

Home Builders & Remodelers Association of CT

Marketing & Promotions Guide

2016/2017 Sponsors, Advertisers
Suppliers/Vendors and Councils



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HBRAC T's

Vision: Building CT's Economy, Communities and Better Lives One Home at a Time
Mission: Using Effective Advocacy and New Knowledge to Solve our Member's Problems



Home Building Industry Awards

Join the best in our industry by entering Connecticut's only Home Building Industry Awards. Sponsored by the HBRA of CT, The HOB I's (HOME BUILDING INDUSTRY) offer recognition for excellence in home design and construction, home technology, sales and marketing, home financing and community service.

HOB I Sponsorships

Support Connecticut's premier home building industry awards. Reach an audience of over 750+ professional, successful members of the homebuilding, remodeling and land development industry in Connecticut.

Top Sponsors: These newly designed sponsorships are for those who want the most exposure. Beginning at \$3,000, packages are customized. Call our office to discuss.

Platinum Sponsors: \$1,899 (Gold Level Below, PLUS an additional complimentary attendee (two in total), **PLUS** a listing of your company logo on the HOB I page of the HBRA of CT's website (www.hbact.org) with a link to your company for a full year.

Gold Sponsors: \$1,299 (Silver Level Below, PLUS One (1) complimentary attendee, **PLUS** Sponsor Plaque and photo op at the event, **PLUS** 8' display table or area for you to display materials and network during cocktail time.

Silver Sponsors: \$799 (Listing of your company name in our dinner program book's "Sponsor Page", **PLUS** Your company logo on the big screen at the event, **PLUS** Company name listed in HOB I Awards issue of CT Builder Magazine!

HOB I Program Book Advertising

HOB I Program Booklet is a full color keepsake, distributed on every seat at the event. It includes program agenda, list of sponsors, judges, listing of all award winners, and ads for purchase.

Provide us with the ad in the appropriate size, saved in a .jpg, .gif or .pdf format, and we'll do the rest. Cover ads are sold on a first come first serve basis.

- Business Card Ad (3.5"W x 2"H) \$199
- Half Page Ad (7.5"W x 5"H) \$299
- Full Page Ad (7.5"W x 10"H) \$399
- Inside Front and Back Covers (7.5"W x 10"H) \$499
- Outside Back Cover (7.5"W x 10"H) \$699

HOB I Dinner Reservations

Join 750+ attendees at the annual HOB I Awards gala. \$90 per person. Advance registration is \$80 per person, with table discounts (\$750 for table of 10, and \$900 for table of 12). Watch for registration announcements and advance registration deadline at www.hbact.org/HOB Iawards.

All prices subject to change.

Home Building Industry Day at the Capitol (HBID)

Each year during the Connecticut Legislative Session, members meet at the state Capitol for a half day blitz to press our issues before legislators. Issues change each year and invariably we're on both offense and defense. Our CEO and in-house lobbyist, Bill Ethier, and outside contract lobbyist, Gaffney, Bennett & Assoc., work hard with our Gov't Affairs Committee to represent the industry's interests. This event is a critical component to put the face of our industry in front of legislators. Typically, close to 100 members and guests come to Hartford and meet with over 40 legislators. A breakfast issues briefing and talking points packets are provided to all.

HBID Sponsorships

HBID Sponsorships are \$200. Join the 15-25 sponsors who support our HBID. We will list your company name on all marketing materials for the event, and include signage at the event, with a special thank you from the podium during the breakfast issues briefing.

Housing Defense Fund



What is HDF? HDF, or Housing Defense Fund, is the account that pays for the HBRA of CT's outside advocacy expenses. It's a critical component of the HBRA's extensive lobbying effort on behalf of our industry. HDF pays for legal actions, public affairs and data research that support our advocacy goals and extraordinary lobbying assistance beyond our normal staff and contract lobbyists.

What HDF is Not? HDF is not a political fund and not one dollar of HDF can or will go to any political candidate or any party committee. Therefore, campaign finance laws do not apply to the HDF and there are no limits on personal or corporate contributions to the HDF.

HDF Depends on Contributions from Industry Members. HDF needs HBRA's Builder and Associate members, and others, to contribute so we can engage in more effective advocacy to help remove regulatory burdens and promote the industry statewide. When we're successful, everyone wins. The more who contribute, the louder our HDF voice can be heard.

Join an HDF Club Today: Simply put, we need YOU! Please contribute what you can to support the HDF today. The leaders of the HBRA of CT, and the HDF Steering Committee, promise that every dollar of your contribution will be used to promote the residential construction industry, seek regulatory and tax relief, and defend against attacks on home building, remodeling and land development.

Four Club Levels—each comes with benefits and privileges:

HDF – President's Club (\$1,000+); HDF – Chairman's Club (\$500-\$999); HDF – Defender's Club (\$250-\$499); and HDF – Supporter's Club (\$25-\$249).

Ask for our HDF Brochure for a full explanation of the benefits and recognition offered to HDF Club members.

CT Developers Council

Connecticut Developers Council - A broad based coalition of people and firms that promote the development and redevelopment of residential, commercial and industrial land in Connecticut in accordance with sound economic, planning, land development, and environmental policies.

We meet every first Thursday of the month, September - June, 6-9 pm, at various locations. Great networking and education each month. June and December meetings are social cocktail events for the members and their guests. Council membership levels by company or firm:

- **Premier** - \$1,500 for members with gross sales annually over \$5 million.
- **Patron** - \$1,000 for members with gross sales annually of \$1-5 million.
- **Sustaining** - \$500 for members with gross sales annually of up to \$1 million.
- **Allied non-profit professional & trade organizations** - \$250 for groups tax exempt under IRS 501 (C).

CT Developer Council Meeting Sponsorships

\$200 Meeting Sponsor

- Bring a display, or takeaway item for attendees.
- Signage at the event.
- Recognition from Chairman at event.
- Complimentary Registration to event.

\$100 Meeting Sponsor

- Signage at event.
- Recognition from Chairman

Ask us about our Member-get-a-Member Program—Save Huge on your own dues!

Sales & Marketing Council

Sales & Marketing Council - A special forum that provides education, marketing and sales training by visiting the communities of our members and learning the tactics, tips and trends used in the building, marketing, advertising and selling of these developments. Each meeting includes a market survey and talk about industry trends across the state. Meets 3-4 times annually.

Council membership is \$125 annually, which includes:

- Electronic subscription to Sales + Marketing Ideas (NAHB's award winning e-magazine).
- Access to the NAHB Sales & Marketing Channel
- Discounted fees on professional designation through the education arm of the NAHB SMC.
- Exclusive invitations to networking and educational events in CT with fellow members.

Website Sponsor

Sponsor our website for a year for \$1000, or try us for 6 months for \$500. Your logo and link to your website appears prominently on our home page. Other value packages can be arranged for placing your logo and link on other pages. Available to members only and for our affinity program contract partners. See: www.hbact.org/WebSiteSponsorships

Advertise in our Email Blasts

Emails, including advocacy alerts are periodically sent to all HBRA members statewide. For appropriate e-blasts, you can add your name, logo and a brief marketing message. \$150 per ad; give us a call for multiple ad discounts. Available to members only and affinity program contract partners.

Mailing List Rental

You can rent our mailing list of the entire member base on one time peel and stick mailing labels. The cost is \$300 and you must sign an agreement that you will not duplicate the list. Available to members only and affinity program contract partners.

Great way for associate members to reach HBRA members with your product brochures or larger mailings.

Showcase Home of the Year

An innovative education program for members and the public. Builder participant chooses participating vendors. The program, otherwise known as a "Home Show in a Home" showcases the best our members have to offer and higher end products and home design and function. See www.hbact.org/Showcasehome.

Annual Fiano Family Golf Classic

Play golf at the TPC River Highlands just after the pros leave, and support the National Association of Home Builders BUILD-PAC. The largest national BUILD-PAC fundraiser in the nation occurs right here with this event. Connecticut HBRA also enjoys a "split-back" from the NAHB BUILD-PAC, once we've met our fundraising goals, that directly supports our government affairs advocacy efforts.

Sponsorship levels to support the golf play and post-play reception dinner include Gold at \$1,500 and Platinum at \$2,500. See www.hbact.org/BuildPACGolfTournament.

Create an Affinity Program

Affinity program partners offer HBRA of CT members products or services at a discount and pay a royalty to the HBRA of CT under a licensing agreement. It's a fantastic way to get your name, product or services in front of HBRA members. See www.hbact.org/DiscountsRebates.

Connecticut Builder Magazine

CT Builder Magazine - Published 3 times a year (Winter/Spring, Summer and Fall) by our outside publisher/ editor JMC Resources, LLC, this glossy, stylish magazine is distributed to all HBRA members in CT PLUS all 187 CT state legislators. See www.connecticutbuilder.com.

Advertising

Rates and availability established by JMC. Connecticut Builder Advertising is paid to JMC.

Preferred Positions:

Back Cover - \$1500
Inside Front Cover - \$1400
Inside Back Cover - \$1400

***Digital Ad (*all rates are net)**

ConnecticutBuilder.com \$500
300 X 350

	B&W	COLOR
Full Page	\$900	\$1200
1/2 Page	\$650	\$850
1/3 Page	\$550	\$800
1/4 Page	\$450	\$700

Inserts:

POSTCARDS - furnished by advertiser - \$750 loosely inserted.

CENTERFOLD INSERTS (4pp.-24pp.) will be quoted based on size

**Publishers cost will not exceed the cost of the advertising space.

***Advertising must be paid for at the time of submission.

Closing Dates: Check with JMC Resources for ad deadlines for each issue.

Contact Info for Connecticut Builder Magazine ONLY:

Joanne Carroll - Publisher/Editor, **Kerry Carroll** - Assistant Editor
JMC Resources, LLC
1078 Main Street, Branford, CT 06405
Tel: 203-453-5420

Contact Info for ALL OTHER HBRA of CT Sponsorship & Advertising Opportunities:

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