

BALDWIN COUNTY HOME BUILDERS ASSOCIATION

MARKETING GUIDE 2027

Your membership in the Baldwin County Home Builders Association affords you the opportunity to market your business to over 900 other businesses in the building industry, as well as to the public. We have listed the many marketing opportunities and encourage you to select the ones that best promote your product or service. Then, decide which level of investment fits you and your business.

Look over the calendar of events and select the ones you want to participate in and build your own Sponsorship package. We offer four levels of Sponsorship discounts.



YEAR LONG SPONSORSHIPS

FOUNDATION LEVEL
$10,000 (OR MORE)

You pick which events to sponsor up to the sponsorship amount

ANCHOR LEVEL
$7,500

You pick which events to sponsor up to the sponsorship amount

BEAM LEVEL
$5,000

You pick which events to sponsor up to the sponsorship amount

SUPPORT LEVEL
$2,500

You pick which events to sponsor up to the sponsorship amount

2027 ECONOMIC HOUSING SUMMIT



LUNCH SPONSOR $1,500
- Ten complimentary tickets to event
- Company logo at lunch tables
- Recognized by BCHBA president from the podium
- Table to display promotional materials
- Company logo or name on signage, promo material and communication

SUPPORTING SPONSOR $300
- Two complimentary tickets to event
- Recognized by BCHBA president from the podium
- Table to display promotional materials
- Company logo or name on signage, promo material and communication

ADS IN THE PLUMBLINE



You have the opportunity to advertise your company's products and services in our Plumbline newsletter. The full-color bi-monthly newsletter is available online to more than 900 members. Ads are full color.

FULL PAGE	$400/ISSUE	$2,400/YEAR
BACK 3/4	$400/ISSUE	$2,400/YEAR
1/2 PAGE	$200/ISSUE	$1,200/YEAR
BUSINESS CARD	$50/ISSUE	$300/YEAR

SUBDIVISION GUIDE/PARADE OF HOMES GUIDEBOOK

Printed once per year, with informative articles, a list of major subdivisions, builders profiles, a buyers guide and a guide to the Parade of Homes. Ads are full color.

BACK PAGE $2600

INSIDE FRONT, INSIDE BACK, PAGE 1, PAGE FACING INSIDE BACK $1800

DOUBLE TRUCK $2800

FULL PAGE $1100

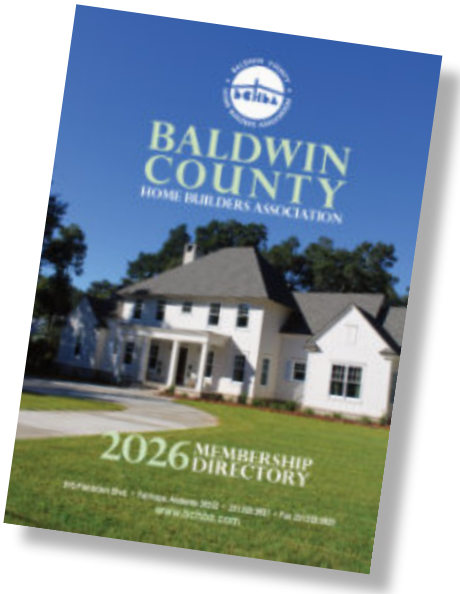
HALF PAGE $750

QUARTER PAGE $500

BUSINESS CARD $300



ADS IN THE MEMBERSHIP DIRECTORY



The membership directory is an essential reference tool for our members, listing important phone numbers and contact information, listing all of our members by membership type and category. Printed annually in full color.

PREMIUM AD SPOTS

BACK COVER $700

INSIDE FRONT/BACK COVER $650

FACING PAGE TO INSIDE COVERS $600

FULL TAB PAGE $500

1/2 TAB PAGE $400

ADDITIONAL AD SPOTS

FULL PAGE $450

1/2 PAGE $350

1/4 PAGE $250

PARADE OF HOMES



You can be a part of the BCHBA's biggest and most important event of the year by being a Parade of Homes sponsor and supporter. There are three different levels of sponsorship for the event to meet your needs.

PLATINUM SPONSOR INVESTMENT $5,000

- Company's name and logo will be placed in all television and social media.
- Company's name and logo will be included in all print advertising.
- Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for twelve (12) full months.
- Name and logo will be placed in BCHBA's bi-monthly newsletter, The Plumbline, Nov./Dec.
- Company will be recognized at the Street Party.
- Company will have the opportunity to place literature and business cards in appropriate areas at the Showcase Home.

GOLD SPONSOR INVESTMENT $2,500

- Company's name and logo will be included in BCHBA's bi-monthly newsletter, The Plumbline.
- Company's name and logo will be included in all print advertising.
- Company's name and logo will be placed on the Special BCHBA Parade of Homes Website for twelve (12) full months.
- Company will be recognized at the Street Party.
- Company will receive a business card size ad in the Nov./Dec. issue of The Plumbline, Nov./Dec.
- Company will have the opportunity to place literature and business cards in the Showcase Home

SILVER SPONSOR INVESTMENT $1,000

- Your Company's name will be included in all print advertising.
- Your company's name and logo will be included in Nov./Dec. The Plumbline newsletter as a sponsor.
- Your company's name and logo will be included on the special BCHBA Parade of Homes website.
- Your company will be recognized at the Parade Street Party.

SPRING GOLF CLASSIC

The BCHBA holds two golf tournaments each year. These are popular events with our members and afford you great sponsorship opportunities.

TITLE SPONSOR $3,000
- Four players
- Company name in newsletter & website
- Company name on banner displayed a tournament
- Logo on shirts

GOLF TOWEL SPONSOR $1,500
- Company logo on towels

CORPORATE SPONSOR $800
- Four Players
- Name on signage

BEVERAGE CART $350
- Company name or sign on cart

HOSPITALITY TENT $400
- Company reps with giveaways on the tee

AWARDS SPONSOR $300
- Company name on signage at event

PRACTICE RANGE BALLS $300
- Sign on practice range

TEE SPONSOR $150
- Company sign on tee

LUNCH SPONSOR $550
- Company name on signage

REGISTRATION TABLE SPONSOR $500
- Company representative with giveaways at table
- Company name on signage

FALL GOLF TOURNAMENT

TITLE SPONSOR $2,500
- Four players
- Company name in newsletter & website
- Company name on banner displayed a tournament
- Logo on shirts

GOLF TOWEL SPONSOR $1,200
- Company logo on towels

CORPORATE SPONSOR $800
- Four Players
- Name on signage

BEVERAGE CART $350
- Company name or sign on cart

HOSPITALITY TENT $400
- Company reps with giveaways on the tee

AWARDS SPONSOR $300
- Company name on signage at event

PRACTICE RANGE BALLS $300
- Sign on practice range

TEE SPONSOR $150
- Company sign on tee

LUNCH SPONSOR $550
- Company name on signage

REGISTRATION TABLE SPONSOR $500
- Company representative with giveaways at table
- Company name on signage



FISHING TOURNAMENT

TITLE SPONSOR $1,000
- 4 anglers
- Listed as title on banner
- Logo on weigh-in form
- Mention in the Plumbline

GOLD SPONSOR $500
- Listed on banner
- Logo on weigh-in form
- Mention in the Plumbline

SILVER SPONSOR $250
- Listed on banner
- Mention in the Plumbline

BRONZE SPONSOR $150
- Logo on weigh-in form



SPORTING CLAY SHOOT

CORPORATE SPONSOR $750
- Includes name on banner,
- 1 team and station sign

FOOD SPONSOR $350

BEVERAGE SPONSOR $300

PRIZES SPONSOR $300

STATION SPONSOR SIGN OR SCORE CARD SPONSOR $150
- Your company's logo on score card or station sign

BATTLE OF THE BAY BOWLING TOURNAMENT

Sponsorships offer you recognition on event signage, in the Plumbline Newsletter and on the BCHBA Website.

FOOD & BEVERAGE SPONSOR $200

LANE SPONSOR $150

PRIZE SPONSOR $100

PWB SUMMER CAMP

LUNCH SPONSOR $500
- Limited to 5 total sponsors

SNACK SPONSOR $250

T-SHIRT SPONSOR $500



YP POKER RUN ON FISH RIVER

ROYAL FLUSH SPONSOR $1,600
- 2 Hands + 1 extra card for each hand, logo on all marketing, advertisement and the playing cards
- Reserved table at Big Daddy's after-party

STRAIGHT FLUSH SPONSOR $550
- 1 hand, logo on all marketing and advertising

FOUR OF A KIND SPONSOR $300
- Logo on social media promotion

PIER SPONSOR $250

FULL HOUSE SPONSOR $150
- ...or just tossing us some $$$$$

MEMBER SOCIALS

Come and mix and mingle with fellow members! These meetings are hosted by members at their place of business and are usually held on the third Tuesday or Thursday of the month. These are excellent networking opportunities and free for members to attend. Contact the BCHBA Office to schedule. These meetings are a great value for the host, however they do not apply toward a sponsorship level.
Meetings to host are available in JANUARY, JUNE, AUGUST and NOVEMBER.

QUARTERLY CODE MEETINGS

Information sharing meetings for Builders, Remodelers and Code Officials. Held at HBA office and you provide lunch. You are given time to make a short presentation with handouts.
Meeting sponsorships are available in JANUARY, APRIL, AUGUST and NOVEMBER.

2027 BCHBA OPPORTUNITY GUIDE

Please check the options below, total the amount , fill out the information on the last page and return a copy to the BCHBA Office. Note: Some sponsorships and ad spaces are limited.

YEAR LONG SPONSORSHIPS

☐ Foundation Level	**$10,000 (or more)**
☐ Anchor Level	**$7,500**
☐ Beam Level	**$5,000**
☐ Support Level	**$2,500**

THE PLUMBLINE NEWSLETTER

☐ Full Page	**$400.00/issue - $2,400.00/year**
☐ Back 3/4	**$400.00/issue - $2,400.00/year**
☐ 1/2 Page	**$200.00/issue - $1,200.00/year**
☐ Business Card	**$50.00/issue - $300.00/year**

SUBDIVISION/PARADE OF HOMES GUIDE

☐ Back Page	**$2600**
☐ Inside Front	**$1800**
☐ Inside Back	**$1800**
☐ Page 1	**$1800**
☐ Page Facing Inside Back	**$1800**
☐ Double Truck	**$2800**
☐ Full Page	**$1100**
☐ Half Page	**$750**
☐ Quarter Page	**$500**
☐ Business Card	**$300**

MEMBERSHIP DIRECTORY ADS

☐ Back Cover	**$700**
☐ Inside Front/Back Cover	**$650**
☐ Facing Page to Inside Covers	**$600**
☐ Full Page Tab	**$500**
☐ Half Page Tab	**$400**
☐ Full Page	**$450**
☐ Half Page	**$350**
☐ Quarter Page	**$250**

PARADE OF HOMES

☐ Platinum Sponsor	**$5,000**
☐ Gold Sponsor	**$2,500**
☐ Silver Sponsor	**$1,000**

FISHING TOURNAMENT

☐ Title Sponsor	**$1000**
☐ Gold Sponsor	**$500**
☐ Silver Sponsor	**$250**
☐ Bronze Sponsor	**$150**

PWB SUMMER CAMP

☐ Lunch Sponsor	**$500**
☐ Snack Sponsor	**$250**
☐ T-shirt Sponsor	**$500**

SPRING GOLF CLASSIC

☐ Title Sponsor	**$3,000**
☐ Golf Towel Sponsor	**$1,500**
☐ Corporate Sponsor	**$800**
☐ Beverage Cart	**$350**
☐ Hospitality Tent	**$400**
☐ Awards Sponsor	**$300**
☐ Practice Range Balls	**$300**
☐ Tee Sponsor	**$150**
☐ Lunch Sponsor	**$550**
☐ Registration Table Sponsor	**$500**

FALL GOLF TOURNAMENT

☐ Title Sponsor	**$2,500**
☐ Golf Towel Sponsor	**$1,200**
☐ Corporate Sponsor	**$800**
☐ Beverage Cart	**$350**
☐ Hospitality Tent	**$400**
☐ Awards Sponsor	**$300**
☐ Practice Range Balls	**$300**
☐ Tee Sponsor	**$150**
☐ Lunch Sponsor	**$550**
☐ Registration Table Sponsor	**$500**

SPORTING CLAY SHOOT

☐ Corporate sponsor	**$750**
☐ Food sponsor	**$350**
☐ Beverage sponsor	**$300**
☐ Prizes sponsor	**$200**
☐ Station sponsor sign OR Score Card sponsor	**$150**

BATTLE OF THE BAY BOWLING TOURNAMENT

☐ Food and Beverage sponsor	$200
☐ Lane sponsor	**$150**
☐ Prize sponsor	**$100**

YP POKER RUN ON FISH RIVER

☐ Royal Flush Sponsor	**$1600**
☐ Straight Flush Sponsor	**$550**
☐ Four of a Kind Sponsor	**$300**
☐ Full House Sponsor	**$150**
☐ Pier Sponsor	**$250**

2027 ECONOMIC HOUSING SUMMIT

☐ Lunch Sponsor	**$1500**
☐ Supporting Sponsor	**$300**

QUARTERLY CODE MEETINGS ($500)

☐ **January**	☐ **August**
☐ **April**	☐ **November**

MEMBER SOCIALS

☐ **January**	☐ **August**
☐ **June**	☐ **November**

Total _____

Company:_____

Contact Name: _____

Business Address:_____

City:_____**State:**_____

Zip:_____**FAX:**_____

Business Phone:_____ **Cell Phone:**_____

Company Email:_____

Website:_____

Level of Sponsorship:_____**Method of Payment:** ☐ **Check** ☐ **Bill**

VISIT BCHBA.COM FOR THE 2027 CALENDAR AND FUTURE EVENT DATES

Plan ahead! Many of our popular events are reserved quickly. Once you make your decision, or if you need assistance, contact the BCHBA office at 251-928-9927.

The best way to utilize your BCHBA membership is to be active! By participating in meetings, events, advertising and sponsorship opportunities, you will get the most out of your membership. Your company can only benefit if other members (and the public) know about you.

916 Plantation Blvd. • Fairhope, Alabama 36532 • P 251.928.9927

www.bchba.com