

Black Hills Home Builders Association

Advertising & Sponsorship

1760 Rand Road, Rapid City, SD 57702

605-348-7850

membership@blackhillshomebuilders.com

blackhillshomebuilders.com



ADVERTISEMENT & SPONSORSHIP BREAKDOWN

2024 MONTHLY SOCIALS

Our monthly socials are aimed at networking opportunities for all the BHHBA members. These events are held at a variety of different locations throughout the Black Hills.

Main Sponsorship: \$1500

- Banner(s) at the event (provided by sponsor)
- Name/Logo on postcard and Newsletter mailed to over 400 recipients.
- Name/Logo on Facebook & Website Event posts
- Name/Logo on Social Flyer that is advertised on all platforms (including email reminders)
- 10-minute speaking opportunity at the event
- Opportunity to distribute company material during event.
- 5 free entry tickets

Beverage Sponsor: \$500

- Name/Logo on social reminder postcard
- Name/Logo on Social Flyer
- Name/Logo on Drink Tickets (distributed to every guest that attends the event) (mentions at event)
- 2 free entry tickets

January Social: Mayors Night: Tuesday, January 23rd at 5:30pm. Located at the Shrine Center.

March Social: Home Show Event: Thursday, March 21st at 5:30pm. Located in the Alpine Room at The Monument.

April Social: Builder Appreciation: Tuesday, April 16th at 5:30pm. Located at Aby's.

June Social: Mixer: Tuesday June 18th, at 5:30pm. Located at Red Rocks.

July Social: Annual BBQ: Tuesday, July 16th, at 5:30pm. Located at the BHHBA Office.

September Social: Golf Calcutta. Thursday, September 12th at 5:30pm. Located at Elks Golf Course.

October Social: Nomination and Election: Tuesday, October 15th at 5:30pm. Located at The Box.

November Social: Hall of Fame, Installations and Awards Night, Tuesday, November 19th at 5:30pm. Located at The Rushmore Hotel.

December Social: Christmas Social: Date and Location TBD.

2024 BHHBA WEBSITE ADVERTISING

Premier Sponsor: \$1200

- Rolling Logo on BHHBA Website with a clickable link to company website
- Advertisement video with a clickable link to company website on BHHBA website and YouTube channel
- Two email blasts to over 1300 recipients
- ½ page ad in the newsletter of choice

Prime Sponsor: \$500

- Rolling logo on BHHBA new website w/ a clickable link to company website
- ¼ page ad in the newsletter of choice

2024 NEWSLETTER ADVERTISING

The newsletter is a booklet that is sent out bi-monthly to over 400 recipients. The contents of the newsletter include advertisements, upcoming events, letters from members and much more.

Size:	One Issue:	Full Year Issue:
▪ ¼ Page	\$400	\$500
▪ ½ Page	\$600	\$800
▪ Full Page	\$800	\$1200
▪ ½ Page on Back Cover		\$1400
▪ Full Inside Cover		\$2500

2024 SPRING WOMEN'S NIGHT

Gold Sponsor: \$500

- Logo on flyer
- Signage at event
- 5-minute speaking opportunity

Silver Sponsor: \$250

- Signage at event

2024 FALL WOMEN'S NIGHT

Gold Sponsor: \$500

- Logo on flyer
- Signage at event
- 5-minute speaking opportunity

Silver Sponsor: \$250

- Signage at event

2024 HOME SHOW

Gold Sponsor: \$5000

- Logo on home show banners that are distributed throughout The Monument for the duration of the show. These banners are provided by BHHBA.
- Logo on the cover of the Home Show Book
- 2 Free 10' x 10' booth
- Choice of a ½ page color ad in the monthly newsletter for January/ February or March/April
- Opportunity to distribute marketing materials in the home show bags that are distributed to every guest that enters the home show.
- Full page ad in Home Show Book
- 20 courtesy tickets to the show
- Logo on all printed advertising from the BHHBA supporting the home show, including the home show bag

Silver Sponsor: \$2500

- Logo on home show banners that are distributed throughout The Monument for the duration of the show. These banners are provided by BHHBA.
- 1/4-page ad in the Home Show book
- Opportunity to distribute marketing materials in the home show bags that are distributed to every guest that enters the home show.

- One free 10' X 10' booth
- Logo on all printed advertising from the BHHBA supporting the home show (excludes the home show bag)
- 20 courtesy tickets

Bronze Sponsor: \$750

- Opportunity to distribute marketing materials in the home show bags that are given to every attendee of the event.
- Logo on the bag
- 10 courtesy tickets
- Logo on home show banners that are distributed throughout The Monument for the duration of the show. These banners are provided by BHHBA.

Wristband Sponsor: \$2000

- Logo on exhibitor wristband and weekend wristband for attendees.
- Opportunity to distribute marketing materials in the home show bags that are distributed to every guest that enters the home show.
- 1/4 ad in the home show book
- 15 courtesy tickets to the show
- Logo on all printed advertising from BHHBA supporting the home show (excludes the home show bag)

Floor Graphic Sponsor: \$1500 (Limit 2)

- Logo on home show banners that are distributed throughout The Monument for the duration of the show. These banners are provided by BHHBA.
- Logo on all floor stickers
- 1/3-page ad in the home show book
- 15 courtesy tickets to the show
- Logo on all printed advertising from BHHBA supporting the home show (excludes the home show bag)

Main Breakroom Sponsor: \$500

- Logo on banners to be hung in BHHBA office (at The Monument) and vendor breakroom. BHHBA provides banners.
- Opportunity to put business cards on the tables in the breakroom.
- Booth in Breakroom

Stage & Arena Screen Ad's: \$50 per ad

- Digital ad displayed on screens throughout The Monument for the duration of the event. Ad will include room and booth number the company is located at.
- The ad is provided by the company to BHHBA, with proper dimensions.

Kids Area Sponsor: \$1500

- Logo on banners that are distributed throughout The Monument for the duration of the show. These banners are provided by BHHBA.
- 1/2-Ad in the Home Show book
- 15 Courtesy Tickets to the 2024 Home Show
- Opportunity to distribute marketing materials in the home show bags that are given to every attendee of the event.

2024 HOME SHOW BOOK

This book is distributed in various locations prior to the home show. As well as in every home show bag that is given to every customer that attends the home show, for the duration of the entire weekend. The books contents are of a variety of different advertisement, list of all vendors.

Size:

▪ Two Page Spread:	\$1500
▪ Full Page	\$900
▪ 2/3 Page:	\$650
▪ ½ Page:	\$500
▪ 1/3 Page:	\$350
▪ 1/6 Page:	\$200

Pricing:

Featured Business Article (2-4 Pages)	\$1500
Premium Ad's: Includes 2 front pages, inside back 2 pages and back pages	\$1200
Coupon Offer	\$50

2024 PARADE OF HOMES

Bus Sponsor: \$1500

- Full page ad in the Parade of Homes book
- 10 courtesy tickets for the home tour

Featured Home: \$1500

- 2-4-page article highlighting the home and builder in the Parade of Homes book
- Facebook Live of the home
- Special signage at the home for the duration of the event.

Gold Sponsor: \$1500

- Full page Ad in the Parade of Homes Book
- Logo in the BHHBA Newsletter
- Logo on Parade of Homes page on BHHBA website

Silver Sponsor: \$1000

- Logo on the website banner and Facebook banner
- ½ page ad in the Parade of Homes book
- Logo on Parade of Homes page on BHHBA website

Bronze Sponsor: \$500

- Logo on Parade of Homes page on BHHBA website
-
- Logo on BHHBA newsletter

Ticket Sponsor: \$500

- Ad on the ticket to entry for POH
- Logo on Parade of Homes book

2024 PARADE OF HOMES BOOK

This book is distributed to a variety of different locations prior to the parade of homes. It will be distributed to every attendee during the event as well!

Size:

Pricing:

▪ Two Page Spread:	\$1500
▪ Full Page	\$900
▪ 2/3 Page:	\$650
▪ ½ Page:	\$500
▪ 1/3 Page:	\$350
▪ 1/6 Page:	\$200

Featured Business Article (2-4 Pages) \$1500

Premium Ad's: Includes 2 front pages, inside back 2 pages and back pages \$1200

2024 PARADE OF HOMES MOBILE APP

Premium Opening Ad Pop Up: \$1000 (one available)

- Includes clickable link to webpage and ½ printed ad in the parade of homes book. This ad appears for 10 seconds whenever an individual opens the app.

Banner Ad on top of the Home Page: \$750

- This ad is at the top of the home page and includes a clickable link to company webpage and ¼ printed ad in the parade of homes book

Banner ad on bottom of Home Page: \$750

- This ad is on the bottom of the home page and includes a clickable link to webpage and ¼ printed ad in the parade of homes book

Banner ad every 3rd home: \$500

- Includes clickable link to webpage and 1/6 printed ad in the parade of homes book

2024 GOLF TOURNAMENT

Gold Sponsor: \$5000

- Logo on main sponsor banner provided by BHHBA
- Opportunity to display signage banner at the event provided by company
- Company name on table tents at the Restaurant
- One Free Team Entry
- One Green and Tee Sponsorship
- Logo on Tournament Flyer

Silver Sponsor: \$3500

- Logo on main sponsor banner provided by BHHBA
- Opportunity to display signage banner the event provided by company
- One Free Team Entry
- One Green and Tee Sponsorship

Bronze Sponsor: \$2000

- Logo on main sponsor banner provided by BHHBA
- Logo on Drink Tickets
- One Free Green OR Tee Sponsorship
- One Free Team Entry

Golf Ball Sponsor: \$1000 (limit 2: double sided ball with 2 logo's)

- Logo on sponsor banner provided by BHHBA
- Logo on golf balls distributed to each player on each team

Golf Cart Sponsor: \$1000

- Sticker decal located on the hood of every golf cart (Excluding the snack a cart)
- Logo on sponsor banner

Green and Tee Sponsor: \$500

- Logo on sponsor banner
- Signage on the tee box and green of one hole

Green Sponsor: \$350

- Logo on sponsor banner
- Signage on the green of one hole

Tee Sponsor: \$350

- Logo on sponsor banner
- Signage on tee box

Practice Green Sponsor: \$250

- Logo on sponsor banner
- Signage on practice green

2024 KENTUCKY DERBY

Race Sponsor: \$1200 (limit 11)

- Logo on race and on 10 horse tickets distributed to purchaser of specific horse
- VIP Table with 8 seats
- 8 courtesy & drink tickets

Drink Sponsor: \$500 (limit 2)

- Logo on drink tickets distributed to each person
- Logo on all flyers promoting the event

Winners Race Sponsor: \$3000

- Logo all event flyer
- Logo on PowerPoint presentation with logo/thank you's that will play for the entirety of event
- Opportunity to distribute company merchandise on tables at event
- 10- minute speaking opportunity
- Free Horse entered in the Winner's race (12th race)
- One VIP Table
- 8 courtesy & drink tickets

2024 BHHBA OPPORTUNITY GUIDE

Please check the options below and return a copy to BHHBA by: December 31st, 2023

MONTHLY SOCIALS:

- | | |
|-----------------------------------------------|--------|
| <input type="checkbox"/> Main Sponsorship | \$1500 |
| <input type="checkbox"/> Beverage Sponsorship | \$500 |

BHHBA WEBSITE ADVERTISING:

- | | |
|----------------------------------------------|-------|
| <input type="checkbox"/> Ad on BHHBA Website | \$400 |
|----------------------------------------------|-------|

SPRING WOMEN'S NIGHT:

- | | |
|-----------------------------------------|-------|
| <input type="checkbox"/> Gold Sponsor | \$500 |
| <input type="checkbox"/> Silver Sponsor | \$250 |

FALL WOMEN'S NIGHT:

- | | |
|-----------------------------------------|-------|
| <input type="checkbox"/> Gold Sponsor | \$500 |
| <input type="checkbox"/> Silver Sponsor | \$250 |

HOME SHOW:

- | | |
|----------------------------------------------------|-------------|
| <input type="checkbox"/> Gold Sponsor | \$5000 |
| <input type="checkbox"/> Silver Sponsor | \$2500 |
| <input type="checkbox"/> Bronze Sponsor | \$750 |
| <input type="checkbox"/> Vendor Wristband Sponsor | \$2000 |
| <input type="checkbox"/> Main Breakroom Sponsor | \$500 |
| <input type="checkbox"/> Floor Graphic Sponsor | \$1500 |
| <input type="checkbox"/> Stage & Arena Screen Ad's | \$50 per ad |
| <input type="checkbox"/> Kids Area Sponsor | \$1500 |

HOME SHOW BOOK:

- | | |
|-------------------------------------------|--------|
| <input type="checkbox"/> Two Page Spread | \$1500 |
| <input type="checkbox"/> Full Page | \$900 |
| <input type="checkbox"/> 2/3 Page | \$650 |
| <input type="checkbox"/> ½ Page | \$500 |
| <input type="checkbox"/> 1/3 Page | \$350 |
| <input type="checkbox"/> 1/6 page | \$200 |
| <input type="checkbox"/> Featured Article | \$1500 |
| <input type="checkbox"/> Premium Ad | \$1500 |
| <input type="checkbox"/> Coupon Offer | \$50 |

PARADE OF HOMES:

- | | |
|-----------------------------------------|--------|
| <input type="checkbox"/> Bus Sponsor | \$1500 |
| <input type="checkbox"/> Featured Home | \$1500 |
| <input type="checkbox"/> Event Sponsor | \$1000 |
| <input type="checkbox"/> Ticket Sponsor | \$500 |

PARADE OF HOMES BOOK:

- | | |
|-------------------------------------------|--------|
| <input type="checkbox"/> Two Page Spread | \$1500 |
| <input type="checkbox"/> Full Page | \$900 |
| <input type="checkbox"/> 2/3 Page | \$650 |
| <input type="checkbox"/> ½ Page | \$500 |
| <input type="checkbox"/> 1/3 Page | \$350 |
| <input type="checkbox"/> 1/6 page | \$200 |
| <input type="checkbox"/> Featured Article | \$1500 |
| <input type="checkbox"/> Premium Ad | \$1500 |

PARADE OF HOMES MOBILE APP:

- | | |
|---------------------------------------------------------------|--------|
| <input type="checkbox"/> Premium Opening Ad | \$1000 |
| <input type="checkbox"/> Banner Ad on top of Home Page | \$750 |
| <input type="checkbox"/> Banner Ad on bottom of Home Page | \$750 |
| <input type="checkbox"/> Banner Ad every 3 rd home | \$500 |

GOLF TOURNAMENT:

- | | |
|-------------------------------------------------|--------|
| <input type="checkbox"/> Gold Sponsor | \$5000 |
| <input type="checkbox"/> Silver Sponsor | \$3500 |
| <input type="checkbox"/> Bronze Sponsor | \$2000 |
| <input type="checkbox"/> Golf Ball Sponsor | \$1000 |
| <input type="checkbox"/> Golf Cart Sponsor | \$1000 |
| <input type="checkbox"/> Green & Tee Sponsor | \$500 |
| <input type="checkbox"/> Green Sponsor | \$350 |
| <input type="checkbox"/> Tee Sponsor | \$350 |
| <input type="checkbox"/> Practice Green Sponsor | \$250 |
| <input type="checkbox"/> Snack Cart Sponsor | \$500 |

NEWSLETTER ADVERTISEMENT:

- | Size | One Issue | Year |
|--------------------------------------------|-----------|--------|
| <input type="checkbox"/> ¼ page | \$400 | \$500 |
| <input type="checkbox"/> ½ page | \$600 | \$800 |
| <input type="checkbox"/> Full page | \$800 | \$1200 |
| <input type="checkbox"/> ½ back cover | | \$1400 |
| <input type="checkbox"/> Full inside cover | | \$2500 |

KENTUCKY DERBY:

- | | |
|-----------------------------------------------|--------|
| <input type="checkbox"/> Race Sponsor | \$1200 |
| <input type="checkbox"/> Drink Sponsor | \$500 |
| <input type="checkbox"/> Winners Race Sponsor | \$3000 |

2024 MARKETING GUIDE PAYMENT AGREEMENT

This form is to accompany the Sponsorship and Advertising Guide checklist. Please allow 48 hours for BHHBA staff to confirm availability of limited sponsorships. All dates/Sponsorships printed in this guide are subject to availability and change.

My total annual commitment is \$_____

By signing below, I_____ confirm that I have reviewed the participation/sponsorship selections and affirm that they are accurate, and that I have the authority to make this commitment to the BHHBA on behalf of my company.

Authorized Signature_____

PAYMENT INFORMATION

Company Name: _____ Billing Contact:_____

Phone: _____ Address:_____

Email: _____

Payment Method:

- ☐ Check (payable to BHHBA)
- ☐ Credit Card

Card Number: _____ Expiration Date: _____ CIV:_____

Name on Card: _____ Zip Code: _____

Signature: _____

If paying by check and or credit card, mail this form along with payment to:

Black Hills Home Builders Association

1760 Rand Road

Rapid City, South Dakota 57702