



# 2019 SUNBELT SPONSORSHIPS & ADVERTISEMENTS

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TEXAS ASSOCIATION OF BUILDERS & SUNBELT BUILDERS SHOW™

Our mission is simple – an opportunity for you to get your product/service and image in front of residential construction professionals in Texas. Our strategy is to provide excellent benefits for you to get a return on your company's investment. Our sponsors and advertisers have repeatedly joined us year after year as they have seen the importance and business opportunities gained in supporting our industry events throughout the year.

I invite you to gain more exposure for the 2019 Sunbelt Builders Show™ and Conference. Hundreds of residential construction professionals from all across the state of Texas will come together to represent the interests of the industry and network with each other. Sponsorship levels include marketing benefits throughout the year. I look forward to the opportunity to partner with you in creating excellent experiences for our community of residential construction professionals.

With much appreciation for your interest,

Angelica B. Stehling, CMP

Director of Events & Partnerships, Texas Association of Builders

(512) 539-2562 or [angelica@texasbuilders.org](mailto:angelica@texasbuilders.org)





## Sunbelt Builders Show™ Sponsors

### Sunbelt Presenting Sponsors:



### Opening Session Sponsor:



### Education on Tradeshow Floor Sponsor:



### Sunbelt Booster Club:



# Onsite Show Guide

## Print Advertising

### **1. Onsite Sunbelt Show Guide – Hard Copy Printed for onsite – Viewable on Sunbelt website**

- Show Guide Outside Back Cover - \$2,250 – **sold out**
- Show Guide Inside Back Cover - \$1,950 -
- Show Guide Inside Front Cover - \$1,950 - **sold out**
- Show Guide Full Page - \$1,300
- Show Guide ½ page - \$700
- Show Guide ¼ page - \$500
- Logo Included with your Exhibitor Listing in the Show Guide- \$250

### **2. NEW --- Keynote Session Presentation Ad Pop-Outs - \$300 – Offering at \$200 until 5/31/2019 – Call to discuss**

### **3. Carpet Clings – Call to discuss in more detail**

- First come, First served basis – limited number available
- Exhibiting company to create and provide artwork to Show Management
- Show Management will produce and place the cling onsite
- Small Carpet Cling - \$250 – 12”x12”
- Medium Carpet Cling - \$750 – 24”x24”
- Large Carpet Cling - \$1,750 – 36”x36”

# Electronic Advertising for Exhibitors

***Company must purchase at least a 10'x10' booth to participate in these advertising options  
Emails and posts will be scheduled according to Sunbelt's marketing timeline  
First Come, First Served bases – limited number available on most items listed below \****

## **1. Exhibiting Company Description Logo Upgrade on Website - \$100**

- Logo visibility starts immediately upon payment in full
- One logo per exhibiting company
- Logo will be added to company's website description listing
- Allowable file upload types: gif, jpeg, png, pdf, eps, ai, psd (2 MB or less)

## **2. Exhibitor Sponsored Social Media Post - \$750\***

- One company per post
- Exclusive Promotional Post to be launched to Facebook and Twitter Show followers by Show Management on behalf of company
- 1200x630 pixel image, JPEGs ONLY (*artwork to be provided by advertiser and subject to TAB approval*)
- Twitter Text - Up to 140 characters; URL to be provided in that character limit
- Facebook Text - Up to 400 characters; URL to be provided in that character limit

## **3. Individual sponsored Email Blast to Sunbelt Registrants Pre-Show - \$1,250\***

## **4. Individual sponsored Email Blast to Sunbelt Registrants Post – Show - \$1,500\***

- One company per email
- Exclusive Promotional Email sent to registered attendees by Show Management on behalf of company
- 600x600 pixel image (*artwork to be provided by advertiser and subject to TAB approval*)
- Image linked to URL provided by company
- Up to 200 characters of text underneath image
- Promotional Ad Specs: 600x600 pixel, JPG or static GIF, No Flash or animation, 100 KB

# **NEW** - SUNBELT BADGE SPONSOR - \$7,500

(OFFERING AT \$6,500 UNTIL 5/31/19)

- Company must purchase at least one 10'x10' booth
- Show Management to handle production of badges
- Additional complimentary Sunbelt registration for four (4) booth personnel – in addition to the 4 comp badges that come with each 10x10 booth
- Company logo on Self check-in computer screens (4) at the reg desk
- Company logo on every Sunbelt Name badge
- Company recognition on Sunbelt website
- Company logo on selected (print & email) marketing materials
- Half page 4-color ad in the Sunbelt Builders Show™ onsite Show Guide
- Company logo on group sponsorship banner and cling
- Company logo in slide presentation in Opening Session
- Company verbal recognition at the Summer Board Meeting during Sunbelt Builders Show™ Chair report and at Sunbelt committee meetings throughout the year
- Company name recognition on show management selected Sunbelt & TAB social media posts
- Company logo in the “thank you” ad in *Texas Builder* magazine post-show
- Complimentary pre & post Show mailing lists



# SUNBELT BUILDERS SHOW™ GLIMPSE CONTINUED

Sponsor Level	Presenting	Opening Keynote	Recharge Zone	Education Center	Thursday Keynote	Show Bag	Show Lanyard	Booster Club	Friend of Sunbelt
Sponsor Investment	\$35,000	\$30,000	\$20,000	\$15,000	\$20,000	\$7,500	\$7,500	\$2,500	\$250
Opening Keynote	Stage presentation & logo recognition and reserved seating	Stage presentation & logo recognition and reserved seating <b>SOLD OUT</b>	Logo/ Verbal recognition and reserved seating	Logo/ Verbal recognition and reserved seating <b>SOLD OUT</b>	Logo/Verbal recognition and reserved seating	Logo on Power Point loop	Logo on Power Point loop	Name Recognition PowerPoint loop	N/A
Thursday Keynote	Logo recognition and reserved seating	Logo recognition and reserved seating <b>SOLD OUT</b>	Logo recognition and reserved seating	Logo recognition and reserved seating <b>SOLD OUT</b>	Logo recognition/ reserved seating / company representative to introduce speaker	Logo on Power Point Loop	Logo on Power Point Loop	Name Recognition PowerPoint Loop	N/A
Show Guide	Full page ad	Full page ad	Full page ad	Full page ad	Full page ad	½ page ad	½ page ad	Logo	Name
HOME PAC FUNdango Tickets	10 tickets	4 tickets	4 tickets	4 tickets	4 tickets	2 tickets	2 tickets	N/A	NA
Post Event Thank you Email	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo	Logo	Name	N/A
More benefits	See Slide 15	See Slide 16	See Slide 17	See Slide 18	See Slide 19	See Slide 20	See Slide 21	See Slide 22	See Slide 22



# SUNBELT SHOW BAGS - \$7,500

- Company must purchase at least one 10'x10' booth
- Show Management to purchase bags and the company's logo will be included on the bag with the Sunbelt logo
- Additional complimentary Sunbelt registration for four (4) booth personnel – in addition to the 4 comp badges that come with each 10x10 booth
- Company recognition on Sunbelt website
- Company logo on selected (print & email) marketing materials
- Half page 4-color ad in the Sunbelt Builders Show™ onsite Show Guide
- Company logo on group sponsorship banner and cling
- Company logo in slide presentation in Opening Session
- Four (4) tickets for the HOME PAC FUNdango on Tuesday, August 6 for company representatives only
- Company verbal recognition at the Summer Board Meeting during Sunbelt Builders Show™ Chair report and at Sunbelt committee meetings throughout the year
- Company name recognition on show management selected Sunbelt & TAB social media posts
- Company logo in the “thank you” ad in *Texas Builder* magazine post-show
- Complimentary pre & post Show mailing lists

# SUNBELT LANYARDS - \$7,500

- Company must purchase at least one 10'x10' booth
- Show Management to purchase lanyards and the company's logo will be included on the lanyard with Sunbelt logo
- Additional complimentary Sunbelt registration for four (4) booth personnel – in addition to the 4 comp badges that come with each 10x10 booth
- Company recognition on Sunbelt website
- Company logo on selected (print & email) marketing materials
- Half page 4-color ad in the Sunbelt Builders Show™ onsite Show Guide
- Company logo on group sponsorship banner and cling
- Company logo in slide presentation in Opening Session
- Four (4) tickets for the HOMEPAC FUNdango on Tuesday, August 6 for company representatives only
- Company verbal recognition at the Summer Board Meeting during Sunbelt Builders Show™ Chair report and at Sunbelt committee meetings throughout the year
- Company name recognition on show management selected Sunbelt & TAB social media posts
- Company logo in the “thank you” ad in *Texas Builder* magazine post-show
- Complimentary pre & post Show mailing lists

## SUNBELT BOOSTER CLUB - \$2,500

- Company isn't required to purchase a booth
- Company logo on website in sponsor area listed under Sunbelt Booster Club members
- Company name in some marketing pieces / emails as we get closer to the event date. Show Management's discretion
- Company name in the Sunbelt Special Edition insert – Sunbelt insert in the Texas Builder magazine July / August issue
- Company logo in PowerPoint loop at the Opening Session (loops from 9:15 – 9:30 a.m. before session begins)
- Company logo in PowerPoint loop at the Thursday General Session (loops from 9:15 – 9:30 a.m. before session begins)
- Company logo listed in the onsite Show Guide
- Company logo listed in the sign posted near the Board of Directors meeting
- Company name listed in the post – thank you ad in the Texas Builder magazine Sept/October issue

## FRIEND OF SUNBELT - \$250

- Company must be a builder or a remodeler or a local HBA
- Company name listed in the onsite Show Guide
- Company name listed in the sign posted near the Board of Directors meeting

**Altura Homes; Bettis Construction; Custom Homes by Robert Wood; Carothers Executive Homes; Foursquare Builders; Heart of Texas BA; Hill Country BA; Lantrip's Custom Homes; Laredo BA; McKinney Homes; Mishler Builders; Temple Area BA; Tyler Area BA; Tropicana Homes; Wright-Built, LLC**



# STAR AWARDS – 2019 PROGRAM



Entry Period - January 19 – February 28, 2019  
Event – Thursday, August 8, 2019 – Gaylord Texan

## Star Awards Presenting Sponsor: \$2,500 (6 available)

- Company logo on Star Awards website, in Sunbelt onsite Show Guide, in Star Awards official finalists catalog, in media presentation at the event, in Star Awards ads in the *Texas Builder Magazine's* 2019 July/August and Sept/October issues and on Star Awards signage onsite at the event
- Company's website link attached to their logo on Star Awards website
- Company name on marketing materials for awards program
- Company recognition on letters/emails to Star Awards finalists & winners
- Company recognition on the TAB website
- Company representative has the opportunity to pass out awards on stage to several of the winners
- Company will receive two (2) tickets to the event



## Star Awards Table Sponsor -\$1,000

- Table Sponsors listed in the finalist catalog (reservation by July 1)
- Slide of Table Sponsors in the media presentation
- A reserved table and tickets for 10 people
- After July 1 – reserved tables of 10 are \$1,300 and listing in the finalist catalog is not guaranteed

## Star Awards Category Sponsor: \$750 (12 available)

- Company name on the Star Awards website, listed in the Star Awards official finalist catalog, in the *Texas Builder Magazine's* 2019 September/October issue, in Sunbelt's onsite Show Guide and in Star Awards' signage onsite
- Company logo in winner's media presentation at the event for designated categories title sides Logo to be featured no less than 10 times
- Company will receive two (2) tickets to the event

# Tropicana Homes

# HOME PAC FUNDANGO & STATEWIDE WASHERS CHAMPIONSHIP

TUESDAY, AUGUST 6, 2019

## Presenting Sponsor: \$6,000 – SOLD-OUT

- Company Category Exclusivity
- Company logo on all promotional materials, **Texas Builder** Magazine ads, on exclusive onsite signage, on thank you ad in Sunbelt's Show Guide, in Sunbelt's website sponsor page, and in TABloid (e-newsletter) detailing event (all subject to timelines)
- ½ page ad (artwork to be supplied by company) in the Sunbelt Builders Show™ onsite Guide (subject to timelines)
- Verbal recognition at the event
- Complimentary two teams of two players for the Buy-In portion of the Tournament
- Admission for ten (10) with designated area for your company
- Comp Sunbelt registration for four (4) company representatives
- Presenting Sponsors have the opportunity to add a special experience to the event and brand it exclusively with their company

## Food/Beverage (5 food / 3 beverage) - \$3,000

- Company logo on all promotional materials, **Texas Builder** Magazine ads, on exclusive onsite signage, on thank you ad in Sunbelt's Show Guide, in Sunbelt's website sponsor page, and in TABloid (e-newsletter) detailing event (all subject to timelines)
- Admission for four (4) company representatives
- Complimentary (1) team of 2 for the Buy-In portion
- Verbal Recognition at the Event
- Comp Sunbelt registration for two (2) company representatives

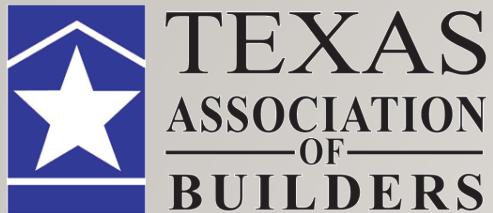
**ANDERSON CONSTRUCTION (beverage)**  
**CENTRICITY (beverage)**  
**LANCE FRIDAY HOMES (food)**  
**LANTRIP'S CUSTOM HOMES (beverage)**

## Friend Sponsors (Unlimited) - \$750

- Company name listed on some onsite signage
- Company name listed in the Sunbelt Show Guide
- Admission for two (2) company representatives

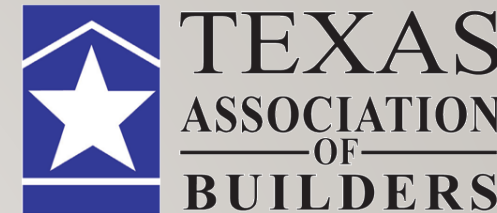
**Dallas BA, First Title of Waco,  
Greater Fort Worth BA, HBA of San Angelo,  
North Texas HBA, West Texas HBA**





# SUMMER BOARD & COMMITTEE MEETING

AUGUST 6-9, 2019  
GAYLORD TEXAN – GRAPEVINE, TEXAS



## Summer 2019 Board Meetings - \$3,000 (company must be a member)

- Company recognition on TAB's and Sunbelt website as it relates to Summer Board Meetings
- Company logo recognition and a one page flyer in email information sent out to the board members  
30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5"x11" one-sided)
- Company logo on all board meeting signage
- Company logo in **Texas Builder** as it relates to the Summer Board Meetings (subject to timelines – call for dates)
- Company has opportunity to display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company flyer (company to supply 250 copies). Staff will place flyers on meeting chairs
- Company also has opportunity to provide a logo gift for each board member attending – can place on board chairs
- Company logo recognition on the pocket guide distributed at registration desk at meeting
- Verbal recognition at the Board of Directors' Meeting on Friday, August 9, 2019
- Company logo recognition in **Texas Builder** in board meeting thank you ad following the meeting dates
- Company recognition in TABloid





# BUILDERS' BASH

CONCERT SPONSORED BY THE YOUNG PROFESSIONALS COUNCIL  
AND BENEFITING THE TEXAS BUILDERS FOUNDATION

Opening Day of the Sunbelt Builders Show™ ~ Gaylord Texan  
August 7, 8 p.m.

Sponsor Level	Diamond	Platinum	Gold	Silver	Bronze
Sponsor Investment	\$10,000	\$5,000	\$2,500	\$1,000	\$250
Limitations	2 Available	4 Available	4 Available	Unlimited	Unlimited
Tax Deductible Contribution	\$3,750	\$2,500	\$1,250	\$500	\$125
Sunbelt Booth	1 - 10' x 10' Booth				
Electronic Pieces/Webpage	Logo	Logo	Name		
Advertising Pieces	Logo	Logo	Name		
Event Welcome	Included	Included	Included		
Event Thank You	Logo	Logo	Name	Name	
Reserved Seating	Yes	Yes			
Tickets	15 tickets 30 drink vouchers	8 tickets drink vouchers	5 tickets 10 drink vouchers	2 tickets 4 drink vouchers	1 ticket
Post-Event Thank You Email	Logo & Link	Logo	Logo	Name	Name

**SOLD OUT**



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CONCERT SPONSORED BY THE YOUNG PROFESSIONALS COUNCIL  
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Opening Day of the Sunbelt Builders Show <sup>TM</sup> ~ Gaylord Texan  
August 7, 8 p.m.

## Diamond Sponsors:



## Platinum Sponsor:



## Gold Sponsor:

**Tommy Ford Construction**

## Silver Sponsors:

**McCoy's Building Supply**  
**TopBuild Home Services**



# **2019 SPONSORSHIP QUESTIONS**

**CONTACT ANGELICA B. STEHLING, CMP  
512-476-6346 OR 512-539-2562  
ANGELICA@TEXASBUILDERS.ORG**

**TEXAS ASSOCIATION  
OF BUILDERS**

