



HOME BUILDERS
ASSOCIATION
OF GREATER CHARLOTTE

Service - Advocacy - Networking - Education

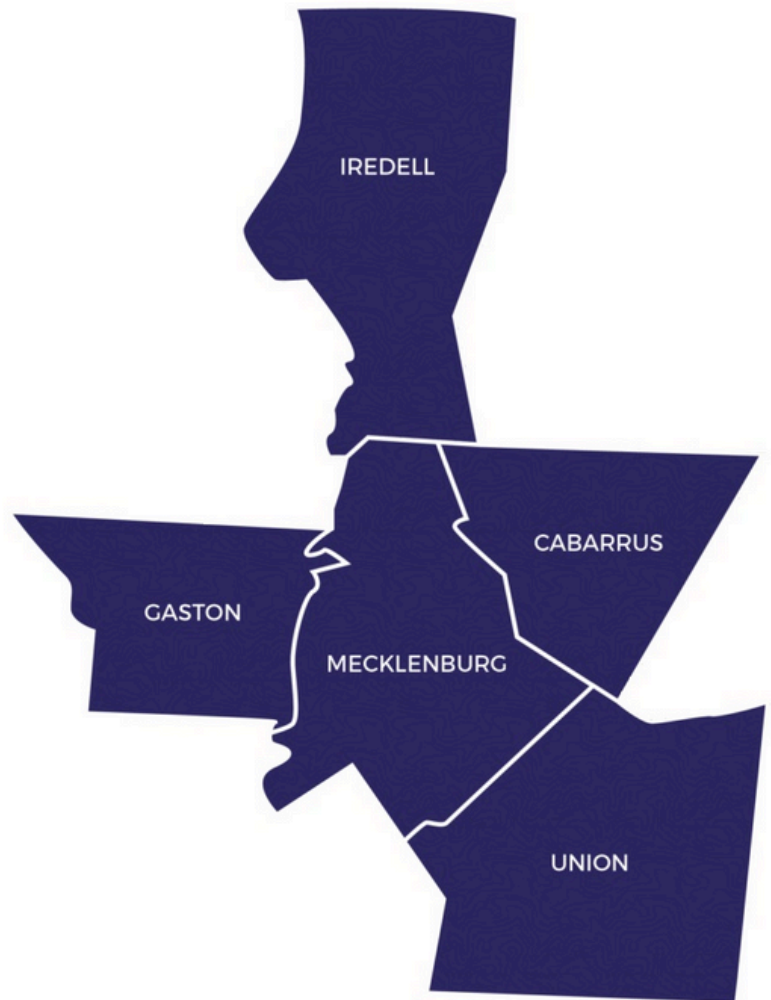
2025 SPONSORSHIP AND MARKETING OPPORTUNITIES



**Make the most of your HBA Membership
with our 2025 engagement opportunities!**

Established in 1945, the **Home Builders Association of Greater Charlotte** is comprised of builders, developers, and industry professionals from the Greater Charlotte region. We advocate for housing that is environmentally responsible, affordable, of highest possible value and built with standards of quality.

We proudly represent Cabarrus, Gaston, Iredell, Mecklenburg, and Union Counties.



We are ranked 5th largest HBA in the country!

***1,600+ members
representing over
40,000 employees in
the housing industry***

***2023 NAHB
Membership Cup
Award Recipient***



HOME BUILDERS
ASSOCIATION
OF GREATER CHARLOTTE

2025 Calendar

Programs & Dates subject to change

<p><i>Jan</i></p> <p>(7) TUE - PWB - Eggs & Econ. (9) THU - LDC Program (15) WED - Member Social (16) THU - Econ Forecast (27-31) - NCHBA State Meetings (TBD) - Past Pres. Lunch (TBD) - Quarterly Update TBD - YP Social/Program</p>	<p><i>Feb</i></p> <p>(11) TUE - SMC Social/Program (13) THU - LDC Program (19) WED - Member Social (25-27) NAHB IBS TBD - PWB Member Meeting</p>	<p><i>Mar</i></p> <p>(11) TUE - CCC Social/Program (13) THU - LDC Program (19) WED - Member Social (20) PWB Top Golf TBD - Gaston Co Outlook TBD - Cabarrus Codes Update</p>
<p><i>Apr</i></p> <p>(10) THU - MAME (16) WED - Member Social (17) THU - LDC Program (23) Wed - State Golf Tourn. TBD - YP Social/Program TBD - Quarterly Update</p>	<p><i>May</i></p> <p>(6-7) - Legislative/State Meetings (13) TUE - SMC Program/Program (15) THU - LDC Program (13) TUE - PWB Social/Program (19) MON - Spring Golf Outing (21) WED - Member Social TBD - DP Workshop</p>	<p><i>Jun</i></p> <p>(10-13) - NAHB Spring Legislative Meetings (10) TUE - CCC Social/Program (12) THU - LDC Program (18) WED - Member Social TBD - PWB Member Meeting</p>
<p><i>Jul</i></p> <p>(16) WED - Member Social TBD - PWB Construction Camp TBD - YP Social/Program TBD - Quarterly Update</p>	<p><i>Aug</i></p> <p>(5) TUE - SMC Social/Program (12) TUE - CCC - GC Class (14) THU - LDC Program (20) WED - Member Social</p>	<p><i>Sep</i></p> <p>(9) - CCC - Social/Program (11) THU - LDC Program (17) WED - Member Social (18) - Cab Co Oyster Roast (22-24) - NAHB Fall Meetings TBD - Past Pres Lunch TBD - YP Social TBD - PWB Her Story</p>
<p><i>Oct</i></p> <p>(4-5) - POH (9) THU - LDC Program (11-12) - POH (15) WED - Member Social (14) - Builder Games (23) BuildPac - Bourbon Tasting TBD - Quarterly Update</p>	<p><i>Nov</i></p> <p>(4-6) 21st Century Exp - State Meetings (4) TUE - CCC Social/Program (10) MON - Fall Golf Tournament (11) TUE - SMC Social/Program (13) THU - LDC Program (19) WED - Member Social & Board Vote</p>	<p><i>Dec</i></p> <p>(4) THU - Holiday Party & Installation (11) - NCHBA State Meetings (17) WED - Member Social TBD - DP Workshop</p>

ANNUAL PARTNER PACKAGES

For year-round HBA sponsorship recognition and benefits!

See individual event descriptions for detailed list of included benefits. Level corresponds with individual event sponsorship name unless specified otherwise.

SPONSORSHIP BENEFIT	PREMIER \$40,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
SIGNATURE EVENTS	SOLD	SOLD			
MAME AWARDS	Presenting	✓	✓	✓	✓
PARADE OF HOMES	Presenting	✓	✓	✓	✓
SPRING GOLF	Premium Level	Presenting	✓	✓	Foursome
FALL GOLF	Premium Level	Presenting	✓	✓	Foursome
EDUCATIONAL PROGRAMS					
QTLY. RESIDENTIAL ROUND-UP	Presenting for 2 events	Presenting for 2 events	✓	✓	✓
ANNUAL ECONOMIC FORECAST	Presenting Level	✓	✓	✓	✓
DIVISION PRESIDENT LUNCHEON	✓	✓	✓	✓	✓
COUNCIL PROGRAMS	✓	✓	✓	✓	✓
MEMBERSHIP					
COMPANY	Annual Membership	Annual Membership	Annual Membership	Annual Membership	Annual Membership
AFFILIATE	15 Affiliates	10 Affiliates	5 Affiliates	3 Affiliates	1 Affiliate
COUNCILS	3 Councils (LDC, PWB, SMC)	2 Councils (LDC, PWB, SMC)			
HBA SOCIALS & COUNCIL EVENTS	2 passes to ALL Events	2 passes to ALL Events	2 passes to 10 Events	1 pass to 5 Events	1 pass to 5 Events
MARKETING					
MONTHLY E-NEWSLETTER	Full Page Ad	Half Page Ad			
SOCIAL MEDIA POST (2.2K FOLLOWERS)	4 featured posts	2 featured posts	1 featured post		
YEAR-ROUND LOGO RECOGNITION	Included for ALL Partner Levels: HBA Website Monthly Newsletter Annual Membership Directory				



MAJOR ACHIEVEMENT IN MARKET EXCELLENCE

April 10, 2025
The Revelry - Camp North End
Attendance: 500+
Individual Tickets - \$175

The MAME Awards bring together over 500 guests to recognize our top innovators in Sales, Marketing and Design within the home building industry. Over 100 sales and key team members are honored for their achievements in new home sales and outstanding performance. The ceremony concludes by announcing Developer of the Year, Community of the Year, and Builder of the Year.

Presenting Sponsor

\$15,000

- 2 Premium Seating Tables (20 guests)
- Speaking opportunity at event
- Award Presenter at ceremony
- Video commercial during event
- Full page ad in digital Winners Magazine
- Logo included on invitation, event program, event signage, and website

Platinum Sponsor

\$5,000

- 1 Premium Seating Table (10 guests)
- Award Presenter at ceremony
- 1/2 page ad in digital Winners Magazine
- Logo included in event program, event signage, and website

Gold Sponsor

\$2,500

- 4 guests with VIP seating
- Digital ad (static image) at presentation ceremony
- 1/4 page ad in digital Winners Magazine
- Logo included in event program, event signage, & web

Silver Sponsor

\$1,500

- 2 guests with VIP seating
- Digital ad (static image) at presentation ceremony
- Logo included in event program, event signage, and website

Bronze Sponsor

\$500

- Logo included in event program, event signage, and website

Specialty Sponsors

- Dessert Sponsor - \$1,000
- Entertainment Sponsor - \$1,000
- Decor Sponsor - \$1,000
- Signature Cocktail Sponsor - \$1,000



October 4-5, 11-12, 2025
Saturdays and Sundays
11am-5pm

Audience Reach: 20k+

The Parade of Homes is the Charlotte region's largest open house! This annual event is a free, self-guided tour featuring new homes and models built by the area's top builders. The Parade highlights all types of homes including custom, starter and move-up, and town homes. Many of the homes are furnished, landscaped, and decorated.

Presenting Sponsor

\$10,000

- Front cover ad in Parade of Homes map
- Prominent banner ad and link on HBA website
- Logo with company link on Parade of Homes website
- Social Media recognition
- Option to include marketing items in swag bags for POH attendees
- Invitation to POH Awards Breakfast

Platinum Sponsor

\$5,000

- Back cover ad in Parade of Homes map
- Logo with company link on HBA and Parade of Homes website
- Social Media recognition
- Option to include marketing items in swag bags for POH attendees
- Invitation to POH Awards Breakfast

Gold Sponsor

\$2,500

- Half page ad in Parade of Homes map
- Logo with company link on HBA and Parade of Homes website
- Social Media recognition
- Option to include marketing items in swag bags for POH attendees
- Invitation to POH Awards Breakfast

Silver Sponsor

\$1,000

- Quarter page ad in Parade of Homes map
- Logo on HBA and Parade of Homes website
- Social Media recognition
- Option to include marketing items in swag bags for POH attendees
- Invitation to POH Awards Breakfast

Bronze Sponsor

\$500

- Business cards ad in Parade of Homes map
- Logo on HBA and Parade of Homes website
- Option to include marketing items in swag bags for POH attendees
- Invitation to POH Awards Breakfast



Join us for our Annual Spring and Fall Golf Tournaments! This is a great way to meet and network with other HBA Members.

Spring Tournament
May 19, 2025

Fall Tournament
November 10, 2025

Attendance: 150+/each

Presenting Sponsor

\$5,000

- 2 Foursome Teams
- Logo included on event invite, website, and newsletter
- Custom logo pin flags on course
- Logo branded goody bags for each player
- Hole and registration signage
- Marketing display at the Tee
- Option to include marketing item in player gift bags

Premium Sponsor

\$2,500

- 1 Foursome Team
- Logo included on website & newsletter
- Hole and registration signage
- Marketing display on course
- Option to include marketing item in player gift bags

Gold Sponsor

\$1,000

- 1 Foursome Team
- Hole and registration signage
- Marketing display on course
- Option to include marketing item in player gift bags

Lunch Sponsor

\$1,000

- Logo included on all player lunches
- Logo included on registration signage
- Option to include marketing item in player gift bags

Silver Sponsor

\$800

- 1 Foursome Team
- Registration signage
- Option to include marketing item in player gift bags

Beverage Cart

\$600

- Logo on cart and registration signage
- Drive beverage cart and meet with players
- Option to include marketing item in player gift bags

Contest Sponsor

\$300

- Signage at contest hole (Longest Drive & Closest to the Pin)

Tee Sign Sponsor

\$150

- Sign displayed on tee or green

Player Fee = \$150

Foursome = \$600

HBA Monthly Socials Attendance: 40+/month

Monthly Social Sponsor
\$500 (12 available)

- Logo included in newsletter
- Social Media Recognition



HBA Holiday Social December 4, 2025 Attendance: 75+

Holiday Social Sponsor **\$2,500**

- Logo included on event signage
- Social Media Recognition





Custom Construction Council

\$2,000 (4 available)

Land Development Council

\$1,000 (10 available)

Young Professionals Committee

\$500 (4 available)

Professional Women in Building Council

\$500 (4 available)

Sales and Marketing Council

\$500 (4 available)

Sponsorship Includes:

- Speaking opportunity and speaker introduction
- Logo in newsletter flyer and HBA website registration page
- Option for marketing item giveaway to attendees

SMC - Builder Games

Presenting Sponsor

\$2,000

- 6 Player (or spectator) registrations
- Presenting logo on t-shirt, marketing materials and signage
- Option for marketing booth at event

Gold Sponsor

\$1,000

- 4 Player (or spectator) registrations
- Presenting logo on t-shirt, marketing materials and signage
- Option for marketing booth at event

Silver Sponsor

\$500

- 2 Player (or spectator) registrations
- Presenting logo on t-shirt, marketing materials and signage
- Option for marketing booth at event

PWB - TopGolf

Presenting Sponsor

\$2,000

- 6 Player registrations
- Logo on flyer, digital display, and HBA newsletter

Lunch Sponsor

\$1,500

- Logo on lunch area signage, event flyer, digital display, and HBA newsletter

Bay Sponsor

\$500

- 2 Player registrations
- Logo on event flyer, digital display at bay, and HBA Newsletter

2025 Economic Forecast

Attendance: 120+



Presenting Sponsor - \$5,000

- 1 Table (10) guest registrations
- Private economic forecast event by Economist Mark Vitner, Piedmont Crescent Capital
- Welcome attendees & speaker introduction
- Logo included on event signage
- Option to include marketing giveaway to attendees

Platinum Sponsor \$2,500

- 4 guest registrations
- Logo included on event signage
- Option to include marketing giveaway to attendees

Gold Sponsor \$1,000

- 2 guest registrations
- Logo included on event signage
- Option to include marketing giveaway to attendees

Quarterly Updates (4 per year)

Attendance: 120+/each
(includes members from event partners)

In Partnership with:



Presenting Sponsor \$2,000

- Speaking opportunity at event
- Logo recognition on event signage and presentation slides
- Social Media and Newsletter Recognition

Division Presidents Luncheon (2 per year)

Attendance: 50+/each

Presenting Sponsor \$1,000

- Speaking opportunity at event
- Engage with exclusive Top Builder audience
- Logo recognition on event signage and presentation slides
- Social Media and Newsletter Recognition

CONSTRUCTION CAMP FOR GIRLS

Campers explore multiple career pathways in the construction industry and enjoy fun, hands-on instruction!

Presenting Sponsor \$1,000

- Table display & byo pop-up signage at camp
- Premier location of logo on T-Shirt
- Featured social media post
- Newsletter recognition
- Option to bring branded items for camper gift bag

SOLD

Gold Sponsor \$500

- Logo on back of T-Shirt
- Featured social media post
- Newsletter recognition
- Option to bring branded items for camper gift bag

Silver Sponsor \$250

- Featured social media post
- Newsletter recognition
- Option to bring branded items for camper gift bag

Send a Girl to Camp \$150

- Recognized on social media & newsletter

Trade Program Sponsor \$1,000

- 6 guest tickets
- Logo included on event materials and signage

Classroom Sponsor \$500

- 4 guest tickets
- Logo included on event materials and signage

Student Sponsor \$250

- 2 guest tickets
- Logo included on event materials and signage

Low Country Boil

This event benefits Career & Technical Education programs in Cabarrus County Schools!



Cabarrus County Schools
CAREER & TECHNICAL EDUCATION
Moving Futures Forward



2025 Sponsorship Agreement

Annual Partner Level

- Premier Annual Partner \$40,000
- Platinum Annual Partner \$25,000
- Gold Annual Partner \$10,000
- Silver Annual Partner \$5,000
- Bronze Annual Partner \$2,500

Individual Event Participation

Please include selection page if applicable.

Individual Event Involvement: \$ _____

Annual Partners Package: \$ _____

TOTAL INVESTMENT: _____

Company Name: _____

As it will be printed for all 2025 recognition.

Contact Name: _____

Email: _____ Phone: _____

Payment Arrangements

Please remit check with form or complete credit card information. Make checks payable to HBAGC. Contact HBAGC office to make electronic check arrangements. Invoicing available for full, 2, or quarterly payment installations.

Please Invoice:

Charge/Invoice me in Full

Check Enclosed:

Charge/Invoice me in 2 payments

Credit Card:

Charge/Invoice me Quarterly

Card Number: _____ Exp. Date: _____ CVC #: _____

Email (Electronic Receipt): _____

Name on Card / Signature: _____

Sponsorship Agreement Forms due by December 31, 2024.

Payment arrangements and first installation due by March 31, 2025.

Deadlines: Annual Partner packages & individual sponsorships are based on a first come, first served basis. Sponsor commitments due December 31, 2024. Final payment for Annual Partners due September 30, 2025. Final payment for individual sponsorships due 30 days prior to event.

Billing Terms: Contracts must either be paid in full at time of reservation or set up with payment arrangements. Quarterly payments charged/drafted upon receipt of contract, March 31, June 30, September 30.

Name/Logo Changes: If a company changes names or logos during the contracted year, the HBAGC will update Annual Partner promotions with the new name within reasonable expectations (particularly digitally). No printed signage will be changed during the contracted year.

Cancellations: This contract is binding and cancellations will not be accepted. Sponsorship dollars are non-transferable within 90 days of selected event. Subject to review and approval.

Sponsor Recognition: Promotions and recognition for HBAGC events available January 1, 2025 thru December 31, 2025.

I am an authorized representative of the company listed herein, and have read and understand the above contract and agree to the terms and conditions outlined above.

Name & Company Title: _____

Signature: _____ Date: _____

Event Sponsor Selection Page

Please use this form to select your individual event sponsorship involvement.

Signature Events

MAME Awards - April

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$15,000 |
| <input type="checkbox"/> Platinum | \$5,000 |
| <input type="checkbox"/> Gold | \$2,500 |
| <input type="checkbox"/> Silver | \$1,500 |
| <input type="checkbox"/> Bronze | \$500 |
| <input type="checkbox"/> Specialty Sponsor | \$1,000 |

Parade of Homes - October

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 |
| <input type="checkbox"/> Platinum | \$5,000 |
| <input type="checkbox"/> Gold | \$2,500 |
| <input type="checkbox"/> Silver | \$1,000 |
| <input type="checkbox"/> Bronze | \$500 |

HBA Networking Events

- | | |
|--|---------|
| <input type="checkbox"/> HBA Socials (monthly) | \$500 |
| <input type="checkbox"/> Holiday Party & Installation (Dec.) | \$2,500 |

Council Events

Custom Construction Council Programs

- \$2,000 (4 available - first come, first served)

Land Development Council Programs

- \$1,000 (10 available - first come, first served)

Young Professionals Committee

- \$500 (4 available - first come, first served)

Professional Women in Building Council Programs

- \$500 (4 available - first come, first served)

PWB - TopGolf Event

- | | |
|-------------------------------------|---------|
| <input type="checkbox"/> Presenting | \$2,000 |
| <input type="checkbox"/> Lunch | \$1,500 |
| <input type="checkbox"/> Bay | \$500 |

Sales & Marketing Council Programs

- \$500 (4 available - first come, first served)

SMC - Builder Games Event

- | | |
|-------------------------------------|---------|
| <input type="checkbox"/> Presenting | \$2,000 |
| <input type="checkbox"/> Gold | \$1,000 |
| <input type="checkbox"/> Silver | \$500 |

Golf Tournaments

Spring Tournament - May

- | | |
|--|---------|
| <input type="checkbox"/> Presenting | \$5,000 |
| <input type="checkbox"/> Premium | \$2,500 |
| <input type="checkbox"/> Gold | \$1,000 |
| <input type="checkbox"/> Lunch | \$1,000 |
| <input type="checkbox"/> Silver | \$800 |
| <input type="checkbox"/> Beverage Cart | \$600 |
| <input type="checkbox"/> Contest | \$300 |
| <input type="checkbox"/> Tee Sign | \$150 |

Fall Tournament - November

- | | |
|--|---------|
| <input type="checkbox"/> Presenting | \$5,000 |
| <input type="checkbox"/> Premium | \$2,500 |
| <input type="checkbox"/> Gold | \$1,000 |
| <input type="checkbox"/> Lunch | \$1,000 |
| <input type="checkbox"/> Silver | \$800 |
| <input type="checkbox"/> Beverage Cart | \$600 |
| <input type="checkbox"/> Contest | \$300 |
| <input type="checkbox"/> Tee Sign | \$150 |

Educational Programs

Quarterly Updates

- \$2,000 (4 available - first come, first served)

Exclusive Division Presidents Luncheon

- \$1,000 (2 available - first come, first served)

Annual Economic Forecast

- | | |
|---|---------|
| <input type="checkbox"/> Presenting Sponsor | \$5,000 |
| <input type="checkbox"/> Platinum Sponsor | \$2,500 |
| <input type="checkbox"/> Gold Sponsor | \$1,000 |

Fundraising Events

PWB: Construction Camp for Girls (July)

- | | |
|--|---------|
| <input type="checkbox"/> Presenting | \$1,000 |
| <input type="checkbox"/> Gold | \$500 |
| <input type="checkbox"/> Silver | \$250 |
| <input type="checkbox"/> Send a Girl to Camp | \$150 |

Cabarrus Chapter: Career & Technical Education

Low Country Boil (Sept.)

- | | |
|--|---------|
| <input type="checkbox"/> Trade Program Sponsor | \$1,000 |
| <input type="checkbox"/> Classroom Sponsor | \$500 |
| <input type="checkbox"/> Student Sponsor | \$250 |



HOME BUILDERS
ASSOCIATION
OF GREATER CHARLOTTE

Thank you to our 2024 Annual Partners

PREMIER PARTNER



MEDIA PARTNER



PLATINUM



GOLD



SILVER



BRONZE

