

# 2012 Membership



## Events & Opportunities Guide



# FROM THE PRESIDENT

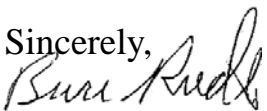
Where would you like to take your membership in 2012? Who is your target audience: Remodelers, custom home builders, consumers? Would you like to attend formal events such as the Remodelers of Distinction Awards and Installation Banquet? Do you prefer the more casual networking events such as a golf outing or trivia night? Consider this Event & Marketing Guide as a outline on how to add value to your membership and generate recognition for your company in front of your industry peers.

Our organization provides members an abundance of affordable opportunities for professional development and recognition. The HBA Event & Marketing Guide highlights the majority of events produced by your association throughout the course of the year. All opportunities featured are accompanied by description to give you a better idea of what the event/publication/seminar is all about. Each marketing opportunity not only includes an investment amount, but also recognition you can expect in return.

Getting the most from your membership also means getting involved. We invite you to consider joining a committee or council that will lead you to the important step of building relationships and potential leadership positions at local, state and national levels.

The association would like to extend a special thank you to the 2012 HBA Partners, whose sponsor donations and involvement top the charts. Companies like these are the lifeblood of the association. More information on how you can become an HBA Partner and received special recognition throughout 2012 is included in this Guide.

We hope that you look to 2012 with as much anticipation as we do. If you have questions regarding an opportunity published in this guide, please contact us at (618) 343-6331.

Sincerely,  
  
Bruce Riedle, 2011 HBA President



"Getting the most from your membership also means getting involved"

# ABOUT HBA



6100 W Main St.  
Maryville, IL 62062  
(618) 343-6331  
(618) 343-635 fax  
[www.hbaswil.org](http://www.hbaswil.org)

## Our Mission

To be the Voice of the Homebuilding and Remodeling Industry in Southwest Illinois.

The Home Builders Association (HBA) of Greater Southwest Illinois is an organization made up of firms in the building industry that includes builders, remodelers, developers, and associated businesses. The association serves the Bond, Calhoun, Clinton, Greene, Jersey, Madison, Monroe, Randolph, and St. Clair counties that comprise the Illinois communities of the St. Louis metropolitan area. This Association is dedicated to improving the local housing industry through legislation, education and services for the benefit of our members and local communities.

The association, affiliated with the National Association of Home Builders and the Home Builders Association of Illinois, interacts with the government, community and general public to enhance the business climate for its members, and to provide quality obtainable housing to the community it serves.

## Association Staff

Tracy Butler, *Executive Officer*  
[tbutler@hbaswil.org](mailto:tbutler@hbaswil.org)

Suzie Scott, *Director of Member Services*  
[sscott@hbaswil.org](mailto:sscott@hbaswil.org)

# OPPORTUNITY DATES IN THIS GUIDE

JAN 20	Installation Banquet and Remodelers of Distinction Awards
FEB 10	Green Building Council - Bowling Night
MAR 2, 3, 4	Home Show
APR 27, 28, 29	The Big Move / Homes on Parade
May 4, 5, 6 MAY 18	The Big Move / Homes on Parade Sport Clay Shoot
JUN 15	Membership Event - Night at the Races
JUL 20	HBA Annual Golf Outing
SEP 14	Softball Tournament
OCT 5	Remodelers Council Golf Outing
NOV 16	Trivia Night
DEC 6	HBA Holiday Party - Casino Night



# MAXIMIZE YOUR INVESTMENT

Become a HBA Partner!



## HBA Annual Sponsorship Program

**Recognition you cannot afford to miss out on!**

*As an HBA Annual Sponsor, there are many benefits you will receive throughout the calendar year depending on the level you choose. Additional special benefits and recognitions for sponsors will be developed throughout the year, not to mention the increased business exposure.*

### - SPONSORSHIP LEVELS - BENEFIT PACKAGE - COSTS VS. VALUE

#### Premier Foundation: \$1,500 (value of \$3,000)

- Banner, newsletter and website logo recognition
- Website Online Directory Banner Ad
- Membership Event Sponsorship
- Touch Program Logo Sponsor
- Sport Clay Shoot T-Shirt Sponsor
- Golf Outing Give-a-way Sponsor
- Softball Tournament Food Stand Sponsor
- Casino Night Table Sponsor

#### Reputable High Hammer: \$1,000 (value of \$2,000)

- Banner, newsletter and website logo recognition
- Website Online Directory Sidebar Ad
- Educational Offerings Sponsor
- Sport Clay Shoot Station Sponsor
- Golf Outing Hole Sponsor
- Softball Tournament Field Sponsor
- Casino Night Table Sponsor

#### Faithful Straight Edge: \$500 (value of \$1,000)

- Banner, newsletter and website logo recognition
- Sport Clay Shoot Station Sponsor
- Golf Outing Hole Sponsor
- Casino Night Entry for Two (2)

#### Loyal Level: \$250 (value of \$500)

- Banner, newsletter and website logo recognition

#### Register your commitment level:

- ◇ Premier Foundation \$1,500
- ◇ Reputable High Hammer \$1,000
- ◇ Faithful Straight Edge \$500
- ◇ Loyal Level \$250

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Email address \_\_\_\_\_

#### Payment Options

- Invoice Company                       Check Enclosed  
 3 month payment option (check or credit card)  
 Credit Card below

Credit Card# Visa or Mastercard ONLY

Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

**Complete and return this form by January 31, 2012 to:**

Home Builders Association of Greater Southwest Illinois  
6100 West Main St., Maryville, IL 62062

Office: (618) 343-6331 - Fax: (618)343-6335 - Email: hba@hbaswil.org

[www.hbaswil.org](http://www.hbaswil.org)





# Membership Events & Unofficial HBA Events

Monthly

**Held on the 1st Thursday, Of the month Apr, May, Sep Nov & Dec 5:00 - 8:00 pm**

**Official Membership Events held at: VFW Post 5691 1234 Vandalia Collinsville, IL Dinner & Cocktails**

**Held every 3rd Friday, Of the month (pending other HBA events)**

**Unofficial HBA Events: Locations to vary**

**Membership Events focused on networking, industry related topics and engaging speakers.**

- Social hour to reconnect with colleagues
- Come as you are and invite your friends
- Average Attendance: 80+ Builders & Associates
- Cost: \$25 per person per meeting

### Event SPONSORSHIP OPPORTUNITIES:

*Meeting Sponsor (limit 2) - \$300*

- 2 complimentary attendees with preferred seating
- One company representative to offer 3-5 minute presentation
- One 6-foot tabletop display at venue
- Logo included in all promotional materials
- Signage at event

*Tabletop Display (limit 4) - \$200*

- One 6-foot tabletop display at venue
- Logo included on all promotional material

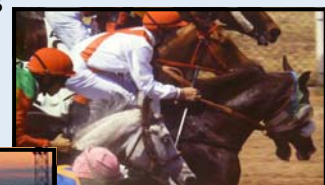


### Nothing But Networking!

**Unofficial HBA Events are open for HBA members and friends to enjoy an evening out. A time and place will be coordinated by the HBA and everyone that attends will pay for themselves for the evening. It's a great and fun new way to get together.**

- Comedy Club
- Sport Events
- Wineries

St. Louis Attractions



January

# Installation Banquet & Remodelers of Distinction Awards

An exclusive HBA celebration featuring the installation of the 2012 Board of Directors. This annual event is one of the highlights of the new year and provides an opportunity to show your support of the newly inducted board of directors while honoring those past leaders that have proudly served. This event also recognizes excellence among its membership by presenting the Remodelers of Distinction awards.

<b><u>Sponsorship Opportunities:</u></b>	
Gold Sponsors.....	\$500
Silver Sponsors.....	\$250
Bronze Sponsors.....	\$100

**DATE: January 20, 2012**

**LOCATION: Villa Marie Winery**

**INDIVIDUAL RESERVATIONS: \$60 per person**

**AVERAGE ATTENDANCE: 200 Builders & Associates**

**Committee: 4th Thursday - September through January**

March

# Home Show

The BEST & LARGEST Home Show in Southwest Illinois! This once a year event features the home building industries latest trends and products for consumers to view in one weekend. The marketing campaign that your HBA puts together reaches out to over 300,000 consumers in the Metro East.

<b><u>Sponsorship Opportunities:</u></b>	
Exclusive Corporate Sponsor..	\$5,000
Community Service Sponsor...	\$1,000
Kids Area and Under 12 Free..	\$1,000
Bag Sponsor.....	\$ 750
Industry Night Party Sponsor..	\$ 500
Lanyard Sponsor.....	\$ 500
Ticket Booth Sponsor.....	\$ 200
Parking Spot Sponsor.....	\$ 100

**DATE: Friday, March 2 thru Sun, March 4, 2012**

**LOCATION: Belle Clair Fairgrounds, Belleville, IL**

**BOOTH COSTS: \$200 to \$1450**

**AVERAGE ATTENDANCE: 200+ exhibitors & 5,000+ consumers**

**Committee: 3rd Wednesday every month**

May

# Annual Sport Clay Shoot Challenge

Sporting Clay is an event designed to simulate game shooting with teams of six competing over a 10 station course. Attendees finish off the day with an awards ceremony, catered dinner and the chance at winning a gun valued at over \$800!

<b><u>Bang for your Buck Opportunities</u></b>	
Snack/Soda Cart Sponsor.....	\$250
Grub Sponsor.....	\$250
T-Shirt Sponsor.....	\$200
Score Sheet Sponsor.....	\$150
Double Station Sponsor.....	\$100

**DATE: May 18, 2012**

**INDIVIDUAL REGISTRATION: \$90 per person**

**AVERAGE ATTENDANCE: 140+ HBA members and guests**

**LOCATION: World Shooting & Recreational Complex, Sparta, IL**

**Committee: 4th Thursday - February through May**

**HBA CONSUMER FOCUSED EVENT!**

**April / May**

the  
**BIG**  
move  
**HOMES ON PARADE**

**April 27th, 28th, 29th  
May 4th, 5th 6th**



**HOME BUILDERS  
ASSOCIATION**  
OF GREATER SOUTHWEST ILLINOIS

[www.localbuilderevents.com](http://www.localbuilderevents.com)

**An Incredible New Home Sale with  
Amazing Prices and Incentives.**

**Save thousands on marketing your inventory!**

**Open to Madison & St. Clair Counties!**

**Organized event with affordability and consumer recognition in mind.**

**HBA Member New Home Entry Fee \$750 for 1st home entered includes:**

- 2 week concentrated marketing program in Radio, Print and Social Media
- Magazine of featured homes distributed in local newspapers
- Website listing of your home(s) year round

**3 Levels of Sponsorships ranging from \$2500 to \$500 with limited opportunities**

**Collective buying power in the exclusive event magazine that will be shared with over 100,000 households**

# Unofficial HBA Event "Night at the Races"

June

It's a safe bet to say that you don't want to miss this event. Enjoy a favorite summer pastime with family, friends and network with industry colleagues at the racetrack. Place your bet and watch the horses come down the stretch! Having a great time may not be the only thing you walk away with.



**DATE: June 15, 2012**

**LOCATION: Fairmount Racetrack, Collinsville**

**INDIVIDUAL COST: \$13**

**AVERAGE ATTENDANCE: 120+ HBA members, family and friends**

## Golf Outing

July

A fun filled event spent at one of our areas finest courses hand picked by a team of fellow members. Many prizes, give-a-ways, games, lunch and drinks are all inclusive and the days schedule ends with contest winner announcements and a great meal. Our goal is to treat you like a pro on and off the course.

### SPONSORSHIP OPPORTUNITIES

Exclusive Course Sponsor.....	\$250
Drawstring Backpack Sponsor .....	\$250
Stationary Beverage Sponsor.....	\$200
Course Contest Hole Sponsor.....	\$150
Hole Sponsor.....	\$100

**DATE: July 20, 2012**

**LOCATION: To Be Announced, IL**

**INDIVIDUAL RESERVATIONS: \$125 ALL INCLUSIVE**

**AVERAGE ATTENDANCE: 144 Golfers + 20 volunteers**

**Committee: 2nd Thursday - March through July**

## Softball Tournament

September

Let's Play Ball! Sign up to play a round robin game consisting of 4 teams and enjoy some friendly competition while going for the championship. Fans are encouraged to sign up to cheer on the players and get autographs.

### SPONSORSHIP OPPORTUNITIES

Beverage Sponsor.....	\$250
Team T-Shirt Sponsor .....	\$200
Hot Dog Stand Sponsor.....	\$150
Field Sponsors.....	\$100

**DATE: September 21, 2012**

**LOCATION: To Be Announced, IL**

**ALL STAR INDIVIDUAL PLAYER: \$15**

**LUNCH FAN: \$5**

**AVERAGE ATTENDANCE: 80 Players**

**Committee: 2nd Wednesday - May through September**

# HBA Public Directory



## 2012 DIRECTORY OF

HOME BUILDING &  
HOME IMPROVEMENT  
PROFESSIONALS



WORK WITH THE **BEST**...  
WORK WITH AN **HBA** MEMBER!

HOME BUILDERS  
ASSOCIATION  
OF GREATER SOUTHWEST ILLINOIS

## 2012

### Public Directory Advertising Rate Card

A unique publication that will reach over 50,000 people as an insert in the Sunday Belleville New-Democrat in January 2012.

- All ads will be in **full color**
- Minimum of a 16 page **Sunday insert in BND**
- **Collective Marketing benefit** for HBA members **ONLY**
- Only **ready-to-use ads** can be submitted
- Deadline: **November 30, 2011**

Full Page  
7.75"W x 10"H  
vertical ad ONLY

Half Page  
7.75"W x 5"H  
horizontal ad ONLY

1/4 Page  
3.75"W x 5"H  
vertical ad

Purchase valuable ad space that will be viewed by the same people that keep your business going!

### Rates

	<u>Ad Size</u>	<u>Ad Placement</u>
\$1,000	Full Page	Back Cover
\$ 750	Full Page	Inside Cover
\$ 600	Full Page	3 inside pages
\$ 500	1/4 Page	Cover Page (2 spots)
\$ 375	Half Page	3 positions available
\$ 200	1/4 Page	7 positions available

All current HBA members will be listed by classified listing in this publication, additional advertising options and costs provided are not negotiable.

Due to limited space restrictions in the first 16 pages of the Public Directory Insert advertising reservations will be taken on a first come first serve basis within the HBA membership. Additional pages maybe added to the insert providing the demand is great enough. You will be notified of the status of your advertising reservation by HBA staff.

Back Cover \_\_\_ @ \$1,000  
 Inside Cover \_\_\_ @ \$ 750  
 Full Page \_\_\_ @ \$ 600  
 1/4 Cover Page \_\_\_ @ \$ 500  
 Half Page \_\_\_ @ \$ 375  
 1/4 Page \_\_\_ @ \$ 200

Total Amount Due  
\$ \_\_\_\_\_

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Email/Phone# \_\_\_\_\_

Payment Enclosed     Invoice Company     Charge to credit card

Charge to Visa/Master Card# \_\_\_\_\_

Home Builders Association of Greater Southwest Illinois  
 6100 West Main St., Maryville, IL 62062  
 Office: (618) 343-6331 - Fax: (618)343-6335 -



# Remodelers Council Fall Golf Outing

October

Taste of Southwest Illinois Golf Outing features local favorite restaurants on the course handing out samples of their signature foods while you enjoy a beautiful day on the links.

## Sponsorship Opportunities

Roaming Cart Sponsor.....	\$200
Hole Sponsor.....	\$ 50
Tee Sponsor.....	\$ 40

**DATE: October 12, 2012**

**LOCATION: To be announced, IL**

**INDIVIDUAL REGISTRATION: \$80 per person**

**AVERAGE ATTENDANCE: 85+ golfers and volunteers**

Council: 2nd Tuesday every month

# Trivia / Silent Auction Event

November

Team efforts of mind power to show off how many facts, useless knowledge and memory retention a group can share on topics that range from history, geography, music, entertainment and current events.

## Recognition Opportunities

Genius Sponsor .....	\$200
Intelligent Sponsor.....	\$100
Smarty Pants Sponsor.....	\$ 50

**DATE: November 1, 2012**

**LOCATION: VFW Post 5691, Collinsville**

**INDIVIDUAL COST: \$25 per person**

**AVERAGE ATTENDANCE: 100+ HBA members, family and friends**

Committee: 4th Tuesday - August through October

# Casino Night

December

Get your lucky shoes on and come out to the HBA's Las Vegas style event, Casino Night! This event features a Texas Hold 'em Tournament for those serious card players and offers all the other fun games such as Roulette, Craps, Black Jack and Poker. Big Prizes to the top winners and fun for everyone present!

## Sponsorship Opportunities

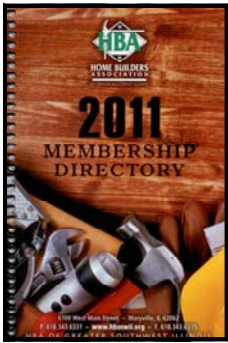
Lounge Sponsor.....	\$250
Table Sponsor.....	\$100
Dealer Sponsor.....	\$150

**DATE: December 6, 2012**

**LOCATION: VFW Post 5691, Collinsville**

**BUY IN RESERVATIONS: \$50 per person**

**SPECTATOR RESERVATION: \$25 per person**



# PUBLICATIONS

## Annual Membership Directory

The essential reference of HBA members at your finger tips. This useful guide includes complete contact information of every HBA member in a convenient “phone book” style with additional features of committee members and government official departments. All members receive multiple free listings alphabetically and categorically. Rates range from \$995 to \$200.

## PUBLIC Membership Directory

Scheduled to be released in January 2012 reaching 80,000+ consumers as an insert in the Belleville News-Democrat. All ads are in full color with rates varying from \$200 to \$1,000.

# EDUCATION

## HBA Education

Throughout the year, the HBA holds various educational seminars tailored for your needs as a building professional. These programs focus on practical training for newcomers and veterans alike, with lots of ideas and strategies you can use everyday to improve your business and advance your career. Courses geared toward Certified Graduate Remodeler, Certified Green Professional, and Certified Graduate Builder.



Additional seminars that have been held:

- 90 Minute Law School
- EPA Lead Safety Certification Course for Renovation, Repair and Painting
- Forecast for an Improving Market
- Green Building Science 201
- IECC / REScheck
- OSHA Fall Protection



## The HBA Wants YOU!

HBA of Greater Southwest IL invites you to participate in one of the many committees that keep your association running smoothly. Below are the committees and councils with descriptions for your involvement consideration.

***Standing Committees and Councils:*** Meets monthly year round to develop programs, strengthen membership, promote industry and shape the backbone of the association.

**Green Building Council:** Developing a coalition of responsible Green Building Industry leaders dedicated to the education, awareness and promotion of sustainable design, energy efficiency and environmental responsibility. Meets on the 2nd Wednesday of every month. \$60 Membership fee.

**Finance Committee:** Establishes annual budget. Reviews financial condition of the HBA. Meets on the 3rd Monday of every month.

**Home Show:** This committee develops, sets policy, produces and oversees the HBA Home Show. Meets on the 3rd Wednesday of every month.

**Marketing / PR:** Maintains information on website, responsible for the advertising purchases for public events and announcements. Develops public relations for consumers to utilize the HBA as their #1 resource. Meets on the 2nd Tuesday of every month.

**Membership / Retention:** Identifies and recruits new members. Plans and conducts programs for members development. Meets on the 3rd Thursday of every month.

**PAC:** To support candidates and elected officials who advocate homeownership, protect real estate property rights and provide awareness concerning housing issues. Meets on the 3rd Tuesday of every month.

**Remodelers Council:** Develops and implements programs, services and networking opportunities for remodeler members. Meets on the 2nd Tuesday of every month. \$60 membership fee.

***Event Committees:*** Meets seasonally to create networking and educational outings for all members to enjoy.

**Fall Golf Outing Committee:** Meets on the 2nd Tuesday (July - October)

**Golf Outing Committee:** Meets on the 2nd Thursday (March - July)

**Installation Banquet:** Meets on the 4th Thursday (September - January).

**Softball Tournament:** Meets on the 2nd Wednesday (May - September)

**Sport Clay Shoot:** Meets on the 4th Thursday (February - May).

**Trivia Night:** Meets on the 4th Tuesday (August - October).

**Contact the HBA office when you are ready to expand your professionalism with your committee of choice.**

HBA of Greater Southwest IL, 6100 W. Main St.,  
Maryville, IL 62062

Office 618-343-6331 Fax 618-343-6335 [www.hbaswil.org](http://www.hbaswil.org)

## 2012 Home Show Corporate Sponsors



## 2011 Home Builders Association Annual Sponsors

### Premier Foundations



### Reputable High Hammer



Gershman Mortgage



### Faithful Straight Edge



## BELLEVILLE NEWS-DEMOCRAT

### Loyal Levels

