

HBA of Michigan Annual Meeting
October 4 – 6, 2017 • Grand Hotel, Mackinac Island



Sponsorship Brochure

WHY SPONSOR?

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility while supporting Michigan's largest construction industry trade association. HBA Michigan's Annual meeting will draw more than 250 of the state's top building industry leaders.

Top 5 Reasons to Become a Sponsor

- 1 Position Your Company as a LEADER.
- 2 Stand out from the crowd and gain even more exposure.
- 3 Build Brand Identify with key leaders
- 4 Align your Company with and Established Event (25 years running)
- 5 Extensive Marketing Coverage

SPONSORSHIP PACKAGES

In addition to our thanks, conference sponsors receive an array of unique benefits and opportunities. No matter your giving ability, there is a sponsorship level that meets your parameters. View sponsorship benefits by level on the next page.

Special Event Sponsorship Opportunities

25th Celebration Party (two available) **SOLD** \$6,000.00
\$6,000.00

Benefits:

“Official Sponsor” of the Celebration Party on Thursday, October 5, 2017

Introduction & Recognition at event with speaking opportunity

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

Four complimentary registrations

Unique Benefits:

Inside back cover ad space in the 25th Commemorative Booklet

Sponsor recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

25th Celebration Entertainment \$5,000.00

Benefits:

“Official Sponsor” of the Entertainment on Thursday, October 5, 2017

Entertainment consists of DJ, Magician and Photo Booth

Introduction & Recognition at event with speaking opportunity

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

Four complimentary registrations

Unique Benefits:

Half page ad space in the 25th Commemorative Booklet

Sponsor recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

Grand Reception **SOLD** \$4,500.00

Benefits:

“Official Reception Sponsor” on Thursday, October 5, 2017

Introduction & Recognition at event with speaking opportunity

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

Three complimentary registrations

Unique Benefits:

Quarter page ad space in the 25th Commemorative Booklet

Sponsor recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

Lunch at the Grand

SOLD

\$4,000.00

Benefits:

“Official Lunch Sponsor” on Thursday, October 5, 2017

Introduction & Recognition at event with speaking opportunity

Introduction of Speaker

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

Two complimentary registrations

Unique Benefits:

Quarter size ad space in the 25th Commemorative Booklet

Sponsor recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

Welcome Reception

\$4,000.00

Benefits:

“Official Welcome Reception Sponsor” on Wednesday, October 4, 2017

Introduction & Recognition at event with speaking opportunity

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

Two complimentary registrations

Unique Benefits:

Sponsor recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

Remodelers Council Breakfast

\$2,500.00

Benefits:

“Official Remodelers Breakfast Sponsor”, featured guest National Chairman NAHB Remodelers Dan Bawden on Friday, October 6, 2017

Introduction & Recognition at event with introduction of speaker

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

One complimentary registration

Unique Benefits:

Sponsor recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

Ice Cream Social

\$2,000.00

Benefits:

“Official Ice Cream Social Sponsor”, on Thursday, October 5, 2017

Introduction & Recognition at event

Prominent sponsor recognition on all event-related marketing & promotional collateral; save the date, invitations and e-mails

One complimentary registration

Unique Benefits:

Opportunity to display promotional material at the Ice Cream Social

Recognition on the HBA of Michigan web-site

Sponsor advertisement in event program

Sponsor listing on all at-event signage

SPONSORSHIP RESERVATION FORM

Thank you for your generous support in making this HBA of Michigan Event a success!

In order to take full advantage of these outstanding marketing opportunities we need your commitment by September 8, 2017.

Company Name _____

Contact/Title _____

Address _____

Telephone _____

Email Address _____

Sponsor Level Selected

- 1 @ \$6,000.00 25th Celebration Party
- 1 @ \$5,000.00 25th Celebration Entertainment
- 1 @ \$4,500.00 Grand Reception
- 1 @ \$4,000.00 Welcome Wine & Chocolate Reception
- 1 @ \$2,500.00 Remodelers Council Breakfast
- 1 @ \$6,000.00 25th Celebration Party
- 1 @ \$4,000.00 Lunch at the Grand
- 1 @ \$2,000.00 Ice Cream Social

TOTAL AMOUNT DUE _____

METHOD OF PAYMENT

Please invoice us

Checks should be made payable to HBA of Michigan

Charge our Credit Card: VISA or MasterCard

Number _____ Expiration Date _____

Security Code _____ Zip Code for Credit Card _____

Name as it appears on card _____

Please return this commitment form to: Pam Frankenberger, CMP, GMS, CTA
HBA of Michigan
6427 Centurion, Suite 150B, Lansing, MI 48917
For more information call: 517-646-2572
pam@hbaofmichigan.com