

Black Hills Home Builders Association

Advertising & Sponsorship

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blackhillshomebuilders.com



ADVERTISEMENT & SPONSORSHIP BREAKDOWN

2025 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

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.
- 1 table Reserved (8 complementary tickets)

Beverage Sponsor: \$750

- 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 28th at 5:30pm. Located at the Shrine Center.

March Social: Home Show Event: Thursday, March 27th at 5:30pm. Located in the Alpine Room at The Monument.

July Social: Annual BBQ: Tuesday, July 15th, at 5:30pm. Located at the BHHBA Office.

September Social: Golf Calcutta. Thursday, September 11th at 5:30pm. Located at Elks Golf Course.

October Social: Nomination and Election: Tuesday, October 21st at 5:30pm. Location TBD.

November Social: Hall of Fame, Installations and Awards Night, Tuesday, November 11th at 5:30pm. Located TBD

2025 BHHBA WEBSITE ADVERTISING

Premier Sponsor: \$1250

- 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
- Full page ad in the newsletter of choice

Signature Sponsor: \$500

- Rolling logo on BHHBA new website w/ a clickable link to company website
- 1/2 page ad in the newsletter of choice

2025 NEWSLETTER ADVERTISING

The newsletter is a booklet that is sent out bi-monthly to over 550 recipients. The contents of the newsletter include advertisements, upcoming events, letters from members and much more. It is also posted on our website, sent out in an email to our distribution list of 1500 and posted on Facebook.

SIZE	ONE ISSUE	FULL YEAR
¼ Page	\$200	\$500
½ Page	\$300	\$800
Full Page	\$400	\$1200
½ Page Back Cover		\$1400
Full Inside Cover		\$2500

2025 WOMENS NIGHTS

Women's Nights are offered twice a year to show appreciation to the women in our industry. These typically involve a project, networking, games and prizes.

Gold Sponsor: \$500

Silver Sponsor: \$250

- Logo on flyer promoting the event
- 5 Minute Speaking Opportunity
- Signage at the event

Signage at the event

2025 HOME SHOW

Platinum Presenting Partner \$10,000

- *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 (Booth Priority on Nov 4th)*
- *Choice of a Full-page color ad in the monthly newsletter of your choice in 2025*
- *Opportunity to distribute marketing materials in the home show bags that are distributed to every guest that enters the home show.*
- *Featured 3-4 page spread in the Home Show Publication*
 - *Article posted on Facebook and emailed 90 days later to distribution list of 2000.*
- *1 Outdoor parking Spot*
- *Social Media Video Created by the staff (Played on screen at the social as well)*
- *Radio and TV Commercial Voice Over and appearance*
- *8 Seat table at the Home Show Social on Thursday Night with speaking opportunity*
- *25 courtesy tickets*
- ***Minimum of 3 social media posts***

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.
- 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
- *Minimum of 2 social media posts*
- *2 Thursday Night Social Tickets*

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
- On social media post

Bronze Sponsor: \$750

- Opportunity to distribute marketing materials in the home show bags that are given to every attendee of the event.
- 1/6-page ad in the Home Show Guidebook
- 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)

Front Gate Sponsor: \$3500

- *Exclusive sponsor signs at front ticket gates*
- *Logo add to sponsor banners*
- *Ability to produce flyers to put in the bags*
- *Opportunity to provide volunteers to take tickets and hand out bags (2 per shift)*
- *Full page add in the Home show Guide Book*
- *Ability for Staff to create one video for social media or option to provide one of your choice*
- *10 courtesy tickets*
- *2 Thursday night social tickets*

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 ads are 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.
- Signage in the Kids Area
- 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.
- Facebook Live during the kid's project

2025 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 book's contents are of a variety of different advertisements, list of all vendors.

Advertisement Size:	Pricing:
Two Page Spread	\$1500
Full Page	\$900
2/3 Page	\$650
½ Page	\$500
1/4 Page	\$350
1/6 Page	\$200

Featured Business Article:

2–4-page article with photos to promote our business!

\$1500

BONUS: Article will be reshared on a stand-alone Facebook post as well!

Gold Sponsor: \$5000

- Full Page ad in the Parade of Homes Book
- Logo on the Parade of Homes Page on BHHBA Website in the Rolling Banner
- Logo on the Cover of the Parade of Homes Publication
- 10 Courtesy Tickets
- Minimum of 2 social media posts
- Logo on all printed advertising supporting the Parade of Homes
- Featured article (2-4 pages) in the Parade of Homes Publication
- Banner ad in the Parade of Homes mobile app that includes clickable link to webpage

Silver Sponsor: \$1500

- ½ page ad in the Parade of Homes Publication
- 1 social media post
- Logo on the Parade of Homes Page on BHHBA Website in the Rolling Banner
- 5 complementary Tickets
- Banner ad in the Parade of Homes mobile app that includes clickable link to webpage

Ticket Sponsor: \$500

- Ad on the backside of the ticket for entry to POH

Bus Sponsor: \$1500

- Full page ad in the Parade of Homes Book
- 5 complementary tickets for home tour

- 5 complementary tickets for the POH
- Signage of the bus

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.
- Photo of home used on the cover of the publication

Exclusive Driveway Sponsor: \$1000

- Parking rights in 2 parade of home driveways (Staff and Builder choice)
- ½ page advertisement in the publication

Premium Opening Ad Pop Up in Mobile App: \$1000 (2 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.
- ½ page ad in the Publication

2025 PARADE OF HOMES BOOK

The parade of homes publication is distributed to a variety of different locations prior to the parade of homes. It will also be distributed to all attendees as well.

Advertisement Size:	Pricing:
Two Page Spread	\$1500
Full Page	\$900
2/3 Page	\$650
½ Page	\$500
1/4 Page	\$350
1/6 Page	\$200

Featured Business Article:

2–4-page article with photos to promote our business!

\$1500

BONUS: Article will be reshared on a stand-alone Facebook post as well!

2025 GOLF TOURNAMENT

Gold Sponsorship: \$5000

- Opportunity to display signage banner at the event provided by the company
- Company Name on tables at the Restaurant
- One Free Team Entry
- One Green and Tee Sponsorship
- Logo on Tournament Flyer
- Logo on Sponsorship Banners
- Opportunity to speak during after party
- Signage on the Golf Carts

Silver Sponsor: \$3500

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

Bronze Sponsor: \$2000

- One Free Team Entry
- One Green OR Tee Sponsorship
- Logo on Sponsorship Banners
- Logo on drink tickets

Golf Ball Sponsor: \$1000 (Limit 2)

- Logo on Sponsorship Banners
- Logo on golf balls distributed to each player on team

Green and Tee Sponsor: \$500

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

Practice Green Sponsor: \$250

- Logo on sponsor banner
- Signage on practice green

NEW!! 2025 MEMBERSHIP MIXERS

Membership MIXERS (4 Available) April, May, June, & August: \$500

New for 2025 is our Membership Mixers. This is the perfect opportunity to showcase your business or showroom to our membership. Hosting a Membership Mixer is the sole responsibility of the sponsor to plan and execute the event. This includes the planning and payment of any food, drinks, venue rental, activities, and entertainment etc. The host will work with BHHBA Staff to coordinate date and time of event and will create and provide the graphic to promote the event. (Staff can assist with promotional graphics for a small fee if needed).

The BHHBA staff will assist in the promotion of the event. Promotion includes reminder postcard, emails to our distribution list of 1500 participants, Facebook event posts and creation on BHHBA page, listed on our website and in our newsletter publication. The staff will track an RSVP list and be present at the event. We do not guarantee a certain number of attendees, but every effort will be made to ensure a successful event.

NEW!! 2025 NEW MEMBER PUBLICATION

New Member Publication:

New Publication that will be distributed to all new members in their welcome packet. This includes a member directory. Will also be posted on our website, Facebook and printed copies available always at BHHBA reception desk.

- Premier Sponsor: \$1500 (1 Available)
 - Full Page Ad
 - 1–2-page article about your business
 - Emailed to distribution list and posted to Facebook as a standalone marketing item
 - Facebook live in your location by Staff once during 2025
- Full Page Inside Cover: \$600
- Full Page Back Cover \$600
- Full Page Ad: \$500
- ½ Page Ad: \$300
- ¼ Page Ad: \$150

NEW!! 2025 CHRISTMAS CELEBRATION

Jolly Entertainment Sponsor: \$3000

- Logo on sponsor slide show
- Logo on all BHHBA marketing (Flyer, Newsletter, postcards etc.)
- VIP Table with 8 complimentary tickets
- Mentions by the entertainment throughout the night
- 10 Minute speaking opportunities
- Signage on tables at the event
- 1 Social Media Post

Festive Sponsor: \$1000 (5 Available)

- Logo on sponsor slide show
- Logo on all marketing at the event
- 2 complimentary tickets

2025 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:

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1760 Rand Road

Rapid City, South Dakota 57702