor may place information or giveaways at tables • Signage

# Tri-Cities Development Map

Reach thousands of potential customers looking to build or purchase a home in the greater Tri-Cities area through an advertising vehicle with an extended shelf life. Copies of the map are distributed to HBA members and the general public annually. Call the HBA office for more information.



# Member 2 Member Directory

The HBA Member 2 Member Directory is published annually. The guide is distributed via direct mail to all HBA Member Companies.



## Free Alphabetical and Categorical Listings

Your business name and phone number is listed alphabetically, by regional chapter and categorically. Company may be listed in up to three (3) self-selected categories.

## Advertising Opportunities

Call the HBA office for information on ad sizes and rates.

# HBATC.com Online Directory

## Free Alphabetical and Categorical Listings

All HBA members receive a free listing on the HBATC.com online directory. Your business name and phone number is listed both alphabetically and categorically as well as being searchable by regional chapter. Company may be listed in up to three (3) self-selected categories.

## Personalized Member Listing Page

**Standard** ..... **FREE**

All member companies receive standard listings which can include a company logo, links to website and social pages, and contact details. Standard listings are free to all members and include a logo and map.

**Deluxe**..... **\$199**

Enhanced listings may be purchased for \$199 annually and include the benefits of adding a bio/description, photo gallery and videos.

# Directory Add-ons

Add on purchases apply to both the print and online directories.

**Additional Category Listings** ..... **\$50 Each Annually**

**Additional Regional Chapter Listings** ..... **\$250 Annually**



# Regional Home & Garden Show

The 2024 Regional Home and Garden Show will be held February 16-18.

**Premier Sponsor..... \$8,000**

**Includes:** Recognition in TV, radio and newspaper ads, HBA newsletter and Show program • Sponsor logo with link to sponsor website on the Home & Garden Show web page • Four exhibit spaces • Two 6' wide by 3' high floor stickers featuring the sponsor installed in front of double doors leading into the HAPO Center (One sponsor only)

**Parking Lot Sponsor..... \$2,500**

**Includes:** Company logo prominently included on 12' wide x 3' high banner displayed at entrance of parking lot • Company logo included in most print advertising including show program (One sponsor only)

**Seminar Room Sponsor ..... \$2,000**

**Includes:** Company logo included in most print advertising including show program • Sponsor's name will be mentioned with announcements of seminars during the Show. A possibility of 30+ mentions during the Show (e. g. "In the (Sponsor name here) seminar room, there will be a presentation on backyard waterfalls.") • Signage at the seminar room location (One sponsor only)

**KidsZone Sponsor..... \$2,000**

**Includes:** Company logo included in most print advertising including show program • Sponsor provided banner(s) hung in the KidsZone area • Sponsor may provide promotional materials for display in area (One sponsor only)

**North or South Hall Sponsor ..... \$1,500**

**Includes:** Hall will be named for its sponsors and referred to as such in the show program • Two 6' wide by 3' high floor stickers featuring the sponsor installed in front of double doors leading into the sponsored hall. Content may be provided by sponsor. (One sponsorship per hall for a total of two available sponsorships)

**Food Court Sponsor ..... \$1,000**

**Includes:** Two 6' wide by 3' high floor stickers promoting the sponsor company in the food court area • Table tents promoting sponsor on all public seating tables in food court • Company name listed on map of show program (One sponsor only)

**Program Sponsor ..... \$750**

**Includes:** Company logo included on the front cover of all Show programs that will be given to attendees as they enter the facility (One sponsor only)

**Exhibitors Lounge Sponsor ..... \$500**

**Includes:** Signs prominently displayed on tables in lounges • Recognition in HBA newsletter • Many happy exhibitors-coffee and donuts are available on Friday, Saturday and Sunday (One sponsor only)

**Pop-up Banner Sponsor ..... \$200**

**Includes:** Sponsor provided pop-up/vertical style banner will be displayed in one of 8 available positions throughout the course of the show (Eight sponsorships available - limit one per company)

**Daily Tote Bag Sponsor ..... \$100**

Sponsor provides bags at their own cost with their logo or message for distribution to 4,000 show attendees during one day of the show (Three sponsorships available, one each day: Friday, Saturday & Sunday)

# Don Pratt Memorial Golf Tournament

The 2024 HBA Don Pratt Memorial Golf Tournament will be held June 14 at Canyon Lakes Golf Course in Kennewick. Proceeds from the Tournament benefit the Tri-Tech Skills Center Construction Program.

**Gold Sponsor..... \$1,500**

Two team entries • Signage at one hole • Full page ad in BluePrint e-newsletter • Opportunity to address dinner attendees • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit two)

**Drink Ticket Sponsor Drink Sponsor..... \$1,000**

Company logo will appear on all beverage cart drink tickets provided to all teams in their tournament packets • Full page ad in BluePrint e- newsletter, Opportunity to address dinner attendees • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)

**Cooler Sponsor ..... \$950**

Company logo on coolers to be given to every player (HBA logo will also be included on cooler) • 1/2 page ad in BluePrint e-newsletter • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)

**Silver Sponsor ..... \$900**

One team entry • Signage at one hole • 1/2 Page ad in BluePrint e-newsletter • Opportunity to address dinner attendees • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit four)

**Raffle Sponsor ..... \$800**

Company logo will be included on all raffle tickets issued at tournament • 1/2 page ad in BluePrint e-newsletter • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)

**Golf Cart Sponsor ..... \$600**

Company Logo on digital screens in all carts • Sign with company logo on all carts • 1/4 page ad in BluePrint e-newsletter • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)



**Team Entry ..... \$600**

Team of 4 Entry • 4 Dinners • 4 Beverage Tickets • 4 Mulligan Cards • 4 Raffle Tickets

**Scorecard Sponsor ..... \$300**

Company logo included on all scorecards • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)

**Driving Range Sponsor..... \$300**

Signage at the driving range • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)

**Beverage Cart Sponsor ..... \$300**

Signage on a beverage cart that will travel the course during play • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit two)

**Dinner Sponsor..... \$250**

Opportunity to address the group at dinner • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit two)

**Goodie Bag Sponsor ..... \$200**

Provide 144 goodie bags to be filled and given to each golfer • Sponsor may add any items to the bag they wish • Recognition in clubhouse • Recognition in HBA e-newsletter (Limit one)

**Goodie Sponsor ..... \$50**

Provide 144 of a goodie item to be included in Goodie Bag given to each golfer • Recognition in HBA e-newsletter

**Hole With Pre-set Game Sponsor..... \$200**

Game and sponsor information included in packet sent to teams prior to the event and packet teams receive at the event • Recognition in clubhouse • Signage at sponsored hole • Recognition in HBA e-newsletter (Hole must be staffed by sponsor)

**Hole Sponsors ..... \$150**

Company name listed in sent to teams prior to the event and packet teams receive at the event • Recognition in clubhouse • Signage at sponsored hole • Recognition in HBA e-newsletter (Hole may be staffed by sponsor, but it is not required)



## Parade of Homes™

The 2024 Parade of Homes™ will be held September 7, 8, 11, 14 & 15

**Premier Event Sponsor ..... \$15,000**  
Recognition in newspaper, television, and radio advertising, Parade of Homes™ magazine, tickets, and on Parade of Homes™ web site • HBA newsletter full page ad and editorial recognition • Participation in Parade of Homes™ Appreciation Night Dinner and Awards Ceremony including exhibit table or display space • Opportunity to address attendees regarding products or services • Presentation of Best Overall awards in each category • Sign recognition • Twenty dinners at reserved table • Fifty Parade of Homes™ tickets • “Best of Parade Award” in sponsor company name; company name and logo will be engraved on award

**Bootie Sponsor ..... \$8,500**  
All Parade of Homes™ attendees will be provided with a pair of sponsor logoed booties that they must wear while touring the insides of all homes

### **Parade of Homes™ Appreciation Night Awards Ceremony**

The 2024 Appreciation Night will be held September 6

**Platinum Sponsor (Limited Number Available)..... \$3,000**  
Exhibit table and/or space to display sponsor provided pop-up banner • Opportunity to address dinner attendees • Verbal and on-screen recognition • Presentation of two Judges Awards • Two full page color ads and editorial recognition in monthly e-newsletter • Twenty Parade dinner tickets at reserved tables • Fifty Parade of Homes™ tickets

**Gold Sponsor (Limited Number Available) ..... \$1,500**  
Exhibit table and/or space to display sponsor provided pop-up banner • Verbal and on-screen recognition • Presentation of one Judges Award • 1/2 page ad and editorial recognition in HBA monthly e-newsletter • Ten Parade dinner tickets at reserved table • Ten Parade of Homes™ tickets

**Silver Sponsor ..... \$750**  
Verbal and on-screen recognition • 1/4 page ad and editorial recognition in HBA monthly e-newsletter • Four Parade dinner tickets • Four Parade of Homes™ tickets

**Bronze Sponsor ..... \$500**  
Verbal and on-screen recognition • 1/8 page ad and editorial recognition in HBA monthly e-newsletter • Two dinner tickets • Two Parade of Homes™ tickets

### **Parade of Homes™ Website**

The website for the Parade of Homes™ and will be available beginning September 2 and will remain available for one year. Ad positions are limited to top level sponsors of Appreciation Night and the event.

### **Advertising Opportunities**

#### **Parade of Homes™ Magazine**

Full-color glossy magazine distributed with all tickets sales and in the Tri-Cities Area Journal of Business. Call the HBA office or your Journal of Business advertising representative for information on ad sizes and rates.



## Chefs on Parade™

The 2024 Chefs on Parade™ will be held September 12 & 13.

**Premier Event Sponsor ..... \$6,000**

Company logo on front cover and “How it Works” page of Chefs on Parade™ magazine • Company logo on Chefs on Parade™ tickets • Recognition in newspaper, television, and radio advertising, Chefs on Parade™ magazine and tickets • Sponsor may provide yard signs (up to 24” wide by 18” high) to be displayed in the yards of the participating Chefs on Parade™ homes during the event • Four tickets to Chefs on Parade™

**Water Sponsor..... \$3,500**

Company logo on front cover and “How it Works” page of Chefs on Parade™ magazine • Company logo on Chefs on Parade™ tickets and some print advertising • Vinyl cling featuring company logo placed on water cooler bottles at participating Chefs houses • Company may provide logoed cups to be used at the event - HBA can provide logoed cups for an additional fee (the cost of cups)

**Cleaning Sponsor.....\$3,000 OR Cleaning of Homes**

Company logo on front cover and “How it Works” page of Chefs on Parade™ magazine • Company logo on front cover of Chefs on Parade™ tickets • Company logo in print advertising • Recognition on Chefs on Parade™ page of HBA website • Sponsor may provide 8.5” x 11” signs to be displayed in participating homes OR yard sign (maximum 24” wide x 18”) to be displayed in the yards of participating homes

**Napkin Sponsor ..... \$2,500**

Company logo printed in single color on 10,000 solid color napkins to be distributed and used by event attendees - 1,000 napkins will be provided to each of the 10 chefs/homes participating in the event



**The HBA offers its members a wide variety of ways to promote their business through advertising and sponsorship opportunities. The brochure lists many such opportunities. Interested in something you don't see listed inside? Contact the HBA to design your own advertising or sponsorship package.**

*Building the Tri-Cities since 1958*  
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