

# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## 2024 Sponsorship Opportunities

Being a member of the Home Builders Association of Central NM comes with a wide range of benefits that are essential for any construction business. From advocating for government issues to providing education and networking events, HBA of CNM is committed to supporting and developing its members in all areas of their operation.

### MISSION STATEMENT

Our mission is to serve as The Trusted Resource representing the housing industry and acting as an advocate for homeownership.

**600+ Members**  
**STRONG!**

### Associates 59%

Members which consist of home building industry suppliers, service providers and product manufacturers.

### Builders 41%

Members which consist of single-family builders, residential remodelers, commercial builders and remodelers, land developers and custom builders.

***Would you like for us to design an annual sponsorship package for you?***

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Total Amount for 2024 Sponsorship \_\_\_\_\_  
Target Audience \_\_\_\_\_ (Builders, Consumers, Both)

**CONTACT JOSEPH MORENO FOR MORE INFORMATION!**  
**JMORENO@HBACNM.COM OR GIVE US A CALL AT 505.344.3294**



# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## Membership Sponsorship Opportunities

### Outreach Events

*Social Events and Education Events are Quarterly*

\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event

#### **Mixer \$500 or \*\$1000**

(Location & date are TBD)

- Speaking time at mixer
- Prominent company recognition at event
- \*\$1000 sponsor can choose to have mixer at their location

#### **Lunch and Learn \$500\***

(\*Sponsorship must cover lunch expense)

- Access to email list of attendees
- Speaking time before the presentation

**\*All 2023 Sponsors have first right of refusal.**

**\*All prices and sponsorships are flexible and open to positive adjustments**

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*Payment is expected prior to event.*



# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## Sales & Marketing Council Sponsorship Opportunities

### Elite Sales Awards



March 7th

Revel Entertainment Center

\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event.

#### Platinum



##### Scene

\$1500

- Logo on drink tickets
- 4 tickets to event
- Company colorway setup in the networking area
- Company logo on all cocktail napkins

##### Photobooth

\$1000

- Logo on photobooth pictures
- 3 tickets to event

##### Event (20)

\$500

- Company receives the sponsorship benefits listed above
- 2 tickets to event

#### Toast



##### Celebration

\$1000

- Logo on special marketing piece showcased on all tables
- 3 tickets to event

#### Backdrop



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## Sales & Marketing Council Sponsorship Opportunities

### Other SMC Events



\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event.

#### Speaker Events

(Date is TBD)

##### Platinum \$1500

- Opportunity to speak at the event
- Prominent company recognition at event

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##### Gold (1) \$500

- Company Marketing material on all seats (Must provide material)



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##### Silver (Unlimited) \$250

- Company receives the standard sponsorship benefits

#### Education Panel

(Date is TBD)

##### Platinum



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##### Gold \$500

- Company logo on all drink tickets
- Opportunity to hand out the drink tickets
- Opportunity to set up welcome booth

#### New Home Shopping List

(\$1200 for year, or \$400 quarterly)

- Company listed on our New Home Shopping List
- Access to a pool of builders and agents
- List is sent out weekly

#### Social Events

(Social events are year round)

##### Platinum \$1000

- Opportunity to speak at social event
- Prominent company recognition at event

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##### Gold \$500

- Company is on all food/drink vouchers
- Company can hand out vouchers

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## Clayshoot Sponsorship Opportunities

### HBA Clayshoot



March 15, 2024 Tinnin Farms

\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event.

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**Platinum (2)** \$3000

- Company signs/banner hung up at the event
- Includes 2 teams valued at (\$1600)

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**Ammo (2)** \$1500

- Logo on all boxes of ammo
- Includes 1 team valued at (\$800)

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**Food (2)** \$750

- Logo on every table and food if applicable
- Company mentioned several times during the lunch

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**Raffle** \$500

- Logo on all raffle items purchased for event

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**Shooting Station (14)** \$200

- Sign w/logo at waiting areas between shooting stations (Purchase multiple locations)



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**CONTACT JILL KROGMAN FOR MORE INFORMATION!**

**JKROGMAN@HBACNM.COM**

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# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## Parade of Homes Sponsorship Opportunities

### The Parade of Homes

April 26th-28th & May 3rd-5th

\*All Sponsorships include Company logo listed on all forms, social media recognition, recognition at the event, and logo on screen at event  
All Sponsorships with asterisks receive dinner tickets.

#### \*Platinum (4) (Exclusive to non-competing companies) \$6000

- Logo will be prominently displayed on signage in each Parade home
- Logo on all printed ads and support materials
- Logo displayed on sponsorship page of Su Casa



#### \*Mobile App/Technology \$4000

- Logo prominently displayed on voting section of website and app

#### \*Social Media & Directional \$3500



#### \*Presentation \$1500

- Logo on backdrop for all photos and used in future promotion of event

#### \*Celebration \$1500



#### \*Reception \$1500

- Logo on drink vouchers
- Company colors in the cocktail area
- Logo on cocktail napkins

#### \*Buyers Choice/ LCD Screen \$1000



#### \*VIP Award Celebration (5) \$1000

- Awards presentation time at Parade celebration
- VIP seating
- Non competing industries

#### \*Photobooth \$1000

- Logo on all printed photos - great take-a-way item

#### \*Presenting Award (10) \$500

- Recognition on Parade celebration visuals
- Awards presentation at Parade celebration

#### Judging Day Breakfast \$300



#### \*Coalition Partner \$2500

- Community partner to cross promote both groups' events and industry support

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# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## HBA Golf Sponsorship Opportunities

### HBA Golf Tournament



July 19, 2024

Santa Ana Golf Course

\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event.

#### Platinum (3) \$3500

- Company logo on all golf shirts (4 extra shirts for sponsor)
- Complimentary hospitality hole (Sponsor to provide tent and all supplies)
- Discounted team price of \$400

#### Putting Contest \$500

- Company name on sign by putting green
- Company encouraged to man the area (Optional)
- Prize given by company rep at the lunch

#### Driving Range \$500

- Company name on sign by driving range
- Company encouraged to man the area (Optional)

#### Hospitality Hole (20) \$250

- Company name on sign at tee box
- Sponsor responsible for setting up hospitality hole
- \*Sponsor must attend Hospitality Sponsor Meeting, prior to event



#### Player Appreciation Gift \$2500

- Company logo on player gift
- Company recognized at lunch

#### Kick-Off Breakfast \$500



#### Golf Cart \$500

- Company logo on all golf carts

#### Banquet\* (15) \$250

- Company recognized at lunch
- \*\$150 total, can give \$100 and then either a \$50 prize or gift card

#### Hole (27) \$150

- Company name on sign on green

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# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## THE Invitational Sponsorship Opportunities

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August 23, 2024

Sandia Golf Club

\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event. All sponsors can have a representative attend either the lunch or breakfast. (2 max)

#### THE Platinum \$10000

- Company logo on each players jacket
- Prominent event signage

#### THE Lunch (2) \$4000

- Prominent signage at THE lunch

#### THE Golf Cart \$3000

- Company logo on all golf cart banners
- \*UPGRADE \$500, get your logo on all GPS units inside carts

#### THE Breakfast \$3000

- Prominent signage at THE breakfast

#### THE Dirty Birdie Bar \$3000

- Signage at THE Bloody Mary bar location
- \*Bring company cups for MAX exposure

#### THE Golf Ball \$2000

- Company logo on sleeve of premium golf balls for each player

#### THE Turn Sponsor (1) \$1500

- Signage at THE Turn (multiple locations) & on promotional item
- Representative can meet & greet at THE Turn (2)



#### THE Raffle (8) \$500 or \$1000

- Receives benefits listed above (HBA will purchase all raffle prizes)



*\*All Sponsors are encouraged to attend the lunch & network.*

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# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## Cornhole Sponsorship Opportunities

### HBA Cornhole

CORNHOLE  
TOURNAMENT

June 7th & September 20th Salt Yard West

\*All Sponsorships include Company logo listed on all forms, social media recognition, and recognition at the event.

**Platinum** \$1500

- Board used for entire tournament and for winners

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**Big Board (1)** \$1000

- Logo'd boards made (or if already made) and used during tournament



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**Scoreboard** \$500

- Company name/logo on huge screen with all scores

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**Sound** \$500

- Great preferred music throughout the event

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**Field** \$500

- Prominent signage in the playing area

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**Food** \$500

- Yummy snacks with your logo for the players and fans

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**Beverage** \$150

- (1) drink for each team player

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**Raffle** \$500

- Great prizes to raffle off throughout the event (HBA will purchase raffle items on your behalf)

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## HBA Bowling Sponsorship Opportunities

### HBA Charity Bowling Tournament



November 16th

Skidmore Holiday Bowl

\*All Sponsorships include Company logo listed on all forms, social media recognition, recognition at the event, and rotating on projection screens at the event all day.

**Platinum (2)** \$1000

- Logo on 240 team bags given out day of event

**BUILDERS SOURCE  
APPLIANCE**  
Gallery

**Silent Auction** \$1000

- Logo on all silent auction forms

**Color Pin (2)** \$750

- Logo on 40+ gifts per session for color pin prizes

**Celebration** \$500

- Logo on all raffle items purchased for event

**Raffle** \$500



**Welcome** \$500



**Projection Screen (20)** \$150

- Company receives all sponsorship benefits listed above



**Lucky Strike (10)** \$75 to \$500

- Company name on donation form  
(HBA will purchase silent auction items in your name)

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Updated as of 1/19/2024

**Payment is expected prior to event.**

