



2026

PARTNER OPPORTUNITIES

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SPONSORSHIP PACKAGES

TWO AVAILABLE

■ FOUNDATION PARTNER | \$25,000

EVENT SPONSORSHIP & SPEAKING OPPORTUNITIES

Co-Host International Builders' Show (IBS) Reception

- Includes email list of Michigan IBS attendees
- Logo on signage and pre-event marketing

HBA of Michigan's Annual Summer Convention - Welcome Dinner

- Logo on all digital and print event marketing
- Recognition and 5-minute speaking opportunity at sponsored event
- Convention registration for two company representatives

Board Meeting Sponsorship (Winter or Spring)

- Includes introduction and 5-minute speaking opportunity
- Signage/acknowledgement at event
- Opportunity to distribute promotional materials
- Post event registration list

ONLINE VISIBILITY & REDIRECT LINKS

- 12-months with your logo on our website home page identifying your company as a Foundation Partner with redirect link to your company website (or URL of your choosing)
- Host educational event with at least one webinar on a topic TBD by you (subject to HBAM approval)

MICHIGAN BUILDER MAGAZINE

- Full page ad in all four (4) issues of Michigan Builder, our quarterly magazine
- At least one featured article focused on an educational topic of your choosing

SPONSORSHIP PACKAGES

TWO AVAILABLE

MEMBER ENGAGEMENT PARTNER | \$15,000

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

Co-Host International Builders' Show (IBS) Reception

- Includes email list of Michigan IBS attendees
- Logo on signage and pre-event marketing

HBAM Annual Summer Convention - Opening Ceremonies or Luncheon

- Includes logo on all digital and print event marketing
- Recognition and 5-minute speaking opportunity at sponsored event
- Convention registration for two company representatives

Michigan Executive Officer Annual Conference

- Professional development conference that gathers leaders from each local HBA, includes 15-minute speaking opportunity

ONLINE VISIBILITY & REDIRECT LINKS

- 12-months with your logo on our website home page identifying your company as a Member Engagement Partner with redirect link to your company website (or URL of your choosing)
- Verbal recognition as sponsor in weekly Friday Finish video with logo in outro

MICHIGAN BUILDER MAGAZINE

- Half page ad in 2 issues (or one back cover in one issue) of Michigan Builder Magazine

SPONSORSHIP PACKAGES

■ LEGACY COUNCIL PARTNER | \$15,000

The HBA of Michigan created a Legacy Council of high-volume builders which meets quarterly to help bring greater attention to the challenges impacting housing development. Collectively, these companies build nearly half the homes being constructed in Michigan. For a list of our Legacy Council member companies, visit hbaofmichigan.com/legacy-council.

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

- Includes a 5-minute speaking opportunity at their in-person meeting at the HBAM Summer Convention
- Complimentary convention registration for two
- Opportunity to host a Legacy Council gathering (sporting event, concert, etc.)

ONLINE VISIBILITY & REDIRECT LINKS

- 12-months with your logo or banner ad on our website Legacy Council page identifying your company as our Legacy Council Partner with redirect link to your company website (or URL of your choosing)

MICHIGAN BUILDER MAGAZINE

- Half page ad in 2 issues (or one back cover in one issue) of Michigan Builder Magazine

STATEWIDE EVENTS

■ ANNUAL SUMMER CONVENTION

PRESENTING SPONSOR \$10,000 | Gain premier visibility as the Presenting Sponsor

WELCOME RECEPTION \$3,500 | [3 AVAILABLE](#)

First night event for all registrants with entertainment, food stations and activities for the kids

OPENING CEREMONIES \$3,500 | [2 AVAILABLE](#) Introduce our well-known motivational speaker

KEYNOTE LUNCHEON \$3,500 | [2 AVAILABLE](#)

Address attendees and introduce the keynote speaker

THEMED RECEPTION \$3,000 | [3 AVAILABLE](#) Sponsor the main night reception party

THEMED DINNER \$5,000 | [3 AVAILABLE](#) Sponsor the main night themed dinner party

FRIDAY BUSINESS MEETINGS \$5,000 | Sponsor the HBAM business meetings

EDUCATION SPEAKERS \$3,000 | [4 AVAILABLE](#)

Motivational, educational, or professional speakers—the sky is the limit on sponsoring speakers

BREAKFAST \$2,000 | [2 AVAILABLE](#)

Thursday and Friday continental breakfast for attendees

LOCAL HBA PRESIDENTS BREAKFAST \$1,500 |

Sponsor the breakfast meeting for local presidents across the state

MICHIGAN EXECUTIVE OFFICERS COUNCIL BREAKFAST \$1,500 |

MEOC members from HBAs across the state

REMODELERS COUNCIL BREAKFAST \$2,500 | Join the remodelers roundtable breakfast

PROFESSIONAL WOMEN IN BUILDING ACTIVITY \$2,000 | Sponsor a PWB activity

YOUNG PROFESSIONALS EVENT \$1,500 | [4 AVAILABLE](#) Event for members under 45

NAME BADGE & LANYARD \$2,500 | Your logo on the name badges worn by attendees

CONVENTION PROGRAM \$2,500 | Sponsor the program distributed to all attendees

GUEST ACTIVITY \$1,000 | [UNLIMITED](#) Activity for those registered as guests for the convention

KIDS KORNER \$1,000 | [UNLIMITED](#) Activities and toys to keep little hands and minds occupied

DRAWING PRIZES \$100-\$1,000 | One item to use as a drawing prize during the convention

REGISTRATION ITEMS \$500 | [UNLIMITED](#) Badge ribbons, badge theme bling, HBA gift items, etc.

STATEWIDE EVENTS

LEADERSHIP IN HOUSING ADVOCACY AWARDS LUNCHEON

PRESENTING SPONSOR | \$5,000 *TWO AVAILABLE*

- Recognized as Presenting Sponsor in all event materials
- Logo on event signage, screens, and program cover
- Verbal recognition from the podium
- Opportunity to welcome attendees with brief remarks
- Reserved table(s) with prime placement
- Logo included in magazine and on website awards page
- Mention in social post promoting the event

TABLE SPONSOR | \$500

- Logo or name on table signage
- Name listed in event program
- Name listed on awards webpage
- Group recognition on “Thank you to our table sponsors” slide

SUPPORTER SPONSOR | \$250

- Name listed in event program
- Name listed on awards webpage
- Group recognition on sponsor slide

INTERNATIONAL BUILDERS’ SHOW RECEPTION

RECEPTION SPONSOR | \$6,500

- This gathering in Las Vegas is done in partnership with the HBA of Indiana and the HBA of Illinois and brings in around 300+ attendees from our three states
- Includes email list of Michigan IBS attendees
- Logo on signage and pre-event marketing

STATEWIDE EVENTS

■ SPRING CAPITOL DAY HOSTED BY HBAM YOUNG PROFESSIONALS (YP)

PRESENTING SPONSOR | \$1,000 *ONE AVAILABLE*

- Logo on Capitol Day invitation and registration page
- Speaking opportunity or short welcome at the event
- Logo on signage and agendas
- Social media shoutouts and thank-you posts
- Option to host a coffee/breakfast station or provide branded materials (notebooks, lanyards, etc.)

SUPPORTING SPONSOR | \$250

- Logo on event signage and agendas
- Social media thank-you post

■ GUBERNATORIAL CANDIDATE PODCAST SERIES

SERIES PRESENTING SPONSOR | \$500 *THREE AVAILABLE* EXCLUSIVE PRESENTING SPONSOR | \$1,500

- “Presented by [Sponsor]” in the open of every episode
- Logo on podcast artwork and series landing page
- Mention in email and social promotion of the series
- Option for a short pre-recorded sponsor message (10–15 seconds)

Exclusive option is available on a first-come, first-served basis. Once secured, shared presenting sponsorships will no longer be offered.

EPISODE SPONSOR | \$250

- “This episode is sponsored by [Sponsor]” mention at the beginning or middle
- Logo on that episode’s promotional and social media graphics

PRINT & DIGITAL ADS

FRIDAY FINISH VIDEOS

POP-UP BANNER AD.....	\$300
BANNER AD IN EMAIL.....	\$500
FF COMMERCIAL BREAK.....	\$800
YEAR SPONSORSHIP.....	\$4,500

Analytics from META/GA4
monthly engagement
insights for **October 2025**

5,300+
Weekly Recipients

44%
Avg. Open Rate
(~15% higher than
industry average)

3%
Avg. Click Rate

SOCIAL MEDIA POST

FACEBOOK + INSTAGRAM POST.....	\$250
FACEBOOK + INSTAGRAM STORY.....	\$150
FACEBOOK BANNER AD..... (30 Days)	\$800
BOOST OPTIONS ARE AVAILABLE	

3,800+
Followers

26,500+
Total Views

24,594+
Organic Views

9,000+
Unique Viewers

12-MONTH WEBSITE ADS

HOME PAGE CAROUSEL..... 1200px X 400px	\$7,500
SECONDARY CAROUSEL..... 1200px X 400px	\$4,000
HOME PAGE SQUARE.....	\$5,000
SECONDARY SQUARE.....	\$2,000

10,000+
Page Views
(up 3,000+ YoY)

5,600+
Active Users
(up from 4,300)

36,000+
Events (Form fills,
clicks, etc.)

PRINT & DIGITAL ADS

DIGITAL ADS

BANNER AD IN THE BRIEF NEWSLETTER | \$500

The Brief is a digital newsletter sent 4-6 times per year to our state Board of Directors, local Executive Officers and local presidents

HOUSING MATTERS BLOG POST | \$500

The post will appear at the top of the blog page for 30 days, ensuring maximum visibility for your content. It's a great way to showcase your products, services and/or expertise and connect with our audience in a meaningful, content-driven format. Blog posts are limited to 500 words and can include one (1) image.

MICHIGAN BUILDER MAGAZINE

Distributed to over 5,000 builders, industry organizations, and legislators, this publication is a key resource for the residential construction community in Michigan. Please contact info@svmmedia.com for more information on how to feature your brand in this highly targeted magazine.

MAGAZINE AD SIZES

