HOME BUILDERS
ASSOCIATION OF DAYTON
60 Rhoads Center Drive – Ste. D
Dayton, OH 45458
p: 937-298-2900
www.HBADayton.com

HBA Dayton | 2021

Dear Members –

The Home Builders Association of Dayton (HBA) provides you with an abundance of ways to grow your business and generate recognition. This Marketing & Advertising Kit is intended to help you plan your involvement and budget for this year.

As we saw with 2020, each year brings its own unique circumstances and opportunities to engage. Looking forward to this year, we are excited to have a wide array of relationship-building opportunities for you throughout the year. Each partnership opportunity not only includes an investment amount, but also the recognition you can expect in return. Most are first-come, first-served, however, we are here to work collaboratively to find the *right* area of engagement that makes most sense for you, your team, and your business.

Getting the most out of your membership also means getting involved. We invite you to consider joining a committee, such as membership or Sales & Marketing (SMAC); a special interest group (i.e. the Builders and Developers Forum); or volunteering for an event. This will lead you to the pivitol next step of building relaitonships, being top of mind with the membership at-large, and subsequently, position you to gain more business.

Please review this Marketing & Advertising Kit. For any of the opportunities and other pariipation, mark you choices on the sheets that accompany it and send it back to the HBA (tclouse@hbadayton.com).

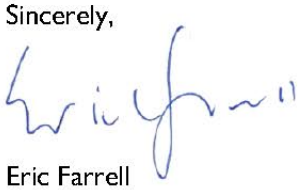
We are here to help you figure out what works best for you and your organization. Give us a call anytime at 937-298-2900.

Here's to another great year, our 78th year serving the Dayton region as *the* residential construction experts for our industry partners, civic leaders, and the consumer base.

All of us at the HBA of Dayton offer you and your employees best wishes and hope that you stay well. Your HBA will continue to do all we can to help keep our members' businesses afloat during the weeks and months ahead, and to ensure that they will grow and thrive once we get through this pandemic.

Please feel free to contact me with any questions or concerns

Sincerely,



Eric Farrell
C.E.O., Home Builders Association of Dayton

(c) 937-361-8432
(e) efarrell@hbadayton.com

Marketing & Advertising Opportunities
Homearama Touring Edition

Presenting Partner

SOLD

- Corporate logo inclusion with the 2021 Homearama logo as a lockup artwork
- Media inclusion including, but not limited to digital, print, radio and billboard
- Logo on cover of Guidebook produced by the HBA of Dayton and their marketing specialist partners
- Logo on Homearama Ap
- 20' x 10' booth in the Pavilion area
- Product placement (where applicable() in Homearama homes or garages
- Ability to distribute material at Homearama or have it distributed with purchase of ticket(s)
- Full page, full color guidebook ad
- 300 Homearama tickets
- 20 Preview Party tickets
- Logo on Large "Welcome to Homearama" sign at the entrance to the show
- Logo on each home sign with list of participating sponsors
- Logo in guidebook produced by HBA listing you as the Homearama Presenting Partner that will be distributed to each family who attends Homearama
- Logo on Homearama website with hyperlink to your company's website
- Ad on Homearama and HBADayton.com website
- Ad via Homearama Facebook page
- Logo placement in all Homearama related emails to HBA Constant Contact database

Development Partner

$10,000

- Media inclusion including, but not limited to digital, print, radio and billboard
- Full page color ad on back cover of Guidebook produced by the HBA of Dayton and their marketing specialist partners
- 10' x 10' boot in Pavilion area
- Ability to distribute material at Homearama or have it distributed with purchase of ticket(s)
- Full page, full color guidebook ad
- Logo on Homearama App
- 200 Homearama tickets
- 16 Preview Party tickets
- Logo on Large "Welcome to Homearama" sign at the entrance to the show
- Logo on each home sign with list of participating sponsors
- Logo in guidebook produced by HBA listing you as the Homearama Platinum Partner that will be distributed to each family who attends Homearama
- Logo on Homearama website with hyper-link to your company's website
- Ad on Homearama and HBADayton.com website
- Ad via Homearama Facebook page
- Logo placement in all Homearama related emails to HBA Constant Contact database listing you as a Platinum Partner
- Customized article in a Homearama dedicated email via HBA Constant Contact to HBA Members (partner provides content)

HOMEARAMA

Builder Partner

$5,000

- ½ page full color guidebook ad
- Logo on Homearama app
- 100 Homearama tickets
- 8 Preview Party tickets
- Logo on Large "Welcome to Homearama" sign at the entrance to the show
- Logo on each home sign with list of participating sponsors
- Logo in guidebook produced by HBA listing you as the Homearama Gold Partner that will be distributed to each family who attends Homearama
- Logo on Homearama website with hyper-link to your company's website
- Ad on Homearama and HBADayton.com website
- Logo on Homearama Facebook page
- Logo placement in all Homearama related emails to HBA Constant Contact database listing you as a Gold Partner
- Customized article in a Homearama dedicated email via HBA Constant Contact to HBA Members (partner provides content)

☐

Industry Partner

$2,500

- ¼ page full color guidebook ad
- Logo on Homearama app
- 50 Homearama tickets
- 4 Preview Party Tickets
- Logo on Large "Welcome to Homearama" sign at the entrance to the show
- Logo on each home sign with list of participating sponsors
- Logo in guidebook produced by HBA listing you as the Homearama Silver Partner that will be distributed to each family who attends Homearama
- Logo on Homearama website with hyper-link to your company's website
- Ad on Homearama and HBADayton.com website
- Logo on Homearama Facebook page
- Logo placement in all Homearama related emails to HBA Constant Contact database listing you as a Silver Partner

☐

Community Partner

$1,000

- ¼ page full color guidebook ad
- Logo on Homearama app
- 20 Homearama tickets
- 2 Preview Party Tickets
- Name recognition on Large "Welcome to Homearama" sign at the entrance to the show
- Name recognition on each home sign with list of participating sponsors
- Name recognition in guidebook produced by HBA listing you as the Homearama Bronze Partner that will be distributed to each family who attends Homearama
- Ad on Homearama and HBADayton.com website
- Name recognition on Homearama Facebook page
- Name recognition in all Homearama related emails to HBA Constant Contact database listing you as a Bronze Partner

☐

HOMEARAMA

Preview Party Partner

$7,500

Connect with HBA members, civic partners, industry partners, and your VIP list of clients and prospects at this first-class event. Exclusive inclusion in Party materials and your company logo printed on Preview Party tickets. Additional benefits:
- ½ page full color ad in Homearama guidebook
- 14 Preview Party tickets
- 150 Homearma tickets
- Signage as Preview Party Partner throughout all collateral at VIP event

☐

Ticket Partner

$5,000

Your company ad or coupon handed out with every Homearama ticket and pop-up coupon on every Homearama app purchase.

☐

Homearama Bag Partner

$2,500

Your company logo or ad on bags (12" x 15" or larger) handed out, one per family, at the gate with the guidebook. Bags are supplied by sponsor. Quantity is approximately 10,000

☐

Homezone Partner

$5,000

Receive the exclusive naming rights for the HomeZone tent and receive two 10' x 10' exhibit booths with your sponsorship. The HomeZone tent features the latest trends, styles, and products for consumer home products.

☐

Realtor Day Partner

$5,000

Sponsor the premier Realtor event. Recognition in all promotions and printed materials as well as a customized article in a Homearama dedicated email via HBA Constant Contact to HBA Members (partner provides content). Additional benefits
- ½ page full color ad in Homearama guidebook
- 4 Preview Party tickets

☐

Event Tent Partner

$5,000

Receive the exclusive naming rights for the Events Tent. The Events Tent features bands and special events during the show. Additional benefits:
- ½ page full color ad in Homearama guidebook
- 4 Preview Party tickets
- Signage as Event Tent Partner throughout all collateral in Tent area

☐

HOMEARAMA

Homearama Guidebook Advertising

1/8 Page Ad (Block Ad 3.5x2.0)	$325	☐
1/4 Page Ad (3.625x5.0)	$800	☐
1/2 Page Horizontal Ad (7.5x4.875)	$1,100	☐
1/2 Page Vertical Ad (3.625x10)	$1,100	☐
Full Page Ad (8.5x11)	$1,800	☐
Two Page Spread (17.0x11)	$3,300	☐
Inside Back Cover Full Page Ad (8.5x11)	$2,200	☐
Inside Front Cover Full Page Ad (8.5x11)	$2,200	☐
Banner Ad & Mobile Ad	$300	☐
Banner Ad	$175	☐
Mobile Ad	$175	☐