

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



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



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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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

Gold (1) \$500

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



Silver (Unlimited) \$250

- Company receives the standard sponsorship benefits

Education Panel

(Date is TBD)

Platinum



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

Gold \$500

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

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Clayshoot Sponsorship Opportunities

HBA Clayshoot

Home Builders Association of Central New Mexico
PULL! RECREATIONAL
CLAY
SHOOT

March 15, 2024 Tinnin Hunt Club

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

Platinum (1) \$3500

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

Ammo (2) \$1500

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

Food \$750

Guild
mortgage

Builder's Trust
OF NEW MEXICO

Raffle ARIZONA TILE \$750

Shooting Station (11) \$200

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

Guild FORAHL
mortgage TEAM

DOWNEY & COMPANY

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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 (2) (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



*Celebration \$1500



*Reception \$1500

- Drink vouchers/appetizers/music (We can tailor this sponsorship to the sponsor's needs)

*Buyers Choice/ LCD Screen \$1000



*VIP Award Dinner (1) \$1000

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



*Photobooth \$1000



*Presenting Award (9) \$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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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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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

Big Board (1) \$1000
•Logo'd boards made (or if already made) and used during tournament



Scoreboard \$500
•Company name/logo on huge screen with all scores

Sound \$500
•Great preferred music throughout the event

Field \$500
•Prominent signage in the playing area

Food \$500
•Yummy snacks with your logo for the players and fans

Beverage \$150
•(1) drink for each team player

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 2/6/2024

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