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# BLACK HILLS HOME BUILDERS **SPONSORSHIP** OPPORTUNITIES

When you advertise or sponsor with BHHBA, you're connecting your business to a trusted network of builders, trades, and community members. Your partnership helps support events, workforce development, and the growth of our local housing industry.



605-348-7850

1760 Rand Road, Rapid City, SD



# ADVERTISEMENT & SPONSORSHIP BREAKDOWN

## 2026 MONTHLY SOCIALS

Our monthly socials provide meaningful networking opportunities for BHHBA members, bringing together builders, suppliers, trades, and industry professionals in a relaxed, engaging setting. Hosted at various locations throughout the Black Hills, these events consistently draw 100–150 attendees, offering strong visibility and connection opportunities for participating sponsors.

### Main Sponsorship: \$1500

- Banner(s) at the event (provided by sponsor)
- Name/Logo on postcard and in BHHBA Newsletter mailed to over 600 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: \$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

## 2026 BHHBA WEBSITE ADVERTISING

Your brand, front and center—24/7. Our website is a hub for industry professionals, community members, and event attendees, with thousands visitors each month and growing. As a Website Advertising Sponsor, your logo will appear in a rolling banner on our homepage, complete with a clickable link directly to your website. It's a simple, effective way to drive traffic, boost visibility, and align your brand with our mission.

We offer two exclusive tiers. All banner placements run for a full 12-month calendar year from the date of signup—ensuring long-term exposure and ongoing impact.

### 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 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

## 2026 NEWSLETTER ADVERTISING

Get your business in front of a highly engaged audience! Black Hills Home Builders Association produces 6 newsletters a year, and we'd love to feature you. Our bi-monthly newsletter is a printed booklet mailed directly to over 600 industry professionals, community members, and partners. Each issue is packed with valuable content—upcoming events, member highlights, important updates, and more—making it a go-to resource for our association. Advertising in the newsletter is a great way to boost brand recognition, share your message, and stay top-of-mind with decision-makers in the region.

Size of Ad	One Issue Cost	Full Year
¼ Page	\$200	\$500
½ Page	\$300	\$800
Full Page	\$400	\$1200
½ Page on Back Cover		\$1400
Full Inside Cover		\$2500

## 2026 WOMEN'S NIGHT

Reach 80–100 powerhouse women in the building industry at one of our most spirited and loved events! With both spring and fall Women's Nights, sponsoring gives your brand a chance to shine while showing real appreciation for the women who keep our industry moving—all in a fun, memorable, high-energy atmosphere.

### Gold Sponsor: \$500

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

### Silver Sponsor: \$250

- Signage at event

## 2026 HOME SHOW

The BHHBA Home Show is one of the largest and most trusted home-building events in the region, drawing thousands of homeowners, industry professionals, and families throughout the entire weekend. With over 5,000 attendees, dozens of vendors, interactive displays, and high-value networking opportunities, the Home Show provides unmatched visibility for businesses looking to connect with the community and showcase their products and services.

### **Platinum Presenting Partner Sponsor: \$10000**

- 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 4<sup>th</sup>)
- 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**

- Prominent logo placement on the cover of the Home Show Book and all printed advertising, including the Home Show bags.
- Your logo featured on Home Show banners displayed throughout The Monument for the duration of the event (banners provided by BHHBA).
- Two complimentary 10' x 10' booths to showcase your products or services to every guest.
- Choice of a ½-page color ad in the BHHBA newsletter (Jan/Feb or Mar/Apr) to reach our engaged audience year-round.
- Full-page ad in the Home Show Book for even greater exposure.
- Opportunity to include marketing materials in every Home Show bag, guaranteeing your message reaches every attendee.
- 20 courtesy tickets to share with clients, employees, or prospects.
- Minimum of 2 social media posts
- 2 Thursday Night Social Tickets

### **Silver Sponsor: \$2500**

- Your logo featured on Home Show banners displayed throughout The Monument for the duration of the event (banners provided by BHHBA)
- One complimentary 10' x 10' booth to showcase your products or services
- ¼-page ad in the Home Show Book to highlight your business
- Opportunity to include marketing materials in every Home Show bag, reaching every attendee
- Logo included on all BHHBA-printed advertising supporting the Home Show (excluding the Home Show bag)
- 20 courtesy tickets to share with clients, employees, or prospects
- 1 Social Media Posts

### **Bronze Sponsor: \$750**

- Opportunity to include marketing materials in every Home Show bag, reaching all guests
- Your logo featured on the Home Show bag for maximum exposure
- Logo displayed on Home Show banners throughout The Monument during the event (banners provided by BHHBA)
- 10 courtesy tickets to share with clients, employees, or prospects
- ½ page ad in the Home Show Book

**Wristband Sponsor: \$2000**

- include marketing materials in every Home Show bag, ensuring your message reaches every attendee
- ¼-page ad in the Home Show Book to highlight your business
- Logo featured on all BHHBA-printed advertising supporting the Home Show (excluding the Home Show bag)
- 15 courtesy tickets to share with clients, employees, or prospects

**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 displayed on Home Show banners throughout The Monument during the event (banners provided by BHHBA)
- Logo featured on all floor stickers for maximum in-venue exposure
- ½-page ad in the Home Show Book to showcase your business
- Logo included on all BHHBA-printed advertising supporting the Home Show (excluding the Home Show bag)
- 15 courtesy tickets to share with clients, employees, or prospects

**Main Breakroom Sponsor: \$500**

- Logo displayed on banners in the BHHBA office at The Monument and in the vendor breakroom (banners provided by BHHBA)
- Opportunity to place business cards or marketing materials on tables in the breakroom
- Booth space in the breakroom to connect directly with attendees and members

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

- Your ad displayed on screens throughout The Monument for the entire event
- Ad includes your booth and room number to drive attendees directly to your space
- Ad is provided by your company to BHHBA in the proper dimensions for display

**Kidz Zone Sponsor: \$1500**

- Logo featured on banners displayed throughout The Monument during the event (banners provided by BHHBA)
- ½-page ad in the Home Show Book to showcase your business
- Opportunity to include marketing materials in every Home Show bag, reaching all attendees
- 15 courtesy tickets to share with clients, employees, or prospects
- Put up or distribute any marketing materials you want in the Kidz Zone area.

## 2026 HOME SHOW BOOK

The Home Show Book reaches over 5,000 attendees before and during the event. It's distributed at key locations leading up to the show and included in every Home Show bag throughout the weekend. The book features a variety of ads, a full list of participating vendors, and valuable event details, making it a must-have resource for every guest.

Size:	Pricing:		
<b>Two Page:</b>	<b>\$1500</b>	<b>Featured Business Article (2 Page)</b>	<b>\$1500</b>
<b>Full Page:</b>	<b>\$900</b>	<b>Premium Ad's:</b> Includes 2 front pages, inside back 2 pages and back pages	<b>\$1200</b>
<b>2/3 Page:</b>	<b>\$650</b>		
<b>1/2 Page:</b>	<b>\$500</b>		
<b>1/3 Page:</b>	<b>\$350</b>		
<b>1/6 Page:</b>	<b>\$200</b>		

## 2026 PARADE OF HOMES

Put your business in front of hundreds of engaged homeowners, future buyers, and industry professionals! The Black Hills Home Builders Parade of Homes is one of our most anticipated annual events each year, drawing high traffic both in-person and online.

### **Presenting Partner \$5000**

- Home featured on the Cover of the 2025 Parade of Homes Publication.
- Featured home & business highlighted in the Parade of Homes TV Commercial.
- Professional photos of the house.
- Featured article about our home and business (2-4 pages) in the Parade of Homes Publication.
- Your article will also be featured in the Black Hills HBA November/December Newsletter.
- Full-page ad in the Parade of Homes Book.
- (2) 1-minute Social Media Video Teasers leading up to the event (taken by BHHBA Staff).
- (1) Facebook Live Feature during the Parade weekend.
- (2) social media posts promoting your home and/or business.
- Logo on the Parade of Homes Page on BHHBA Website in the Rolling Banner.
- 10 Courtesy Tickets.
- Logo on all printed advertising supporting the Parade of Homes.
- Host Location for the official "Parade of Homes Social"
- Event Hosted at your Parade Home or Business Location.
- Black Hills Home Builders will provide professional post-event cleanup services.
- Banner ad in the Parade of Homes mobile app that includes clickable link to your webpage.

### **Gold Sponsor: \$2000**

- Full Page ad in the Parade Of Homes Publication.
- Article about your home and business (2-4 pages) in the Parade of Homes Publication.
- (2) social media posts promoting your home and/or business (created by BHHBA Staff).
- (2) 1-minute Social Media Video Teasers leading up to the event (taken by BHHBA Staff).
- (1) Facebook Live Feature during the Parade weekend (taken by BHHBA Staff).
- Logo on all printed advertising supporting the Parade of Homes.
- Logo on the Parade of Homes Page on BHHBA Website in the Rolling Banner.
- Sneak Peak blurb of article on cover of the Parade of Homes Publication.
- Logo on the Cover of the Parade of Homes Publication.
- 10 Courtesy Tickets.
- Banner ad in the Parade of Homes mobile app that includes a clickable link to your webpage.

## 2026 PARADE OF HOMES

### Silver Sponsor: \$1000

- 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

### Parade of Homes Mixer Sponsor: \$2,000

- Exclusive recognition as the main sponsor of the Mixer
- Logo featured on all marketing and promotional materials for the Mixer event
- Full page ad in the Parade of Homes book
- 10 courtesy tickets for the home tour

### Exclusive Driveway Sponsor: \$1000

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

### Ticket Sponsor: \$500

- Ad on the ticket to entry for POH
- ¼ ad in the POH Magazine

## 2026 PARADE OF HOMES BOOK

Advertising in the official Parade of Home Book is a prime opportunity to showcase your products or services to a targeted, home-focused audience. Whether you're in construction, design, real estate, or lifestyle services—this is the place to be seen.

Size:	Pricing:		
Two Page:	\$1500	Featured Business Article (2 Page)	\$1500
Full Page:	\$900	Premium Ads: Includes 2 front pages, inside back 2 pages and back pages	\$1200
2/3 Page:	\$650		
1/2 Page:	\$500		
1/3 Page:	\$350		
1/6 Page:	\$200		

## 2026 PARADE OF HOMES MOBILE APP

Stay in their hands—literally! The Parade of Homes App is the go-to guide for attendees navigating the event, viewing home details, and planning their stops. With thousands of users engaging with the app throughout the event weekend, advertising here means real-time visibility with an audience actively exploring home design, construction, and local services.

Feature your business front and center with clickable ads, sponsor banners, and premium placement that drives instant traffic and brand recognition.

### **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

## 2026 FALL GOLF TOURNAMENT

Our Fall BHHBA Golf Tournament is one of our most well-attended member events, typically drawing 38+ teams and more than 100 members on tournament day. This high-energy, sold-out event offers sponsors outstanding visibility, direct engagement with builders and industry professionals, and a fun, relaxed environment to build relationships before the busy year-end season.

### **Gold Sponsor: \$5000**

- Logo on main sponsor banner provided by BHHBA
- Opportunity to display your banner at the event, provided by you
- 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 the Tournament Flyer
- Signage on Golf Carts

### **Silver Sponsor: \$3500**

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

### **Green & Tee Sponsor: \$600**

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

### **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

### **Practice Green Sponsor: \$250**

- Logo on Sponsor Banner
- Signage on practice green

### **Golf Ball Sponsor: \$1000**

(Limit 2: Double Sided Ball with 2 logos)

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

### **Game Sponsor: \$500**

- Logo on Sponsor Banner
- Opportunity to work game at a specific hole
- Signage at game hole



## 2026 SPRING GOLF TOURNAMENT

Our newly established Spring Charity Golf Tournament kicks off the season with a fun, community-focused event dedicated to supporting the Black Hills Home Builders Community Foundation 501(c)(3). This tournament combines friendly competition with a meaningful cause, giving sponsors the opportunity to make a visible impact while connecting with builders, industry partners, and supporters who are committed to strengthening workforce development and community initiatives across the Black Hills.

### **Gold Title Sponsor: \$7500**

- Logo on main sponsor banner provided by BHHBA
- Opportunity to display signage banner at the event provided by the company
- Two Free Team Entry
- One Green and Tee Sponsorship
- Logo on the Tournament Flyer
- Logo on golf balls distributed to each player on each team (Double-Sided Ball with 2 logos)
- Sticker decal located on every golf cart (Excluding the snack a cart)
- One social media video provided by BHHBA staff
- Opportunity to add swag to welcome player bags

### **Silver Sponsor: \$3500**

- Logo on main sponsor banner provided by BHHBA
- Opportunity to display signage banner at 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

### **Green and Tee Sponsor: \$500**

- Logo on Sponsor Banner Signage on the tee box and green of one hole

### **Practice Green Sponsor: \$250**

- Logo on Sponsor Banner
- Signage on practice green

### **Experience Hole Sponsor: \$500**

- Make your mark by creating a memorable moment on the course! Experience Hole Sponsors will host a unique experience at one hole — such as a bourbon tasting, cigar bar, golf swing challenge, or themed refreshment stop. This is a fun way to network directly with players while promoting your brand in an unforgettable way.

## 2026 SUMMER FISHING TOURNAMENT

Advertising in the BHHBA Foundation's Annual Fishing Tournament puts your business in front of industry professionals, families, and community members who come together each year to support a meaningful cause. Your brand will be featured throughout an event that raises funds for workforce development, student scholarships, community care projects, and builder mentorship programs—giving you high-visibility exposure while helping build a stronger future for the Black Hills.

### Presenting Sponsor: \$5000

- Company name/logo included in event title ("Fishing Tournament presented by...").
- Logo on all promotional materials, website, social media, and press releases.
- 2 complimentary teams (up to 4 anglers per team).
- Banner displayed at check-in and awards ceremony.
- Option to provide branded items for all participants (hats, tackle bags, koozies, etc.).
- Recognition during awards ceremony.

### Platinum Sponsor: \$2500

- Prominent logo placement on event signage, website, and social media.
- 1 complimentary team entry (up to 4 anglers).
- Banner displayed at weigh-in station.
- Recognition at awards ceremony.

### Gold Sponsor: \$1000

- Logo on signage, website, and social media.
- Banner displayed at team check-in or lunch station.
- Recognition during awards ceremony.

### Silver Sponsor: \$500

- Logo included on event banner and program.
- Recognition on social media.
- Opportunity to provide prize items or branded giveaways.

### Bronze Sponsor: \$250

- Name listed on event signage and social media.
- Recognition at awards ceremony.

### Special Sponsorship Add-Ons:

Companies can also sponsor specific elements of the tournament:

#### • Weigh-In Station Sponsor – \$750

Logo displayed at weigh-in area + recognition in photos/videos.

#### • Lunch Sponsor – \$1,000

Banner at lunch area, logo on meal tickets, recognition during meal.

#### • Awards Sponsor – \$1,000

Logo featured on award plaques/trophies, recognition during the ceremony.

#### • Boat Launch Sponsor – \$500

Signage at boat ramp + recognition in event program.

#### • Prize Sponsor – \$250+

Provide branded items (coolers, rods, gift cards) for winners or raffles.

## 2026 MEMBERSHIP MIXERS

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

Member Mixers are 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.

## 2026 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

- 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 2026

Size of Ad:	Pricing:
¼ Page	\$150
½ Page	\$300
Full Page	\$500
Full Page Inside Cover	\$600
Full Page Inside Back Cover	\$600

## 2026 CHRISTMAS CELEBRATION

Reach members at one of our biggest and most beloved events of the year.

The BHHBA Christmas Celebration is one of our most well-attended and lively social events—bringing together a packed house of members for an evening of food, fun, and festive cheer. With crowd-pleasers like caricature drawings, great company, and seasonal flair, it's a night everyone talks about.

Sponsorships offer a unique chance to get your brand in front of a broad audience of builders, remodelers, suppliers, and industry professionals—all in a relaxed, high-energy setting where connections are made and remembered.

### **Jolly Entertainment Sponsor: \$3000 (1 Available)**

- 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
- Signage on tables at the event
- Social media Shout Out
- 5 complimentary tickets
- Opportunity to provide swag or set up a display
- ½ ad in the newsletter of your choice

### **Holiday Cheer Sponsor: \$500**

- Logo on sponsor slide show
- Social media Shout Out
- 2 complimentary tickets

### **Drink Sponsor: \$750**

- Logo on sponsor slide show
- Social media Shout Out
- 4 complimentary tickets

## 2026 MARKETING GUIDE PAYMENT AGREEMENT

This form is to accompany the Sponsorship and Advertising Payment Agreement. 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: \_\_\_\_/\_\_\_\_ CVC: \_\_\_\_\_

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**