

BIA SPONSORSHIP
OPPORTUNITIES FOR 2010
(SORTED BY CALENDAR YEAR)

JANUARY – DECEMBER

MILLENNIUM CLUB SPONSOR

General Meetings are the backbone of any association and are designed to provide educational and networking opportunities for our members. The BIA hosts four General Meetings every year with topics that include the BIA Economic Forecast to the BIA Inaugural and new for 2010, the BIA Bowl- A-Thon! With over 200 members regularly attending each meeting, as a Millennium Club Sponsor you will have a high profile while also supporting an important benefit to the membership.

General meetings are held in upscale country club or banquet facilities in the area. Each facility is equipped with state of the art technology and a pleasing professional atmosphere. All meetings include either a buffet or sit down lunch followed by presentations conducted by local or national experts and industry professionals.

What You'll Receive as a Sponsor

As a Millennium Club Sponsor you'll receive verbal recognition at the start of each general meeting and prominent signage at the entry. You'll also receive a listing on the sponsorship page of the BIA website as well as a listing in every Builder Update magazine.

Sponsor Levels:

- Millennium "Patron" Sponsor - \$500
- Millennium "Donor" Sponsor - \$300
- Millennium "Friend" Sponsor - \$150

Every sponsorship level will provide you with verbal recognition at each general meeting, company listing on the recognition board, company listing in all issues of Building Update magazine and company listing on the sponsorship page of the BIA website. "Patron" sponsors will also receive one free lunch at the meeting of their choice and the most prominent placement of their company name wherever listed.

Contact: Patty Sobiech , (614) 891-0575, patty@biahomebuilders.com

BUILDER UPDATE ADVERTISING

The BIA's magazine, Builder Update, has a circulation of 1,000, including builders, associates and opinion leaders in central Ohio. Builder Update is the cornerstone of our communications to members and features builder and associate member profiles, legal

update, building permits and information on upcoming BIA events. You can reach key decision makers each month by promoting your products and/or services.

Below is the rate schedule and publication date for 2010. All ads include full color. For advertising information, please contact Patty Sobiech.

2010 Advertising Rates

	1 Time Ad Rate	3 Time Ad Rate	6 Time Ad Rate
Inside Front Cover*	\$595	\$565	\$550
Inside Back Cover*	\$585	\$545	\$530
Back Cover*	\$595	\$565	\$550
Full Page	\$545	\$530	\$510
2/3 Page	\$435	\$415	\$395
½ Page	\$330	\$315	\$300
1/3 Page	\$285	\$270	\$255
¼ Page	\$235	\$220	\$200
1/6 Page	\$185	\$170	\$155
Inserts	\$450	\$395	\$325

- Space currently reserved. Inquire about openings.

Ad Sizes	Width & Height (inches)*
Full Page	8.5 x 11
2/3 Vertical	5.67 x 11
2/3 Horizontal	8.5 x 7.33
½ Vertical	4.25 x 11
½ Horizontal	8.5 x 5.5
1/3 Vertical	2.83 x 11
1/3 Horizontal	8.5 x 3.67
¼ Vertical	4.25 x 5.5
¼ Horizontal	8.5 x 2.75
1/6 Vertical	2.83 x 5.5

Builder and Associate profiles are also available. You and your company will receive a two page article and photo layout that you can use in your future marketing efforts. Builders and associates that are profiled appear on the BIA website home page for at least a month. Profiled companies also receive extra copies of the magazine as well as a PDF format of your article for inclusion on your website and other advertising outlets. This opportunity will provide excellent exposure as your profile will be viewed by members as well as consumers. Cost is \$1000 and openings are available for Builder Update in 2010.

Builder Update is published six times a year:

January/February Issue
March/April Issue
May/June Issue

July/August Issue
September/October Issue
November/December Issue

Contact: Patty Sobiech, (614) 891-0575, patty@biahomebuilders.com.

WEBSITE AND E-BULLETIN ADVERTISING

The BIA unveiled a professionally updated website in January 2009 which regularly receives 2,000 visits per month and 12,128 page views. The website is designed to be a useful resource for consumers and members and our newly designed search feature for finding BIA builders, remodelers or other service professionals has quickly become a valuable tool for members and the public. With important information available regarding our upcoming educational classes and seminars, our extensive calendar of events and helpful links for members to assist in their daily business, the website is a frequent stop for all members.

Advertising is available on the home page and on most internal pages. Ad space is also available in our weekly Wednesday E-bulletin that is sent electronically to BIA members. We can also put together an advertising package that will include both advertising in The Builder Update magazine and the website to maximize your advertising dollars.

The Ad Rates

- Home Page: 728 x 90 - \$250 per month
- Internal Page: 160x600 - \$175 per month
- Internal Page: 180x50 - \$100 per month
- Email Blast - \$100 per blast. That's a cost of about .05 cents per person. Much cheaper than direct mail or a print ad. *Buy four and get one free.*

Secure Your Spot Today!

Go to www.biahomebuilders.com, click on "Sponsorship Opportunities" to review the requirements and complete the signup agreement.

Contact: Patty Sobiech, (614) 891-0575, patty@biahomebuilders.com

BIA PAVER

Would you like to be a permanent part of the BIA of Central Ohio? How would you like to see your name engraved on a paver each and every time you visit the BIA? Think of how many other homebuilding professionals will also see your company name each time they visit the BIA, too! Now is your chance to purchase a paver to promote your company name and support the BIA.

\$1,000 Building Package

- Entitles you to purchase a standard size paver in the front walkway of the building with your company name on it for front door recognition.
- Your name will also be on the donor list on the BIA's website at www.biahomebuilders.com

\$250 Building Package

- Entitles you to purchase a standard size paver in the rear patio of the building with your company name on it.
- Your name will also be on the donor list on the BIA's website at www.biahomebuilders.com

Contact: Linda Winrod , (614-891-0575), Linda@biahomebuilders.com

MUDDY BOOTS SEMINAR

Muddy Boots seminars are offered in the morning from 7:30 a.m. – 9:00 a.m. and can take place any day of the week. No more than one Muddy Boots seminar will be offered in a month. The seminars are offered exclusively to our builder and remodeler members and are free to attend. As a sponsor you will conduct an educational presentation which can include the proper use or installation of your product. The seminar must be educational in nature and offer value to the builder in their everyday business.

Sponsorship Cost: \$250 marketing fee plus the cost of breakfast (will vary depending on attendees).

Seminars are marketed via the weekly Ebulletins, on our website and via fax. The duration of the seminar is 90 minutes with time for Q&A. After the seminar, you will be provided with a list of attendees and their contact information for further follow up at your convenience. This is a great opportunity to reach your target audience at a very reasonable cost.

Contact: Patty Sobiech, (614) 891-0575, patty@biahomebuilders.com

SEMI - ANNUALLY

CONDOQUEST

CondoQuest is a scattered site tour held each spring and fall featuring new condominiums, townhouses, patio homes and cluster housing throughout central Ohio. This is the premier event for multi-family builders to showcase their maintenance free communities. On average, 16-20 builders participate in CondoQuest and between 40-60 communities are included on the tour.

Sponsor benefits include brief presentation at every CondoQuest meeting to the participating builders. Sponsor contact information and logo listed on the website, www.columbuscondoquest.com. The website is hosted by The Columbus Dispatch and is

promoted through a series of their print and electronic products. According to Google Analytics, consumers spend over four minutes on the CondoQuest website, with an average page view of 8 for over 5000 visits for the show. The website includes photos and floor plans of the participating condos as well as sponsor information and link to sponsor website. Consumers can search the website by location, price, builder, style. A comprehensive media campaign of radio, TV, print and internet will include the sponsor name and logo for a minimum value of \$80,000.

Cost for sponsorship is \$2,500.

Contact: Patty Sobiech, (614) 891-0575, patty@biahomebuilders.com

BIA MEMBERSHIP DIRECTORY ADVERTISING

The BIA's Membership Directory is updated and sent to each of the 900 BIA builder and associate member at the beginning of each year. Approximately 150+ new members are given a copy of this directory when they join. That is a combined total of 1050+ people that will have your ad in their hands. It is common knowledge that the directory is a very important business tool for BIA members, and you will likely find it in either their office or vehicle. Every time a member opens the directory, they will see your ad! When you buy an ad, your company name will also be listed on the website Sponsors page with a link to your company website.

This year, the BIA will change the directory format and be producing a Builder Membership Directory and an Associate Membership Directory and will only sell a limited amount of ad spaces per directory. Therefore, you will get to pick where your ad is placed. It is first come first served, so don't let this opportunity pass you by.

If you don't want to buy an ad, you may want to add your logo to your directory listing for only \$15. You can also buy an extra classified listing or two for only \$25 each. These classifieds correlate to the online searchable directory on the BIA website. This is an excellent way to get your name in front of other members as well as enable the public to search for your company online.

Ad Sizes

	<u>Cost</u>
Full Page – qty: 4	\$400
Inside Front Cover Half Page – qty: 2	\$200
Half Page – qty: 6	\$175
Business Card – qty: 20	\$100
Logo	\$15
Classified	\$25

Contact: Bernadine Pesika, (614) 891-0575, bernadine@biahomebuilders.com

QUARTERLY

SMC QUARTERLY LUNCH & TOURS

The BIA Sales & Marketing Council, SMC, invites you to let us help you market your Development or Company to our members. Every quarter we arrange a tour of a member company location to see first hand the unique qualities of the business or to visit and tour the site. As a sponsor and host of the tour, all we ask is that you provide a light and delicious lunch for the participants and we'll do the rest. We will market and advertise the event to our members and provide you with an opportunity to shine. If possible, we request that the CEO or someone in marketing is available to provide a brief description of the project and background of the company.

This is always a very social and informative event for everyone and draws close to 100 or more attendees.

Sponsorship Cost:

Breakfast Sponsor: \$800-\$1,000

Lunch Sponsor: \$2,000.

Contact: Linda Winrod, (614) 891-0575, Linda@biahomebuilders.com

MEMBER MIXERS

Every quarter, the BIA comes together to enjoy an evening of free networking, free food and free fun. With a typical attendance of over 100, these events are incredibly popular with new members as way to meet other members and learn about the BIA. Whether it's a Chili Cook-Off or a Summer BBQ and Car Show, these Mixers draw a crowd. Builders, Associates, Board Members, Committee members, new members, old members. . . they're all there. And it's all possible because of our generous Food and Beverage sponsors. These two exclusive sponsors get recognized on all promotional flyers and e-mails, on the BIA website, have signs at the mixer and are part of the short presentation of prizes and introduction of new members.

Sponsorship Cost:

Food/Beverages* \$100 - \$200

*The Member Mixer sponsorships are currently reserved. [Ask about openings.](#)

Contact: Bernadine Pesika, (614) 891-0575, bernadine@biahomebuilders.com

FEBRUARY

NETWORKING NIGHT

Networking Night is the BIA's trade show. Each year over 800 members attend this themed event that was designed to showcase the products and services of our Associate members' to our Builder members. Associate members are encouraged to decorate their booth in the theme of the show and prizes and other giveaways are awarded.

There are many sponsorship opportunities available:

<u><i>Sponsorships</i></u>	<u><i>Cost</i></u>
Main Floor Sponsors (4)	\$1,500
Decoration Sponsors	\$250
Valet Sponsor	\$700
Passport Sponsor	\$600
Trip sponsors (2)	\$1,000
Beverage Sponsors	\$300

Your company name will be listed in our NetNight Program and will be listed on the BIA website and in the Builder Update. The cost of a booth is only \$325.

Contact: Linda Winrod, (614) 891-0575, Linda@biahomebuilders.com

COCKTAIL PARTY AT NAHB INTERNATIONAL BUILDERS® SHOW

Held in conjunction with the National Association of Home Builders (NAHB) International Builders Show, this convention is one the largest in the country. The IBS show is held in various locations throughout the U.S. but a typical location would be Las Vegas, Nevada or Orlando, Florida. After a long day of seminars, members look forward to the annual BIA Cocktail Party. As a sponsor you will get the following benefits:

- Company name and/or logo will be included on all invitations
- Signage at the event
- An opportunity for brief presentation at the party
- Give-a-way opportunity to members
- Follow up list of attendees to market to
- Recognition on BIA website

Sponsorship levels vary between \$2,500 and \$3,500 based on attendance.

Contact: Patty Sobiech, (614) 891-0575, patty@biahomebuilders.com

MARCH

MAME AWARDS

The Marketing & Merchandising Excellence Awards (MAME) is the NAHB Sales and Marketing Council Awards Program that the BIA has adapted for our members. The MAME Awards were created to honor the top sales achievers in the new home building industry.

MAME is held in May each year. Sponsorship levels range from \$250- \$1,000. The benefits include prominent recognition in the program, signage and power point presentation that night, recognition on the BIA website and any collateral materials.

Sponsorships

Cost

Emerald	\$2,000 (includes 4 tickets to the event, full page ad in program and power point listing)
Platinum	\$1,000 (includes 2 tickets to the event, full page ad in program and power point listing)
Gold	\$500 (includes 1 ticket to the event, program and power point listing)
Silver	\$250 (program listing and event signage)
After Party	\$1,500 (includes 2 tickets to the event, full page ad in program, power point listing, table tent signage on all tables)

Contact: Linda Winrod, (614) 891-0575, Linda@biahomebuilders.com

MAY

SHOWCASE OF REMODELED HOMES

For the past 20 years, the Showcase of Remodeled Homes has offered BIA members the opportunity for excellent exposure and instant credibility as well as the chance to cultivate serious leads and increase business. This two-day scattered site tour features everything from whole house renovations and additions to indoor and outdoor living areas in the central Ohio area.

Anywhere from 200 to 1,000 people tour the projects in the Showcase of Remodeled Homes each spring. As a sponsor, you'll be able to take advantage of the BIA's mass marketing efforts promoting the show, including print, online and radio advertising. This is an excellent opportunity to reach consumers interested in home improvement.

Platinum Sponsorship Package: \$1,000

- Name/logo inclusion in all media promotion
- Name/logo inclusion on Showcase tour tickets
- Name/logo inclusion in BIA publications
- Listing on Showcase page of BIA website
- Listing on Sponsors page of BIA website
- Listing in Showcase tabloid
- 40 complimentary Showcase tickets
- Signage at each Showcase project
- Opportunity for product display in each Showcase project
- Ability to identify your company as the "Proud Sponsor of the 2010 BIA Showcase of Remodeled Homes"

Gold Sponsorship Package: \$500

- Name/logo inclusion in BIA publications
- Listing in Showcase tabloid
- Listing on Showcase page of BIA website
- Listing on Sponsors page of BIA website
- 20 complimentary Showcase tickets

Silver Sponsorship Package: \$250

- Name/logo inclusion in BIA publications
- Listing in Showcase tabloid
- Listing on Showcase page of BIA website
- Listing on Sponsors page of BIA website
- 10 complimentary Showcase tickets

Contact: Amy Lively, 614-891-0575, amy@biahomebuilders.com

BIA MEMBERSHIP GOLF OUTING

The annual BIA Membership Golf Outing which occurs in May, gives members the chance to network while enjoying lunch, drinks on the course, dinner, awards and prizes. This outing attracts 36 teams of 4, which makes it a very efficient way to get your name in front of 144 potential clients in one day. Teams are made up of Builder and Associate members and prospective members. As a sponsor you get a sign with your name on the course and the opportunity to "staff your sponsorship". If you sponsor a hole, you can sit out at the tee, and greet each player with a promotional item or a game of some sort. Each sponsorship includes a free lunch and the opportunity to attend the dinner. Only sponsors and players are invited to the awards dinner at the end of the day. You will get recognized in the event program, at the area you sponsor, in the promotional materials, in the Builder Update Magazine and on the BIA website.

<u><i>Sponsorships</i></u>	<u><i>Cost</i></u>
Corporate	\$1,650
Dinner	\$1,400
Lunch	\$1,000
Major Prizes	\$500 - \$1,000
Golf Carts	\$350 - \$700
Beverage Carts	\$350 - \$700
Appetizers	\$300 - \$600
Beverage Stations	\$300
Driving Range	\$300
Putting Green	\$300
Hole	\$225 - \$275
Minor Prizes	\$25 - \$100

Contact: Bernadine Pesika, (614) 891-0575, bernadine@biahomebuilders.com

JULY

BIA PARADE OF HOMES

The BIA Parade of Homes is the premier home show in Central Ohio. Since 1952, the Parade of Homes has featured the latest in new home construction, showcasing the finest in landscaping, interior design and technology. As a presenting sponsor of the Parade, your company and/or product will be viewed by 35,000 plus consumers. On site exposure allows you the opportunity to engage consumers personally about your product and service. Your company name and/or logo will be included in \$100,000 worth of media advertising.

Other benefits include signage at the event, ads on our official website, BIAparade.com, recognition on collateral material produced for the Parade, tickets to the Parade and Preview Party, links to your website and more. The Parade of Homes offers a variety of opportunities to promote your product and/or service to consumers and the building community alike. There are sponsorship levels to accommodate various budgets.

Contact: Patty Sobiech, (614) 891-0575, patty@biahomebuilders.com

PARADE OF HOMES EXHIBITOR

The Parade of Homes exhibitor area will accommodate a limited number of exhibitors to display their products and/or services in spaces inside a tent. Typically about 40,000 paid attendees visit the sixteen-day Parade annually. All Parade attendees will be routed through the exhibit area during their visit making this an excellent opportunity for you to connect with people interested in new ideas for their home. Your exhibit space is a 10' x 10' space with electric on a gravel composite pad. You also get 2 Preview Party tickets and 10 General Admission Parade of Homes tickets. You will be recognized in the event program, in the Builder Update Magazine and on the BIA Parade of Homes website.

AUGUST

THE BIA GOLF CLASSIC

The annual BIA Golf Classic is held at OSU Scarlet & Gray every August. This is our largest golf outing of the year and one of the largest in central Ohio with approximately 250 golfers participating. Sponsors are guaranteed a foursome on the desirable Scarlet Course which is always a sell out.

As a sponsor, a sign will be placed on the course with your company name; you will be listed in the event program and your company will be listed in the Builder Update magazine after the event.

The sponsorship levels for this event range from \$275 for a golf hole sponsorship to higher levels such as the Lunch Sponsor or Awards Sponsor. As a hole sponsor, you can staff the event and interact and network with the golfers on your course.

<u><i>Sponsorships</i></u>	<u><i>Cost</i></u>
Dinner	\$1,500
Lunch	\$1,500
Major Prizes	\$500

Golf Carts	\$400
Putting Greens	\$350
Driving Range	\$350
Appetizers	\$500
Beverage Stations	\$300
Golf Hole	\$275
Door Prizes	\$25 - \$100

Contact: Linda Winrod, (614) 891-0575, Linda@biahomebuilders.com

OCTOBER

THE BIA BUILDER AUCTION GOLF OUTING

The BIA Builder Auction Golf Outing is held every year in October. This is an on-line auction bidding process where associate members bid on builder members to win a day of golf, lunch & dinner.

This event is a great way to establish a new relationship with a builder and for builders to learn more about associates and their products and services in a relaxed atmosphere. Some associates pool their resources to bid. Hole sponsorships are also available which gets you signage, program and Builder Update recognition. Below is the sponsorship rate information:

<u>Sponsorships</u>	<u>Cost</u>
Silent Bids	\$450 - \$1,500
Lunch Sponsor	\$1,750
Appetizers	\$500
Major Prizes	\$500
Golf Carts	\$250
Golf Hole	\$200
Driving Range	\$200
Beverage Stations	\$250
Door Prizes	\$25-\$100

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