

SPONSORSHIP OPPORTUNITIES

2024



**HOME BUILDERS ASSOCIATION
OF MICHIGAN**

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QUESTIONS ABOUT
SPONSORSHIPS?
CONTACT DIANA DIXON
DIANA@HBAOFMICHIGAN.COM
517.582.0972

\$25,000

ONLY ONE AVAILABLE

EVENT SPONSORSHIP

PATRON SPONSORSHIP PACKAGE

BANNER ADS & REDIRECT LINKS

12-months with your banner logo on our website identifying the company as patron-level sponsor with redirect link to your company website (or URL of your choosing)

12-months with your banner logo appearing on our weekly Friday Finish video (emailed to members weekly) identifying company as a patron-level sponsor with redirect link to your company's website (or URL of your choosing)

MICHIGAN BUILDER MAGAZINE

Front Cover Photo/Design and feature story in one issue of **Michigan Builder Magazine** (published quarterly with a circulation of more than 8,000 including all HBA members along with government leaders and those in residential building industry)

A half page ad in Michigan Builder Magazine in all issues

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

Sponsorship of the Michigan Executive Officer's Annual Professional Development Conference (with speaking opportunity) – The latter event brings the leaders of all 19 local associations together and provides a great forum to share information with HBA's across the state

Sponsorship recognition at HBA of Michigan's annual summer convention. More information about the 2024 Summer Convention will be available soon.

\$12,000

EVENT SPONSORSHIP

ONLY FOUR AVAILABLE

MASTER SPONSORSHIP PACKAGE

BANNER ADS & REDIRECT LINKS

Nine-months with your banner logo on our website identifying the company as master-level sponsor

Nine-months with your banner logo appearing on our weekly Friday Finish videos

MICHIGAN BUILDER MAGAZINE

A half-page ad in Michigan Builder Magazine (or a quarter-page ad in two issues)

EVENT SPONSORSHIPS & SPEAKING OPPORTUNITIES

Sponsorship recognition at HBA Michigan's winter board of directors meeting including a 10 minute speaking opportunity; Acknowledgement in registration brochure to be distributed to all members; One complimentary registration

Sponsorship at HBA of Michigan's annual summer convention. More information about the 2024 Summer Convention will be available soon.

MAGAZINE SPONSORSHIP

MICHIGAN BUILDER MAGAZINE

The Home Builders Association of Michigan (HBAM) Michigan Builder magazine is back in circulation this year with a new printing company, more pages, and distribution to 8,000 members, building industry organizations and legislators. Contact Diana Dixon at diana@hbaofmichigan.com for ad rates.

AD	SIZE
Center Spread	17 x 11.125 (with bleeds)
Full Page	8.625 x 11.125 (with bleeds)
Half Page	7.5 x 5 (horizontal) 4.917 x 7.5 (vertical)
Third of a Page	3.625 x 6.625
Quarter Page	3.625 x 5

Record Attendance at 2023 International Builders Show (IBS)

More than 1,000 Michiganders traveled to Vegas January 30 - February 2

What happens when your national association puts together a partnership with the kitchen and bath show organizers to stage its International Builders Show? Some 70,000 home building professionals from around the world show up. Nearly 700 HBA members from Michigan were there, along with more than 300 others from our state. When including participants in the National Kitchen & Bath Industry Show, nearly 110,000 people were roaming the two shows within the corridors of the Las Vegas Convention Center. Participants in IBS had access to hundreds of educational sessions, numerous networking events and more than 1,300 exhibits (covering 600,000 square feet). If you've never attended, make plans to do so at IBS 2024. It will take place in Las Vegas the week of February 26, 2024.

For those that do attend, the HBA's of Michigan, Indiana and Illinois jointly host a free networking reception open to any and all that attend IBS from our state. This year nearly 300 members dropped in to network with their peers from the upper Midwest.



This regular event would not be possible without the longstanding sponsorship support of DTE and the Michigan Propane Gas Association (MPGA). More specifically, this would not happen annually without the leadership of Christine Cole from DTE and Tom Jaenicke from MPGA. If you know them or see them in the near future, please tell them thank you!

CATCH THE Friday Finish

Check your inbox or our social media every Friday for a brief weekly sneak-peek update on the upcoming and benefit programs provided by your state association.

#hbaofmichigan
@hbaofmichigan



THANK YOU TO OUR SPONSORS!




MICHIGAN PROPANE GAS ASSOCIATION

HBAofMichigan.com • SPRING 2023













MEMBERSHIP PAYS

HBA membership offers discount programs to help run your business and save you money.

www.hbaofmichigan.com



NAHB Member SAVINGS

Put your membership to work.



Exclusive discounts that benefit you, your business and your family
nahb.org/Savings

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QUARTER PAGE ADS

HALF PAGE ADS

WEBSITE SPONSORSHIP

HBAOFMICHIGAN.COM

Whether you want to get your name out there, advertise specials or promote new products, our website is the place to find a local, targeted audience that is looking for home industry related services. **All website ads are placed for one (1) year and can be changed up to four (4) times that year.**

CAROUSEL ADS | 8 AVAILABLE

The home page carousel is a rotating list of links to site features, products or upcoming events. Carousel ads highlight your new products, member profile, press releases or anything else you would like to draw attention to.

HOME PAGE SQUARE ADS | 10 AVAILABLE

These ads are placed on the home page in a group of 3 rotating ads. The ad can be linked to the sponsor's website or other page.

SECONDARY PAGE SQUARE ADS | 20 AVAILABLE

These ads are placed on all secondary pages in a group of 3 rotating ads. The ad can be linked to the sponsor's website or other page.

EVENT PAGE CAROUSEL ADS | 8 AVAILABLE

The event page carousel is a rotating list of links to site features, news stories, or upcoming events. Carousel ads highlight your new products, member profile, press releases or anything else you would like to draw attention to.

AD	SIZE	RATE
Home Carousel	2400 x 700	\$6,000
Event Carousel	2400 x 500	\$3,000
Home Square	300 x 300	\$3,000
Secondary Square	300 x 300	\$1,500