



SPONSOR

OPPORTUNITIES
- GET INVOLVED -

*Send in your
sponsorship
today!*

WHY BECOME A SPONSOR

- ◆ Enrich Your Brand
- ◆ Increase Sales
- ◆ Greater Visibility For Your Company
- ◆ Engage With Decision Makers
- ◆ Support Advocacy Efforts
- ◆ Add value To Your Membership

and much more

Take advantage of the number of opportunities to gain maximum exposure with the Home Builders Association of Tennessee - the Voice of the Housing Industry in TN.

HBAT's Sponsorship Program is designed to provide a full calendar year of maximum name and brand exposure. Please call (615)777-1700 for more information on how we can help you build your business.

2017 SPONSORSHIP LEVELS

TITANINUM

\$12,000

- 10 free registrations at HBAT meetings
- Fifteen minutes on the Local Leadership Committee/EO Council Meeting Agenda (One Meeting)
- One Full Page Ad and Article in TN HomeBuilder Magazine
- 1 VIP reserved table (8 seats) at Fall Meeting Banquet
- Master of Ceremonies at an HBAT banquet or function (Optional)
- Email our members 2X year (upon request)
- Exclusive Sponsorship of one reception or event
- Opportunity to sponsor Past Presidents Dinner - Spring, Summer or Fall Meeting (additional cost)
- Pre & post conference attendee list
- Facebook reciprocated "Like" of company profile
- Premium Link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Invitation to Sponsor Reception

DOUBLE DIAMOND

\$6,500

- 8 free registrations at HBAT meetings
- Ten minutes on the Local Leadership Committee/EO Council Meeting Agenda (One Meeting)
- One 1/2 Page Ad and Article in TN HomeBuilder Magazine
- 4 tickets to Fall Meeting Banquet
- Email our members 2X year (upon request)
- Exclusive Sponsorship of one reception or event
- Pre & post conference attendee list
- Facebook reciprocated "Like" of company profile
- Premium Link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Premium signage at meetings
- Tabletop exhibit with premium location at each meeting
- Invitation to Sponsor Reception

DIAMOND

\$5,000

- 6 free registrations at HBAT meetings
- Five minutes on the Local Leadership Committee/EO Council Meeting Agenda (One Meeting)
- One 1/3 Page Ad and Article in TN Homebuilder Magazine
- 2 tickets to Fall Meeting Banquet
- Pre & post conference attendee list
- Facebook reciprocated "Like" of company profile
- Link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Logo displayed on banner collectively recognizing sponsors
- Tabletop exhibit each meeting
- Invitation to Sponsor Reception

PLATINUM

\$4,000

- 4 free registrations at HBAT meetings
- Special Introduction at the Local Leadership Committee/EO Council Meeting Agenda (One Meeting)
- One 1/6 page Advand Article in TN HomeBuilder Magazine
- Facebook reciprocated "Like" of company profile
- Company acknowledged wherever sponsors are collectively listed
- Logo link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Logo placed on banner collectively recognizing sponsors
- Tabletop exhibit at each meeting
- Invitation to Sponsor Reception

52%

of conference attendees are more likely to make a purchase from companies that are sponsors

2017 SPONSORSHIP LEVELS

GOLD

\$2,000

- 3 free registrations at HBAT meeting
- Link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Logo displayed on banner collectively recognizing sponsors
- Tabletop exhibit at each meeting
- Invitation to Sponsor Reception

SILVER

\$1,500

- 2 free registrations at HBAT meetings
- Link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Logo displayed on banner collectively recognizing sponsors
- Tabletop exhibit at each meeting
- Invitation to Sponsor Reception

BRONZE

\$1,000

- Link on the HBAT website
- Acknowledgement and logo on social networking pages
- Recognition at each Board Meeting
- Logo displayed on banner collectively recognizing sponsors
- Tabletop exhibit at each meeting
- Invitation to Sponsor Reception

MEETING SPONSOR

\$250

- Promotion at meeting
- Tabletop exhibit at one meeting
- Invitation to Sponsor Reception

All sponsorship commitments are due in full no later than April 30, 2017, unless you are making quarterly payments. If quarterly payments are being made, the first installment is due by January 1, 2017.

Sponsorship Commitment Form

YES! After reviewing the HBA Sponsorship Opportunities, I/we wish to participate as an HBA Sponsor for 2017. Please specify level of sponsorship below:

- | | |
|--|--|
| <input type="radio"/> Titanium Level Sponsor - \$12,000 | <input type="radio"/> Gold Level Sponsor - \$2,000 |
| <input type="radio"/> Double Diamond Level Sponsor - \$6,500 | <input type="radio"/> Silver Level Sponsor - \$1,500 |
| <input type="radio"/> Diamond Level Sponsor - \$5,000 | <input type="radio"/> Bronze Level Sponsor - \$1,000 |
| <input type="radio"/> Platinum Level Sponsor - \$4,000 | <input type="radio"/> Meeting Level Sponsor - \$250 |

I am making my commitment to a Double Diamond, Diamond or Platinum sponsorship, prepaying before January 1, 2017, and taking advantage of the \$1,000 savings.

(Titanium Sponsorships are excluded from this offer.)

YOUR INFORMATION:

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Signature: _____ Date: _____

PAYMENT INFORMATION:

Enclosed is my check made out to the HBA of Tennessee

I prefer to pay by credit card _____ *Please bill quarterly (Jan 31, April 30, July 31, Oct 31)

Card Type _____ Master Card _____ Visa _____ American Express _____

Card Number _____ Expiration Date _____

Name on Card _____ Three Digit Code (Back of Card) _____

Billing Address _____ State _____ Zip _____

PLEASE MAIL, FAX OR EMAIL THIS FORM TO:

Home Builders Association of Tennessee - 213 Fifth Ave. North - Suite 200 - Nashville, TN 37219
(615) 777-1700 jodjegba@hbat.org Fax: (615) 777-1703





Dear Sponsor,

First, allow me to thank you for your interest in the Home Builders Association of Tennessee Sponsorship program. Your support helps us better serve as the “Voice of the Tennessee Housing Industry.” I know that your business is directly affected or influenced by the home building industry in Tennessee. That means the efforts of the HBAT are important to your success in 2017, and we would like to invite you to become statewide sponsor of the Home Builders Association of Tennessee.

As you already know, Sponsorship provides a truly remarkable marketing opportunity. Meetings and events provide networking prospects with an incredibly diverse audience of decision makers in a fun and relaxed atmosphere. In addition, Sponsors are featured on our website, in the Tennessee Home Builder Magazine and meeting materials.

Listed below is the meeting schedule for 2017:



HBAT Spring Legislative Conference & Board of Directors Meeting
Hilton Suites, Nashville, TN – February 26-28, 2017



HBAT Summer Board of Directors Meeting
Park Vista, Gatlinburg, TN – June 25-28, 2017



HBAT Annual Meeting of the Membership & Fall Board of Directors Meeting
The Marriott Memphis East, Memphis, TN – November 2-5, 2017

Within this sponsorship packet, you will find the 2017 Sponsorship Opportunity Program. It’s important to note the upper-level sponsorships that can be discounted as much as \$1,000 with early commitments. Plus, early sign-ups get their names in front of members before anyone else, and the HBAT staff can begin promoting your products and services immediately.

Please remember that the success of your sponsorship with the HBAT is in direct correlation with your individual involvement. Take advantage of every networking opportunity, and your sponsorship dollars will become an integral part of your marketing strategy.

Thank you for your consideration and support.

Sincerely,

Susan G. Ritter, EVP