

BEFORE YOU SET YOUR 2010 BUDGET...

DON'T FORGET THESE HBA SPONSORSHIP AND MARKETING OPPORTUNITIES

Following is an outline of some of the advertising and marketing opportunities in the coming year available to you as a HBAGC member. HBA publications offer selected, targeted coverage at very reasonable rates. And you help support your association when you participate in or sponsor activities that promote your products and services to HBA members and the general public. You will receive more detailed information on the various opportunities throughout the year. **Please note that deadlines and rates are subject to change.**

HBAGC office - (803) 256-6238; E-mail: hbagg@columbiabuilders.com; website: www.columbiabuilders.com

Publications...

BLUEPRINT

The newsletter of HBAGC published 6/year. Circulation of over 1,100 includes all HBAGC member firms, council members, selected public officials, and local HBA offices in S.C. Contact Dan Schubert at 800-572-0011 for ads.

Programs for Carolina Classic Home & Garden Show, Parade of Homes and Tour of Homes

Given FREE to visitors as they enter these three major public events sponsored by HBAGC. Black and white and full color ads are available throughout all three publications. Contact Karen Hoover at (803) 771-8309 for the Home Show tabloid and Dan Schubert at 800-572-0011 for the Parade and Tour books.

Builders Guide and Membership Directory

The directory is published annually listing all HBA member firms. Advertising is available on each tab and in the Builder's Guide (yellow page section). Distributed to all HBAGC members and new members throughout the year. Contact Dan Schubert at 800-572-0011 for advertising rates.

ColumbiaBuilders.com

Advertise your company and link to your website by advertising on www.columbiabuilders.com. Call MicroByte Computers at 750-7500.

ColumbiaGreenBuilders.com

Advertise your company and link to your website by advertising on www.columbiagreenbuilders.com. Contact Bin at (803) 256-6238 or bin@columbiabuilders.com.

New Home Listing

List your new home community in an annual development map and Columbia Metropolitan magazine. Contact Bin at (803) 256-6238.

Event Sponsorships...

General Membership

Meetings Includes recognition on reminder card (to all members), at the meeting and in the *Blueprint*. \$1,000 sponsorship. **Builder Workshops** on current industry issues are held before monthly meetings. Sponsor the Builder Workshop for \$500. Contact Bin Wilcenski for more information.

Kershaw County Chapter

Meetings Includes recognition on meeting reminder and at the meeting in Camden. Contact Lynn Hawley toll free 877-264-6319.

REGAL Awards

Held in February each year to recognize outstanding sales and marketing of new homes and communities. Sponsorships of the various award categories range in price from \$250 to \$3,500. Contact Heather McDonald.

Annual Summer Outing

Held each June. Hole Sponsorships are available for the golf tournament portion of this annual event. Other sponsorship opportunities are available for the party-portion. Please contact Heather and/or Lynn for more information.

M. C. Smith Memorial Bass Tournament

Tournament Sponsors and Friend of M.C. Smith sponsorships are available for the tournament held at Lake Murray. Contact Carole Watson.

Golf Classic

Held in October. Sponsorships range from corporate level to hole sponsorship (some include golf positions). Benefits HBAGC Charitable Foundation. Contact Heather McDonald.

Annual Holiday Ball

Dinner, awards ceremony and dance held first Saturday in December. Sponsorships of this event start at \$350 and many include reserved seats for 2 to 16 attendees. Contact Heather McDonald for more information.

Exhibitions...

Carolina Classic Home & Garden Show

The largest show of its kind in the Midlands offering products and services related to new home construction, landscaping, and home remodeling. Open to the public March 12-14, 2010 at the S.C. State Fairgrounds. Exhibit space and Sponsorships available. Contact Carole Watson or visit our website at www.columbiabuilders.com.

Redo/Remix Home Improvement Show

The Redo/Remix Home Improvement Show is sponsored by the Columbia Remodelers. To be held at the Columbia Metropolitan Convention Center, Sept. 24 - 26, 2010. Exhibit space and sponsorships available. Contact Bin Wilcenski or columbiaremodelers.com.

Table Top Night

Exhibition of products and services by HBA Members only. Associate Members can market products and services to builders and other Associates. Contact Lynn Hawley.

After Hours

Host a party for all members, Builder members, or a council at your new property or place of business. Charge varies on target group and includes event notices and staffing. Host provides food and beverages for event.

Suggestions Welcome

If you have an idea for a promotion or event and you'd like to involve the HBA or one of its councils, please contact us! We're always looking for new ideas and fresh ways to help our members.

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