

CREATE YOUR ADVANTAGE!

2016 MARKETING & SPONSORSHIP OPPORTUNITIES
WITH THE TEXAS ASSOCIATION OF BUILDERS AND
THE SUNBELT BUILDERS SHOW™

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Create Your Company's Marketing Advantage!



***Sponsoring events with the Texas Association of Builders places
your company in front of more than \$2 billion in residential
construction purchasing power!***

2016 - 2017 Events, Dates and Locations

Texas Association of Builders

2016 Fall Board Meetings

November 17&18, 2016

The Driskill Hotel, Austin, Texas

2016 Texas Housing Hall of Honor & Excellence in Leadership Dinner

Friday, November 18, 2016

The Driskill Hotel, Austin, Texas

Texas Association of Builders

Texas Reception at the International Builders Show

Tuesday, January 10, 2017

Orlando, Florida

Location TBD

Texas Association of Builders

2017 Rally Day

Wednesday, February 22, 2017

Austin, Texas

Texas State Capitol

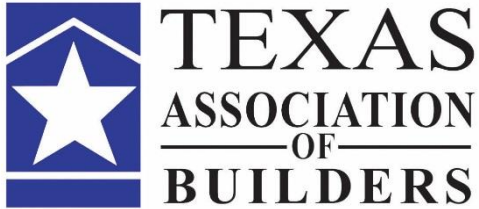
Texas Association of Builders

2017 Winter Board Meeting

Thursday, February 23 & 24, 2017

The Driskill Hotel, Austin, Texas

Marketing Matters!



**Texas Association of Builders
Fall Board Meetings
November 17 & 18, 2016
The Driskill Hotel – Austin, Texas**

Fall 2016 Board Meetings - \$2,500 (company must be a member)

- Company logo on all board meeting signage
- Company logo in **Texas Builder** as it relates to the Fall Board Meetings (subject to timelines)
- Verbal recognition at the Board of Directors' Meeting on November 18, 2016
- Company logo recognition on the pocket guide
- Company logo recognition in **Texas Builder** in board meeting thank you ad
- Flyer (company to supply 250 copies). Staff will place flyers on meeting chairs.
- Company logo & link on TAB's website as it relates to Fall Board Meetings
- Company has opportunity have a display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company logo recognition and 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)

Board Meeting sponsors as of 8/19/2106





Texas Association of Builders
2016 Housing Hall of Honor & Excellence in Leadership Dinner
Friday, November 18, 2016
The Driskill Hotel – Austin, Texas

Texas Association of Builders' (TAB) 2016 Excellence in Leadership Dinner honors new recipients into the Texas Housing Hall of Honor and signifies the changing of the guard in association leadership. Nineteen legends grace the walls of the Hall of Honor. During a ceremony, we will pay tribute to these industry greats and induct **David Weekley, David Weekley Homes**, Houston and **Ray Tonjes, Ray Tonjes Builder**, Austin into the Hall of Honor. Also during this celebratory evening, **Rick McGuire, McGuire Builders, Lubbock**, will be sworn in as TAB's 2017 president and current TAB President, **Tim Jackson, Tim Jackson Custom Homes, Fairview**, will be recognized for his dedicated service this past year. Concluding the evening's festivities will be award presentations that recognize local associations and TAB members for their exceptional contributions this year.

Details of each level on next 2 pages

- | | |
|-----------------------|----------|
| ➤ Platinum Sponsor | \$10,000 |
| ➤ Grand Sponsor | \$7,500 |
| ➤ Select Sponsor | \$3,000 |
| ➤ Friend Sponsor | \$1,000 |
| ➤ Supporter Sponsor | \$500 |
| ➤ Recognition Sponsor | \$250 |

Commemorative/Congratulatory Dinner
Program Ads Only - Due October 21, 2016)

- | | |
|-------------|---------|
| ➤ Full Page | \$1,300 |
| ➤ ½ Page | \$800 |
| ➤ ¼ Page | \$500 |

Select Sponsors: as of 8/19/16

Friends: Morrison Supply Company
StrucSure Home Warranty

Supporter: Environments for Living





Texas Association of Builders
2016 Housing Hall of Honor & Excellence in Leadership Dinner
Friday, November 18, 2016
The Driskill Hotel – Austin, Texas

Dinner Sponsorship Levels

Platinum Sponsor - \$10,000 (one available)

- Reserved Table of 10
- Opportunity to address the audience and congratulate the industry leaders
- Company logo recognition in event program & the media presentation at dinner
- 1-page congratulatory advertisement in dinner program (artwork due October 21)
- Company logo recognition in November/December **Texas Builder** magazine (subject to timelines)
- Company logo recognition in January/February **Texas Builder** magazine (subject to timelines)
- Company logo & link on the Texas Association of Builders' website for remainder of 2016
- Company logo in the TAB Fall Board meeting pocket guide as Platinum dinner sponsor
- Company logo recognition on the bar
- Verbal recognition at the TAB Fall Board of Directors Meeting earlier that day
- Company logo recognition on TAB social media sites
- Company logo recognition on signage near the Housing Hall of Honor wall display

Grand Sponsor - \$7,500 (two available)

- Reserved table of 10
- Company logo recognition in event program & the media presentation at dinner
- 1-page congratulatory advertisement in dinner program (artwork due by October 21)
- Company logo recognition in November/December **Texas Builder** magazine (subject to timelines)
- Company logo recognition in January/February **Texas Builder** magazine (subject to timelines)
- Company logo & link on the Texas Association of Builders' website for remainder of 2016
- Verbal Recognition at the Texas Association of Builders' Fall Board of Directors Meeting
- Company logo recognition on TAB social media sites
- Company logo recognition at the bar
- Company logo recognition on signage near the Housing Hall of Honor wall display



Texas Association of Builders
2016 Housing Hall of Honor & Excellence in Leadership Dinner
Friday, November 18, 2016
The Driskill Hotel – Austin, Texas

Dinner Sponsorship Levels - continued

Select Sponsor - \$3,000

- 4 tickets to dinner
- Company logo recognition in event program & the media presentation during dinner
- ½ page congratulatory advertisement in dinner program (artwork due October 21, 2016)
- Company logo on the Texas Association of Builders' website with information about the dinner
- Company Name in the November/December **Texas Builder** magazine (subject to print timelines)
- Company Name in the January/February **Texas Builder** magazine (subject to print timelines)
- Company Name recognition on TAB social media sites
- Company logo recognition on signage near the Housing Hall of Honor wall display

Friend Sponsor - \$1,000

- 2 tickets to dinner
- Company logo in dinner program (artwork due October 21)
- Company logo in the media presentation during dinner
- Company name listed on website detailing event information
- Company name recognition on signage near the Housing Hall of Honor wall display

Supporter Sponsor - \$500

- 1 ticket to dinner
- Name in event program (due by October 21)
- Name on signage near the Hall of Honor wall display

Recognition Sponsor - \$250

- Name in event program (due by October 21)

Commemorative/Congratulatory Dinner Program Ads Only
Due October 21, 2016)

- Full Page \$1,300
- ½ Page \$800
- ¼ Page \$500

2017 Texas Reception at the International Builders' Show®
Tuesday, January 10, 4:30 – 6:30 p.m.
Location TBD

Presenting Sponsor Level: \$5,000

- Company category exclusivity
- Excellent company logo exposure at the event
- Company logo and link in email blast invitations
- Company logo & link in thank you email after event
- Company representative will have the opportunity to address the crowd at the reception
- Company logo in any *Texas Builder* Magazine event advertisement
- Company logo and link will be on the TAB website www.texasbuilders.org detailing the reception
- Opportunity to have a display table at the reception (company to bring materials)
- Registration mailing list of Texas delegates at IBS
- 10 complimentary tickets to the event
- Company name recognition on selected social media posts

Select Sponsor Level: \$2,500

- Company logo in email blast invitation
- Company logo recognition on some signage at the reception
- Company name in thank you email blast after event
- Company name will be on the TAB website – www.texasbuilders.org detailing the reception
- Registration mailing list of Texas delegates at IBS
- 6 complimentary tickets to the event

Friend Sponsor Level: \$1,000

- Company name in some signage at the reception
- Company name in thank you email blast after the event
- Registration mailing list of Texas delegates at IBS
- 4 complimentary tickets to the event

Supporter: \$500

- Company name in some signage at the event
- Registration mailing list of Texas delegates at IBS
- 2 complimentary ticket to the event

The Texas Reception at the International Builders' Show® is a great opportunity to network with your Texas home building industry friends during IBS. The event typically brings about 400 attendees.



2017 Texas Association of Builders' Rally Day

Wednesday, February 22, 2017

Austin, Texas

1,000 residential construction professionals rally
at the State Capitol

Rally Day Sponsor Levels

Presenting Sponsor Level: \$5,000

- Company Category Exclusivity at this level
- Company logo on signage and TAB marketing materials – including Rally Day banner
- Company logo on all TAB invitations and marketing flyers to members across the state of Texas (*subject to timelines*)
- Company logo & Link on TAB website calendar regarding Rally Day 2017
- Logo & link on Legislative Line for the duration of the Legislative Session
- One night room & tax at the Driskill Hotel to be direct billed to TAB (*TAB will make reservations*)
- Company logo in Rally Day ad in the Jan/Feb 2017 issue of **Texas Builder** magazine (*subject to timelines*)
- Company logo in Rally Day ad in the May/June 2017 issue of **Texas Builder** magazine (*subject to timelines*)
- Company logo on Rally Day thank you sign to be displayed at board meetings on February 23 & 24, 2017
- Opportunity for company to have table top display at the Legislative Reception at the Driskill Hotel on Wed., Feb. 22
- Verbal recognition and photo opportunity during the Rally at the steps of the State Capitol
- Verbal recognition and photo opportunity at the Legislative Reception at the Driskill Hotel
- Verbal recognition by the HOMEPAC Chair during report at the TAB Winter board meeting

Signature – Value: \$2,500

- Company logo on Rally Day banner
- Company logo on TAB website calendar detailing dates for Rally Day 2017
- Company logo on Legislative Line e-newsletter for the duration of the Legislative Session
- Company logo on Rally Day signage and TAB marketing materials
- Company logo recognition in **Texas Builder** (Jan/Feb 2017) magazine for Rally Day 2017 ad
- Company logo in Rally Day thank you ad in the May/June 2017 issue of **Texas Builder** magazine
- Verbal recognition during the Rally at the steps of the State Capitol
- Verbal recognition at the Legislative Reception at the Driskill Hotel
- Verbal recognition by the HOMEPAC Chair during report at the TAB Winter board meeting



2017 Texas Association of Builders' Rally Day
Wednesday, February 22, 2017
Austin, Texas
1,000 residential construction professionals rally
at the State Capitol

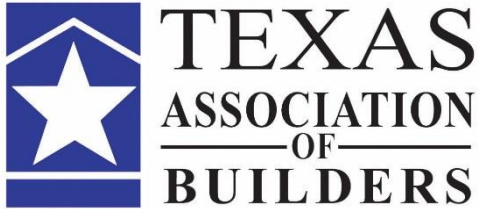
Rally Day Sponsor Levels (continued)

Patron – Value: \$1,000

- Company name on Rally Day banner
- Company name on TAB website calendar detailing dates for Rally Day 2017
- Company name on Rally Day thank you signage at the TAB winter board meetings
- Company name on marketing materials (subject to timelines)
- Company name in Rally Day ad in Jan/Feb 2017 issue of ***Texas Builder*** magazine (*subject to timelines*)
- Company name in Rally Day thank you ad in the May/June 2017 issue of ***Texas Builder*** magazine (subject to timelines)
- Verbal recognition at the Legislative Reception at the Driskill Hotel
- Verbal recognition by the HOME PAC Chair during report at the TAB Winter board meeting

Friend – Value: \$500

- Company name on Rally Day banner
- Company Name recognition in Rally Day thank you ad in ***Texas Builder*** magazine (May/June issue)
- Verbal recognition at the Legislative Reception at the Driskill Hotel
- Verbal recognition by the HOME PAC Chair during report at the TAB Winter board meeting



**Texas Association of Builders
Winter Board Meetings
February 23 & 24, 2017
The Driskill Hotel – Austin, Texas**

Winter 2017 Board Meetings - \$2,500 (company must be a member)

- Company logo on all board meeting signage
- Company logo in ***Texas Builder*** as it relates to the Winter Board Meetings (subject to timelines)
- Verbal recognition at the Board of Directors' Meeting on February 24, 2017
- Company logo recognition on the pocket guide
- Company logo recognition in ***Texas Builder*** in board meeting thank you ad
- Flyer (company to supply 250 copies). Staff will place flyers on meeting chairs.
- Company logo & link on TAB's website as it relates to Winter Board Meetings
- Company has opportunity have a display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company logo recognition and 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)

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