

# 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



#### Photo Booth



#### Event (18)

\$300

- 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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# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## 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

(June 20th)

##### 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

(\$1000 for year, or \$300 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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# THE HOME BUILDERS ASSOCIATION OF CENTRAL NEW MEXICO

## 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



#### Ammo



#### Food



#### Raffle

ARIZONA TILE

#### Shooting Station (11)

- 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**

**Payment is expected prior to event.**



# 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 (1) (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



#### \*Social Media & Directional



#### \*Presentation



#### \*Celebration



#### \*Reception

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

\$1500

#### \*Buyers Choice/ LCD Screen



#### \*VIP Awards Celebration (1)

\$1000

- Awards presentation time at Parade celebration
- VIP seating



#### \*Photo Booth



#### \*Presenting Award (7)

\$500

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



#### Judging Day Breakfast



#### \*Coalition Partner



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Payment is expected prior to event.



# 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



#### Hospitality Hole (18) \$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



#### Golf Cart



#### Banquet\* (14) \$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

## 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



#### Big Board



#### Scoreboard



#### 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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**Payment is expected prior to event.**





## 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

**BUILDERS SOURCE  
APPLIANCE**  
Gallery



**Guild**  
mortgage

#### 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



#### Welcome



#### Projection Screen (17)

\$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 3/26/24**

**Payment is expected prior to event.**

