



2025

PARTNER
Opportunities

TABLE OF CONTENTS

PACKAGES

3

EVENTS

6

DIGITAL

8

MAGAZINE

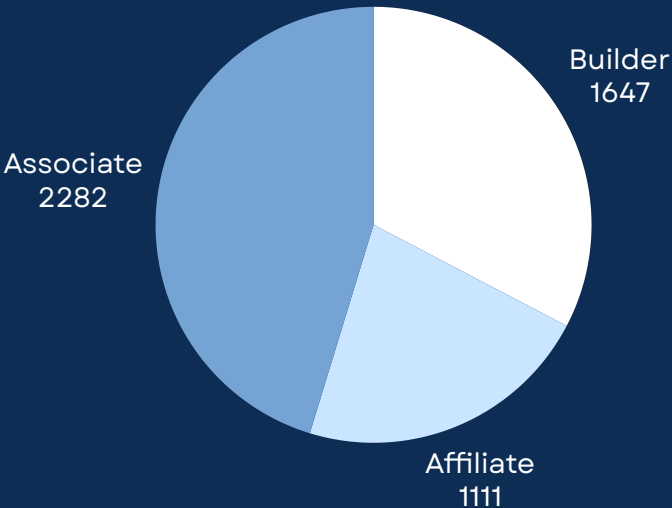
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3,915+
organizations

5,300+
people

700+
new members in 2024

**As of 10/24*



FOUNDATION PARTNER *Package*

\$25,000

ONLY TWO AVAILABLE

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

International Builders' Show (IBS) Reception

Co-Host IBS Reception, includes email list of Michigan IBS attendees and your logo on signage and pre-event marketing

HBA of Michigan's Annual Summer Convention

Sponsor the welcome reception or dinner, includes logo on all digital and print event marketing, recognition and 5-minute speaking opportunity at sponsored event and convention registration for two company representatives

Board Meeting Sponsorship

Winter or Spring Board of Directors meeting, includes introduction and 5-minute speaking opportunity, signage/acknowledgement at event, opportunity to distribute promotional materials and 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 issues of Michigan Builder Magazine (4) and at least one featured article focused on an educational topic of your choosing

MEMBER ENGAGEMENT *Package*

\$15,000
ONLY TWO AVAILABLE

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

International Builders' Show (IBS) Reception

Co-Host IBS Reception, includes email list of Michigan IBS attendees and your logo on signage and pre-event marketing

HBA of Michigan Annual Summer Convention

Sponsor the opening ceremonies or luncheon, includes logo on all digital and print event marketing, recognition and 5-minute speaking opportunity at sponsored event and 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

LEGACY COUNCIL *Package*

\$10,000
ONLY ONE AVAILABLE

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

Be the exclusive sponsor of HBAM's high volume builder's council, includes a 5-minute speaking opportunity at their in-person meeting at the HBAM Summer Convention with free registration for two, and hosting a Legacy Council social 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

ANNUAL SUMMER Convention

★ PRESENTING SPONSOR | \$10,000

Gain premier visibility as the Presenting Sponsor of the summer convention, branded as *HBAM Annual Summer Convention Presented by*___

ONE AVAILABLE

- PRESENTING SPONSOR | \$10,000** | Gain premier visibility as the Presenting Sponsor
- WELCOME RECEPTION | \$3,500** | The first night event with entertainment and food stations
- OPENING CEREMONIES | \$3,000** | Introduce our well-known motivational speaker
- KEYNOTE LUNCHEON | \$7,000** | Address attendees and introduce the keynote speaker
- RECEPTION | \$3,000** | The main night themed reception before dinner and entertainment
- DINNER | \$5,000** | The main night themed dinner and entertainment
- FRIDAY BUSINESS MEETINGS | \$5,000** | HBAM business meetings on the last day
- EDUCATION SPEAKERS | \$3,000** | Motivational or educational - the sky is the limit
- BREAKFAST | \$2,000** | Thursday/Friday continental breakfast for attendees
- REMODELERS COUNCIL BREAKFAST | \$2,000** | Join remodelers during their roundtable breakfast
- PROFESSIONAL WOMEN IN BUILDING ACTIVITY | \$1,500** | Sponsor an exciting event or activity
- YOUNG PROFESSIONALS EVENT | \$1,500** | Sponsor an event or activity for members under 45
- LOCAL HBA PRESIDENTS BREAKFAST | \$1,500** | The breakfast meeting for local HBA presidents
- SIGNS | \$1,000** | Sponsor the signs for scheduled events
- PROGRAM | \$1,000** | Paper and electronic program for the attendees
- SPECIAL ACTIVITY | \$1,500+** | A special activity like the skybridge, zip line, waterpark or biking
- KIDS KORNER | \$1,000+** | Activities and toys to keep little hands and minds occupied
- PRIZE DRAWINGS | \$250+** | One item to be used as a drawing prize during the convention
- REGISTRATION ITEMS | \$250+** | Badge ribbons, badge theme bling, HBA gift items, etc.

SPONSORSHIP PERKS:

- Logo on event signage and pre-event marketing
- Introduction, recognition, and speaking opportunity at sponsored event for \$2,500+
- 2 complimentary registrations for \$2,500+ and 1 complimentary registration for \$1,500 to \$2,499

EVENT Sponsorships

If you're interested in alternate sponsorship opportunities or would like to inquire about putting together a custom package, contact us at diana@hbaofmichigan.com

HOUSING ADVOCACY AWARDS LUNCHEON | \$5,000

Held in Lansing with HBA leaders and other housing advocates from across the state, sponsor this inaugural event to celebrate and acknowledge key housing advocate leaders in Michigan. Includes 5 minute speaking opportunity, and logos on invites and pre-event marketing materials

INTERNATIONAL BUILDERS' SHOW RECEPTION | \$6,000

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

OTHER SPONSORSHIP OPPORTUNITIES

We would love to explore other creative ways to work together. Please contact us if you're interested in printing HBA t-shirts or hats, or to discuss other ideas to increase your organization's visibility with our members.

If you would like to support the future leaders of the industry, visit hbaofmichigan.com/YP to learn about partnering with HBAM Young Professionals.

DIGITAL Sponsorships

MONTHLY ENGAGEMENT BASED ON SEPT. 2024 META/GA4 INSIGHTS

SOCIAL MEDIA POST

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

Followers 3,400+
Organic Reach 6.3K
FB Page Visits 700

FRIDAY FINISH VIDEOS

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

Weekly Sends 3,900+
Open Rate 40%
Click Rate 4%

12-MONTH WEBSITE SPONSORSHIPS

- HOME PAGE CAROUSEL | **\$7,500**
- SECONDARY CAROUSEL | **\$4,000**
- HOME PAGE SQUARE | **\$5,000**
- SECONDARY SQUARE | **\$2,000**

Users 2.3K
Views 5.1K
Event Count 19K
Avg. View Time 52s

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, ensuring maximum visibility for your content. It's a great way to showcase your 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

CONTACT
INFO@SVMEDIA.COM

Michigan Builder magazine is undergoing a redesign for 2025, offering a fresh, engaging format. 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@svmmmedia.com for more information on how to feature your brand in this highly targeted magazine.

MAGAZINE AD SIZES

