



**Home Builders & Remodelers
Association of Connecticut, Inc.**

Marketing & Promotions Guide

**2019/2020 Sponsors, Advertisers
Suppliers/Vendors and Forums**

HBRA of Connecticut, Inc.
435 Chapel Road, Suite B
South Windsor, CT 06074

P: 860-500-7796

F: 860-500-7798

www.hbact.org

*Vision: Building CT's Economy, Communities and Better Lives One Home at a Time
Mission: Using Effective Advocacy and New Knowledge to Solve our Member's Problems*

HOBİ AWARDS



HOBİ Applications Available

Submit your application by
September 11, 2019 to JMC Resources

[DOWNLOAD THE APPLICATION](#)



Join the best in our industry by entering Connecticut's only Home Building Industry Awards. Sponsored by the HBRA of CT, The HOBİ's (HOME BUILDING INDUSTRY) offer recognition for excellence in home design and construction, home technology, sales and marketing, home financing and community service.

HOBİ Sponsorships

Support Connecticut's premier home building industry awards. Reach an audience of over 880+ professional, successful members of the homebuilding, remodeling and land development industry in Connecticut.

Top Sponsors: These newly designed sponsorships are for those who want the most exposure. Beginning at \$3,500. Packages are customized and include complimentary tables of 10 for sponsors in front row at event. Video opportunities available for additional charge. Call our office to discuss packages and pricing.

Platinum Sponsors:

- *Gold Level Below*
- 8' display table or area for displaying your marketing materials and network during cocktail time
- Three (3) complimentary attendees at event

Gold Sponsors (customize your package):

- *Silver Level Below, **PLUS***
- Two (2) complimentary attendees at event
- Sponsor Plaque and photo op at the event
- ***SPECIAL GOLD PLUS LEVEL** - add an 8' display table or area for displaying your marketing materials and network during cocktail time.
*(add \$250, total Gold sponsor with display space)

Silver Sponsors:

- Sponsor Logo and listing on all marketing materials, emails, mailers and signage at event
- Social Media postings promoting sponsor on all platforms (Facebook, Instagram, Twitter)
- Sponsor listing in our HOBI Dinner Program Book's Sponsor Page
- Sponsor logo on the big screen at the event during cocktail hour and program
- Premier sponsor seating in front of room
- Sponsor company name listed in HOBI Awards issue of CT Builder Magazine
- **PLUS** sponsor logo on the HOBI page of the HBRA of CT's website (www.hbact.org) with a link to your company for a full year

HOBI Program Book Advertising

- Half Page Ad (7.5"W x 5"H)
- Full Page Ad (7.5"W x 10"H)
- Inside Front/Back Cover (7.5"W x 10"H)
- Outside Back Cover (7.5"W x 10"H)

HOBI Dinner Reservations

Join 880+ attendees at the annual HOBI Awards gala. Watch for registration announcements and early bird pricing and advance registration deadlines at www.hbact.org/HOBIawards.

Home Building Industry Day at the Capitol (HBID)



Each year during the Connecticut Legislative Session, members meet at the state Capitol for a half day blitz to press our issues before legislators. Issues change each year and invariably we're on both offense and defense. Our CEO and in-house lobbyist, and outside contract lobbyist, Gaffney, Bennett & Assoc., work hard with our Gov't Affairs Committee to represent the industry's interests. This event is a critical component to put the face of our industry in front of legislators. Typically, close to 100 members and guests come to Hartford and meet with their legislators, and legislative leaders. A breakfast issues briefing and talking points packets are provided to all.

HBID Sponsorships

HBID Sponsorships are \$200. Join the 15-25 sponsors who support our HBID. We will list your company name on all marketing materials for the event, and signage at the event, with a special thank you from the podium during the breakfast issues briefing.

Housing Defense Fund



What is HDF? HDF, or Housing Defense Fund, is the account that pays for the HBRA of CT's outside advocacy expenses. It's a critical component of the HBRA's extensive lobbying effort on behalf of our industry. HDF pays for legal actions, public affairs and data research that support our advocacy goals and extraordinary lobbying assistance beyond our normal staff and contract lobbyists.

What HDF is Not? HDF is not a political fund and not one dollar of HDF can or will go to any political candidate or any party committee. Therefore, campaign finance laws do not apply to the HDF and there are no limits on personal or corporate contributions to the HDF.

HDF Depends on Contributions from Industry Members. HDF needs HBRA's Builder and Associate members, and others, to contribute so we can engage in more effective advocacy to help remove regulatory burdens and promote the industry statewide. When we're successful, everyone wins. The more who contribute, the louder our HDF voice can be heard.

Join an HDF Club Today: Simply put, we need YOU! Please contribute what you can to support the HDF today. The leaders of the HBRA of CT, and the HDF Steering Committee, promise that every dollar of your contribution will be used to promote the residential construction industry, seek regulatory and tax relief, and defend against attacks on home builders, remodelers and land developers.

Four Club Levels:

Chairman's Club (\$1,000+); **President's Club** (\$500—\$999); **Defender's Club** (\$250—\$499); **Supporter's Club** (\$25-\$249).

All HDF donors will receive recognition from the HBRA. \$250 - \$499 contributors will receive a silver lapel pin, while \$500 and above contributors will receive a gold lapel pin signifying your support of HDF. All contributors at \$250 or more will also receive permanent recognition on the HDF trophy, with their name associated with their club level and year of contribution, to be displayed at major HBRA of CT events.

Donations are welcome anytime, by sending a check payable to HBRA of CT to our office. Thank you for your support.

CT Developers Forum



Connecticut Developers Forum - A broad based coalition of people and firms that promote the development and redevelopment of residential, commercial and industrial land in Connecticut in accordance with sound economic, planning, land development, and environmental policies.

We meet every first Thursday of the month, September - June, to various locations in CT, providing great networking and education each month. June and December meetings are social cocktail events for the members and guests. Forum participation is by company or firm. Builders, developers, economists, planners, lawyers, engineers, real estate specialists and others discuss a wide variety of issues with forum participants. Our CEO and Lobbyist gives a monthly update on the current legislative session, hurdles we face, issues and changes to legislation, or regulations. The outcome is always informational, and often entertaining!

Each meeting begins with a social cocktail hour for networking, followed by a market survey of attendees and what is going on in their areas. The programs usually include an outside speaker, and our topics range from real estate market and economic updates, legislator panel, storm water issues, legislation and changes businesses in our industry need to know.

Annual Participation Fee:

- **Active Member** - \$500 annually
- **Allied non-profit professional & trade organizations** - \$250 annually for groups tax exempt under IRS 501 (C).

CT Developers Forum Sponsorships

\$200 Meeting Sponsor (*one sponsor per meeting*)

Bring a display, or takeaway item for attendees. Recognition from Chairman at event, a few words from our sponsor. (if desired)

Fiano Family BUILD-PAC Golf Classic



Play golf at the TPC River Highlands just after the pros leave, and support the National Association of Home Builders BUILD-PAC. The largest national BUILD-PAC fundraiser in the nation occurs right here with this event. Connecticut HBRA also enjoys a “split-back” from the NAHB BUILD-PAC, once we’ve met our fundraising goals, that directly supports our government affairs advocacy efforts.

Sponsorship levels to support the golf play and post-play reception dinner include Gold at \$1,500, Platinum at \$2,500 and Diamond at \$3,500. See www.hbact.org/BuildPACGolfTournament.



Website Sponsor

Sponsor our website for a year for \$1000, or try us for 6 months for \$500. Your logo and link to your website appears prominently on our home page. Other value packages can be arranged for placing your logo and link on other pages. Available to members only and for our affinity program contract partners. See: www.hbact.org/WebSiteSponsorships

Advertise on Email Blasts

Emails, including advocacy alerts, updates and newsletters are periodically sent to all HBRA members statewide. For appropriate e-blasts, you can add your name, logo and a brief marketing message, we'll link it to your website. \$150 per ad; give us a call for multiple ad discounts. Available to members only and affinity program contract partners.

Mailing List Rental

You can rent our mailing list of the entire member base on one time peel and stick mailing labels, or digital file. The cost is \$350 and you must sign an agreement that you will not duplicate the list. Available to members only and affinity program contract partners.

Great way for associate members to reach HBRA members with your product brochures or larger mailings.

Showcase Home of the Year

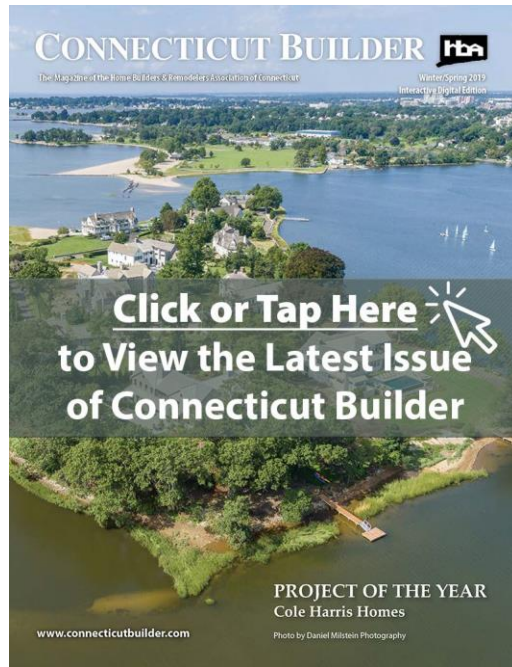
An innovative education program for members and the public. Builder participant chooses participating vendors. The program, otherwise known as a "Home Show in a Home" showcases the best our members have to offer and higher end products and home design and function. See www.hbact.org/Showcasehome.

Create An Affinity Program

Affinity program partners offer HBRA of CT members products or services at a discount and pay a royalty to the HBRA of CT under a licensing agreement. It's a fantastic way to get your name, product or services in front of HBRA members. See www.hbact.org/DiscountsRebates.

Connecticut Builder Magazine

CT Builder Magazine - Published 3 times a year (Winter/Spring, Summer and Fall) by our outside publisher/ editor JMC Resources, LLC, this glossy, stylish magazine is distributed to all HBRA members in CT PLUS all 187 CT state legislators. See www.connecticutbuilder.com.



To Secure Ad Space
for Connecticut Builder Magazine ONLY:

Joanne Carroll - Publisher/Editor

JMC Resources, LLC
1078 Main Street
Branford, CT 06405
T: 203-453-5420

Email: joanne@jmcresources.com

**For all HBRA of CT Sponsorships & Advertising Opportunities
Contact Us!**

Joanne Hoerrner – Director of Admin & Events

HBRA of Connecticut, Inc.
35 Chapel Road, Suite B
South Windsor, CT 06074
Tel: 860-500-7796
Fax: 860-500-7798
Web: hbact.org
Email: jhoerrner@hbact.org