

tylerareabuilders.com
(903) 561-3964

MARKETING GUIDE 2016

*Build a customized marketing plan with this complete
guide to TABA sponsorships, events and activities.*



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TEXAS
ASSOCIATION
OF
BUILDERS

A Message from our President

How far does your sponsorship dollar reach?

Are you looking for a way to target consumers who are interested in your product or service? This Marketing Guide can serve as your roadmap to add value to your advertising dollars by generating recognition for your company in front of industry consumers and peers.

The Tyler Area Builders Association provides an abundance of opportunities for professional development and recognition directed specifically at builders, developers, remodelers and customers who look to us when they are ready to buy.

The following pages provide information about a wide range of events and publications that will allow you to tailor your sponsorship program to suit your best interests. If you have questions regarding an opportunity published in this guide, please contact us at (903) 561-3964. Thank you for your support of the Tyler Area Builders Association.

Sincerely,

Clyde Beaty
2016 President

Thank You to our 2015 Partners!

For information on how you can become a partner in 2015 and add to the value of your sponsorship dollars at no additional cost, see page 3.

Platinum Partners



Gold Partners



a division of MOORE Supply Co.



Silver Partners

Allen Samuels East Texas Dodge | All Natural Stone & Grass |
Altra Federal Credit Union | American State Bank | BancorpSouth |
Berry Marble & Granite | Carlyle Homes | Citizens 1st Bank |
Coburn Supply Co. | Fixture This, Inc. | East Texas Title Companies |
Henry Murphy, Jr. | Kilgore National Bank | Panel Truss Texas, Inc.
Texas National Bank | Weatherization Partners, Ltd

TABA NEWS

TABA News is the official newsletter of the Tyler Area Builders Association. Each month TABA members turn to this newsletter to find out what's happening at TABA. If you want to do business with Tyler-area homebuilders, there is no better way to reach them than to advertise in *TABA News*. Issues are mailed and are available online for one year or longer.

Business Card Ad Rates:

- Yearly: \$600
- Quarterly: \$250
- Monthly: \$100

INSERTS

Inserts are added into the center of the newsletter. Submissions are preprinted by the advertiser and may be either color or black and white. Inserts are contracted on a first-come, first-served basis. All content must be approved by TABA staff; extra cost for heavier inserts.

Insert Rate:

- \$300 (limit one per issue)

Publications

& Web Advertising



WEBSITE

TABA's website, tylerareabuilders.com receives thousands of visits each month! Both members and the general public turn to our website to find the builders, products and services they use to get the job done.

- Premium Banner Ad (home page top): \$300 per quarter - Exclusive Spot
- Executive Ad (home page bottom): \$250 per quarter
- Sidebar Ad (on most-visited inside landing pages) \$200 per quarter

FEATURED LISTING

Bring your company logo to the top of search results and link customers directly to your web site.

Rate: \$100 yearly

PROFESSIONAL SERVICES GUIDE

The essential reference on every member's desk and in every builder's truck, this spiral-bound book is mailed to the entire membership. Each new member receives a Guide whenever they join the Association. The PSG includes complete contact information for every TABA member in a convenient size and information on how to choose the right building professional for your project.

- Two Listings per member — FREE (includes 2 free listings in Online Directory)
 - Ads are additional cost - see below
- The Professional Services Guide is produced by E&M Consulting. Look for updates from TABA and expect contact from E&M Consulting in Summer 2015 regarding advertising opportunities.

Discounts on any newsletter ads or website ads when secured with Partnership Commitment: 50% Platinum Partners 25% Gold Partners 10% Silver Partners

Become a TABA Partner

Get even more from your sponsorship dollars by becoming a "TABA PARTNER." Companies who spend a combined total of \$1,000 or more on sponsorships and advertising during the 2016 calendar year (exclusions apply as noted) will receive special value-added bonuses – free!

To become a TABA Partner, your company must commit to the total sponsorship amount, and your down payment must be received by TABA prior to December 11, 2015. (Due to print deadlines, sponsorship commitments made after December 11, 2015 will not be listed in the January edition of *TABA News*.) See the following pages to make your commitment.

Become a PLATINUM PARTNER:

Invest \$5,000 to achieve Platinum status. Down payment of \$2,000 must be received by December 11, 2015. Platinum Partners will receive the following during the 2016 calendar year:

- Your company name and logo listed

as a Platinum Partner on the front page of each 2016 edition of *TABA News*

- Your company logo with link to your website posted as a Platinum Partner on the TABA website
- Your company featured on TABA's Facebook page
- Reserved seating for up to four at all General Membership Meetings
- Logo recognition in the *2017 Marketing Guide*
- 50% off any web or newsletter ad secured with Partner commitment.

Become a GOLD PARTNER:

Invest \$2500 to achieve Gold status. Down payment of \$1,000 must be received by December 11, 2015. Gold Partners will receive the following during the 2016 calendar year:

- Your company name listed as a Gold Partner on the front page of each 2016 edition of *TABA News*
- Your company logo with link to your website posted as a Gold Partner on the TABA website
- Your company featured on TABA's

Facebook page

- Reserved seating for two at all General Membership Meetings
- Logo recognition in the *2017 Marketing Guide*
- 25% off any web or newsletter ad secured with Partner commitment.

Become a SILVER PARTNER:

Invest \$1000 to achieve Silver Status. Down payment of \$500 must be received by December 11 2015. Silver Partners will receive the following during the 2015 calendar year:

- Your company name listed as a Silver Partner on the front page of each 2016 edition of *TABA News*
- Your company name posted as a Silver Partner on the TABA web site
- Your company featured on TABA's Facebook page
- Reserved seating for one at all General Membership Meetings
- Name recognition in the *2017 Marketing Guide*
- 10% off any web or newsletter ad secured with Partner commitment.

Home Products Show



February 26-28, 2016

Join TABA's Associate Council at Harvey Convention Center for ideas and products for all your home needs. Enjoy a great atmosphere and win prizes as you explore all the latest products provided by exhibitors and craftsmen! Exhibitors, enhance your visibility at the show by participating in the HPS "Blue Print for Prizes" contest.

Grand Staircase Sponsor

\$2,500 (Exclusive)

- Logo listed in *TABA News* prior to event
- Website and Facebook recognition
- Logo in HPS magazine
- Event signage
- 20 event tickets to share with clients
- Thank you notice in *TABA News* following event

Ticket Sponsor

\$1,500 (Exclusive)

- Logo listed in *TABA News* prior to event
- Your company's logo on each ticket sold
- Website recognition
- Recognition in HPS magazine
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event

Welcome Home Sponsor

\$1,000

- Logo listed in *TABA News* prior to event
- Website recognition
- Recognition in HPS magazine
- Event signage
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event

Seminar Sponsor

\$500 (limit 2)

- Logo listed in *TABA News* prior to event
- Website recognition
- Recognition in HPS magazine
- Event signage
- Thank you notice in *TABA News* following event

Grand Prize Partner

\$1000 (Exclusive)

- Logo listed in *TABA News* prior to event
- Website recognition
- Recognition in HPS magazine
- Event signage
- 10 event tickets to share with clients
- Thank you notice in *TABA News* following event

TABA Putting "Par-Tee"

TABA members can enjoy an evening of spirits, dinner and friendly competition on the putt-putt course. Date: October 2016

Overall Event Partner — \$750 (Exclusive)

- Logo listed in *TABA News* prior to event
- Signage at the event
- Thank you notice in *TABA News* following event

Bar Partner — \$500 (limit 2)

- Signage at bar station
- Thank you notice in *TABA News* following event

Scorecard Partner — \$500 (Exclusive)

- Website and Week-at-a-Glance recognition
- EXCLUSIVE logo on scorecard
- Thank you notice in *TABA News* following event

Food Station Partner — \$500 (limit 2)

- Website and Week-at-a-Glance recognition
- Signage at food station
- Thank you notice in *TABA News* following event

Putt-Putt Partner— \$250 (Exclusive)

- Website and Week-at-a-Glance recognition
- EXCLUSIVE signage at event
- Thank you notice in *TABA News* following event

Hole Sponsor — \$50

- Signage at the event
- Thank you notice in *TABA News* following event

Parade of Homes™

June 4-12, 2016

In its 62nd year, the Parade of Homes™ showcases new home construction throughout the Tyler and surrounding areas, encompassing homes in all price ranges. The Parade is the largest annual event produced by TABA.

With the beautiful, full-color magazine, web site, radio, television and print advertising, this event is an integrated marketing campaign with exposure few builders could afford on their own.



Grand Tour Presenting Sponsor

\$3,000 (Exclusive)

- Logo listed in *TABA News* prior to event
- Website & Facebook recognition
- Listing in Parade magazine
- Listing on major event signage and advertising

- 20 event tickets to share with clients
- Thank you notice in *TABA News* following event

Ticket Sponsor

\$1,500 (Exclusive)

- Logo listed in *TABA News* prior to event
- Your company's logo on each ticket sold
- Website & Facebook recognition
- Listing in Parade magazine
- 10 event tickets to share with clients
- Thank you notice in *TABA News*.

Rooftop Sponsor

\$1,000

- Logo listed in *TABA News* prior to event
- Website & Facebook recognition
- Listing in Parade Magazine
- 10 event tickets to share with clients
- Thank you notice in *TABA News*.



TABA Washer Tournament & Crawfish Boil

Back by popular demand, TABA will host the 3rd Annual Washer Tournament.
Date: May 2016

Pitching Partner

\$1,000 (Exclusive)

- Option to host at sponsor's location
- 4 player entries included
- Logo listed in *TABA News* prior to event
- Website & Facebook recognition
- Thank you notice in *TABA News*

Food Station Partner

\$500 (limit 2)

- Signage at bar station
- 2 player entries included
- Logo listed in *TABA News* prior to event

Slider Sponsor

\$500 (limit 2)

- Signage at event
- 2 player entries included
- Thank you notice in *TABA News*

TABA Golf Tournament

The Associate Council hosts a Spring Golf Tournament each year. With many avid golfers participating, your sponsorship will be visible throughout the entire day of the event. Tournaments are organized as six-person scrambles, with awards presented during dinner to the winning teams. This is a can't-miss event!

Dinner Sponsor — \$750 (limit 2)

- Logo listed in *TABA News* prior to event
- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage at the event
- Thank you notice in *TABA News* following event

Beverage Cart Sponsor — \$500 (limit 3)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Signage on the beverage cart
- Thank you notice in *TABA News* following event

Team Prize Sponsor — \$500 (limit 3)

- Website and Week-at-a-Glance recognition
- Table tent recognition on all dinner tables
- Thank you notice in *TABA News* following event

Longest Drive Sponsor — \$250 (limit 2)

Closest to Pin Sponsor — \$250 (limit 2)

Five Iron Sponsor — \$250 (Exclusive)

Gimmick Hole Sponsor — \$250 (Exclusive)

- Representatives of your company may spot the hole
- Table tent recognition on all dinner tables
- Exclusive signage on event hole
- Thank you notice in *TABA News* following event

Hole Sponsor — \$100

- Website and Week-at-a-Glance recognition
- Signage at the event
- Table tent recognition on all dinner tables
- Thank you notice in *TABA News* following event

Government Relations

HOME PAC, the Texas Association of Builders' (TAB) political action committee, is an essential part of the advocacy program at TAB. HOME PAC provides contributions in support of pro-housing candidates for both statewide offices and the Texas Legislature. As state and local laws and regulations become an ever-increasing presence in your day-to-day business, HOME PAC works to ensure that the voice of the home building and development industry is heard by lawmakers. The strength and ability of our industry to impact public policy decisions affecting your business depends solely on your participation and contributions.

Bowling with Builders Tournament

Hosted by the Associate Council, this annual tournament is one of TABA's most popular events. With ardent bowlers on all levels participating, your sponsorship is sure to be appreciated and remembered. **Bowling with Builders is a HOME PAC event.**

Pizza and beer, awards and memorable moments are always a part of this fun-filled evening. Be sure your business' name is associated !

March 2016

Dinner Sponsor
\$250 (limit 2)

- Website and Week-at-a-Glance recognition
- Recognition at food area
- Signage at the event
- Thank you notice in *TABA News* following event

Beverage Sponsor
\$250 (limit 2)

- Recognition at refreshment area
- Signage at the event
- Thank you notice in *TABA News*

Lane Sponsor
\$100

- Signage at the event
- Thank you notice in *TABA News* following event

Sporting Clay Shoot

You'll have a blast while supporting HOME PAC.

August 2016

Big Shot Sponsor
\$2,000 (Exclusive)

- Includes play for team of 5.
- Logo placement in *TABA News* and recognition on all promotions
- Signage at the event
- Enjoy networking with builders during dinner
- Thank you notice in *TABA News* following event

Side-by-Side Sponsor
\$1,000 (limit 2)

- Logo placement in *TABA News* and recognition on all promotions
- Signage at the event
- Enjoy networking with builders during dinner
- Thank you notice in *TABA News* following event



General Membership Meetings - Enjoy an opportunity to target the entire membership, discuss industry concerns, garner new ideas and re-connect with colleagues.

OFFICER INSTALLATION - JANUARY

Join TABA as we celebrate the installation of Incoming President Clyde Beaty and our 2016 Board of Directors.

SPRING MEETING - MARCH

Help us recognize long-time members and those who have completed NAHB designation classes.

GOVERNMENT OFFICIALS APPRECIATION - AUGUST

The most-attended meeting of the year, join us as we recognize the public service of our state and municipal elected officials.

FALL MEETING - NOVEMBER

Join us as we look back over the year and prepare for 2017 by voting on the board slate.

Title Sponsor — \$500 (limit 2)

- Logo on event program
- Tickets for 4 with preferred seating
- Top billing in all event promotions including *TABA News*
- Recognition from the podium during the event
- Event signage
- Thank you notice in *TABA News* following event

Meeting Sponsor — \$250

- Listing on program cover
- Tickets for 2 with preferred seating
- Recognition from the podium during the event
- Event signage
- Thank you notice in *TABA News* following event

General Sponsor - \$100

- Listing inside program
- Ticket for 1
- Event signage
- Thank you notice in *TABA News* following event

TABA Membership Drive Day

Each year TABA joins home builders associations across the nation to celebrate Membership Day, the most visible event of the year for membership growth and recruitment. Prizes are awarded by TABA and NAHB to members who bring in three or more members during October.

Early Fall 2016

Membership Drive Sponsor — \$1,000 (limit 2)

- Logo placement in *TABA News* on all Membership Event promotions
- Membership Day signage
- Thank you notice in *TABA News* following membership event

Recruiters' Incentive Sponsor — \$500 (limit 2)

- Logo placement in *TABA News* on all Membership Event promotions
- Membership Day signage
- Thank you notice in *TABA News* following membership event

Member Orientations

Remember when you wondered what membership in TABA, TAB and NAHB meant? Help TABA welcome its new members and learn about the many rewards of association membership.

February, July and September

Welcome Aboard Sponsor — \$250 (limit 2 per luncheon)

- Sponsorship recognition at luncheon
- Signage at luncheon
- Enjoy networking with new members during lunch

Thank you notice in *TABA News*

Member Retention: Touch System Program

Offered by the National Association of Home Builders to its local associations, the Touch System is designed to provide TABA members with a variety of communications throughout the year. All communications will be co-branded with TAB and NAHB, incorporating the value of the 3-in-1 membership.

Dates: Nine "Touches" Throughout the Year
Exposure: Entire Membership

Touch System Sponsor — \$2,000 (limit 2)

- Your logo on each Touch-piece

Cooler Sponsor

Feature your logo on our cooler all year!

Annual Sponsorship \$500

- Sign with your logo will be displayed on our cooler at on-site TABA events all year long! (Some exclusions may apply - ask staff for details).
- See example below.



TABA Meeting Room Sponsor

TABA's "new space" has been a useful and entertaining addition for TABA gatherings. Instead of "the new space" market your company and gain recognition as an **exclusive** room sponsor for the entire year.

Annual Platinum Partner (Exclusive) \$5,000

- Exclusive Signage in the space
- The name will be referred to as "Business Name..." in every reference, including TABA publications and communication for entire year.
- Logo listed in TABA News, Facebook and Week at a Glance
- Recognition in Home Products Show and Parade of Homes magazines.





Education Programs

TABA continues to provide general interest, industry-focused seminars to builders, developers and remodelers. In 2009, TABA began offering national designation courses to all members. Your sponsorship provides maximum company exposure at the courses and seminars.

Title Partner — \$1,000/year (Exclusive)

- Logo placement in *TABA News* on all Education Event promotions
- Sponsorship recognition at education events
- Signage at each education event
- Opportunity to address the group for 3-5 minutes about your product or service
- Enjoy networking during lunch
- Thank you notice in *TABA News*.

Lunch Sponsor — \$250/class (limit 1 per class)

- Sponsorship recognition at education event
- Signage at education event
- Enjoy networking during lunch
- Thank you notice in *TABA News* following each event

Break Sponsor — \$100/class (1 per class)

- Sponsorship recognition at education event
- Signage at education event
- Thank you notice in *TABA News* following each event

Christmas Party

Celebrate the Christmas season with TABA friends. The evening includes heavy hors d'oeuvres and drinks.

December 2016

Santa Sponsor — \$1,000 (Exclusive)

- Logo on table tents
- Top billing in all event promotions including *TABA News*
- Event signage
- Thank you notice in *TABA News* following event

Christmas Cheer Sponsor — \$750 (limit 2)

- Listing on table tents
- Company name on beverage napkins

- Event signage at the bar
- The true gratitude of your friends and party guests
- Thank you notice in *TABA News* following event

Dasher & Prancer — \$500

- Listing on table tents
- Event signage
- Thank you notice in *TABA News* following event

Donner & Blitzen — \$250

- Event Signage
- Thank you notice in *TABA News* following event

Builders' Luncheons & After Hours

BUILDERS' LUNCHEONS

Builders' Luncheons provide a forum to share the most up-to-date and pertinent information about your products or services to TABA Builder members.

You will be the only Associate company attending. This opportunity provides one-to-one face time with those busy builders you've been trying to reach for months.

Dates: Two Thursdays each month

Associate Sponsor (limit 1 per luncheon) \$150 administrative fee + luncheon costs - includes \$25 to be added to the all-new Builders' Luncheon Progressive Jackpot

- Luncheon notice in *TABA News*
- Week-at-a-Glance recognition
- 5-10 minutes to speak at luncheon
- Exclusive time with TABA Builder members
- Thank you notice in *TABA News* following event

AFTER HOURS

Take time to welcome the Association's newest members while you network with tried and true TABA members in a relaxed setting. And no one minds if you throw in a couple of door prizes.

Dates: Monthly following the TABA Board Meeting (except January, June & December) 5-7 p.m.

After Hours Sponsor (1 per month) - \$150 Admin Fee (this will include \$50 that will be added to the monthly Builders Progressive Jackpot). If you would like, we will provide the food and beverages for an additional \$500.

\$150 Admin Fee
\$550 Food & Beverages

\$700 Total Cost

- Notice in *TABA News*
- Week-at-a-Glance recognition
- 5-10 minutes to speak at event
- Thank you notice in *TABA News* following event