



**TEXAS**  
ASSOCIATION  
OF  
BUILDERS

# **The Foundation of Texas Homebuilding. Your Blueprint for Success in 2026**

A partnership with the Texas Association of Builders (TAB) is more than a sponsorship—it's your strategic advantage



# We Are the Engine of the Texas Housing Industry

Since 1946, the Texas Association of Builders has been the unifying force for the state's residential construction industry. Our network is the market you need to reach.



**9,500+**

**Members:** A powerful, statewide network of builders, remodelers, developers, and associate suppliers.



**\$71.5 Billion**

**Annual Economic Impact:** Our members are a cornerstone of the Texas economy



**758,000**

**Jobs:** We represent a massive workforce, driving prosperity across the state



**27**

**Local HBAs:** Our partnership provides reach into every major market in Texas.



# Our Advocacy Delivers Your Competitive Edge

We actively shape the business environment to ensure housing remains affordable and the industry can thrive. Our work directly impacts your bottom line and that of your customers.

## **Saving an Estimated \$17,500 Per Home Start:**

Our legislative efforts fight burdensome regulations and keep housing affordable.

**Proactive Legislative Defense:** In the 2025 session alone, we tracked **1,636** bills to protect the industry's interests.

## Our Wins in 2025

### Legislation We PASSED

- ✓ Increased transparency for impact fees.
- ✓ Prohibited onerous minimum lot size requirements.
- ✓ Required affordability considerations in state energy code changes.
- ✓ Invested in technical colleges to address labor shortages.

### Legislation We DEFEATED

- ✗ Bills that would have increased regulatory burdens and litigation.
- ✗ Impractical and costly building code requirements.
- ✗ Unprecedented expansion of county authority.

# Your 2026 Blueprint for Connection.

We offer a year-long calendar of high-impact events, designed to connect our partners with industry leaders at key moments. From policy meetings to industry showcases and awards galas, we provide the right venue for every strategic goal.



Q1

Q2

Q3

Q4



**Lone Star Mardi Gras Mixer**  
(Feb 17, Orlando)



**Spring Meetings & Events**  
(Mar 30-Apr 1, Bastrop)



**Summer Meetings**  
(Jul 21-24, San Antonio)



**Sunbelt Builders Show®**  
(Jul 22-23, San Antonio)



**Big Time on the Riverwalk**  
(Jul 22, San Antonio)

**Star Awards**  
(Jul 23, San Antonio)



**Fall Meetings**  
(Nov 10-12, Plano)



**Topgolf PAR-TEE with a Purpose**  
(Nov 10, The Colony)



**Excellence in Leadership Dinner**  
(Nov 11, Plano)

# Strategic Pathways to Partnership

We offer strategic ways to partner with TAB, designed to meet a range of marketing objectives and budgets. Whether you want year-long premier positioning or targeted engagement at specific events, we have a solution to help you achieve your goals.



## The Premier Partnership: 2026 TAB Title Sponsor

Achieve maximum, year-round visibility and brand alignment across the entire TAB ecosystem. This is the ultimate statement of your commitment to the Texas homebuilding industry.

**Best for:** Companies seeking category leadership, consistent brand presence, and deep integration with TAB leadership.



## Targeted Engagement: A La Carte Event Sponsorships

Select specific events that align perfectly with your target audience and marketing campaigns. A flexible way to achieve specific goals throughout the year.

**Best for:** Companies targeting specific audiences (e.g., developers, remodelers), launching new products, or focusing on key geographic markets.

# Become a 2026 TAB Title Sponsor.



The Title Sponsorship is the highest level of partnership, offering unparalleled access and visibility throughout the year. It positions your company as a pillar of the Texas residential construction community.

**Investment:** A minimum spend of **\$25,000** on your selection of TAB event sponsorships (excludes Sunbelt Builders Show®).

## Core Benefits:

All benefits included with your selected individual event sponsorships, PLUS:

- ✓ **Company Category Exclusivity** (call to check availability).
- ✓ **Year-Long Digital Presence:** Rotating banner ad and logo with link on the official TAB website.
- ✓ **Consistent Member Communication:** Logo and link on the monthly TABLoid e-newsletter.

## Added Benefit for \$30,000+ Investment in TAB events:

- ✓ Receive **1** exclusive, sponsored monthly email blast to the entire TAB membership in 2026












## Added Benefit for \$40,000+ Investment in TAB events:

- ✓ Receive **3** exclusive, sponsored monthly email blasts to the entire TAB membership in 2026



# A Menu of Opportunities for Targeted Impact

Choose from a wide range of events and sponsorship levels to create a custom partnership plan that meets your specific business goals.

DATE	EVENT	LOCATION	SPONSOR LEVELS	FITS IN TITLE PACKAGE?
Feb.17	Lone Star Mardi Gras Mixer at IBS	Orlando, FL	\$1,000 - \$5,000	
Mar. 30-Apr 1	Spring Council, Committee & Board Meetings	Bastrop, TX	\$2,500 - \$4,000	
Mar. 30	PWB Whiskey & Wine Pull Fundraiser	Bastrop, TX	\$250 - \$2,000	
Mar. 31	HOME PAC Spring Fundraiser: PAC the BARN	Bastrop, TX	\$1,000 - \$5,000	
Jul. 21-24	Summer Council, Committee & Board Meetings	San Antonio, TX	\$2,500 - \$4,000	
Jul. 22+23	Sunbelt Builders Show®	San Antonio, TX	\$2,000 - \$35,000	
Jul. 22	Big Time on Riverwalk Fundraiser	San Antonio, TX	\$1,500 - \$10,000	
Jul. 23	Star Awards Dinner & Ceremony Celebration	San Antonio, TX	\$4,000 - \$10,000	
Nov. 10-12	Fall Council, Committee & Board Meetings	Plano, TX	\$2,500 - \$4,000	
Nov. 10	Texas Builders Foundation "PAR-TEE with a Purpose"	The Colony, TX	Call for details	
Nov. 11	Excellence in Leadership Dinner	Plano, TX	\$500 - \$10,000	

# Q1/Q2: Influence Policy and Build Early Momentum

The first half of the year is focused on leadership meetings, advocacy, and strategic networking.

## Lone Star Mardi Gras Mixer at IBS

Kick off the year by connecting with the Texas delegation at the nation's largest industry show in Orlando.

Feb 17, Hyatt Regency Orlando  
Sponsorships: \$1,000 - \$5,000



## PWB Wine & Whiskey Pull

Support the future of women in construction at this popular fundraiser held during the Spring Meetings.

Mar 30, Hyatt Lost Pines  
Sponsorships: \$250 - \$2,000

## TAB Spring Meetings

Engage directly with TAB leadership, committees, and councils during critical planning and policy meetings.

Mar 30 - Apr 1, Hyatt Lost Pines  
Sponsorships: \$2,500 - \$4,000



## HOME PAC Spring Fundraiser: PAC the BARN

A premier networking event supporting our critical advocacy efforts.

Mar 31, Hyatt Lost Pines  
Sponsorships: \$1,000 - \$5,000

# The Centerpiece: Sunbelt Builders Show®

July 22-23, Henry B. González Convention Center, San Antonio



Each summer, thousands of the industry's best and brightest professionals gather to connect, learn, and thrive. The Sunbelt Builders Show® is the premier platform to showcase your brand to Texas' elite builders, remodelers, and developers.



**Audience:** Connect with top decision-makers from across the state.



**Opportunity:** Generate leads, build brand awareness, and demonstrate your products/services.



**Energy:** A dynamic environment designed to help industry professionals grow their businesses.

*\*Note: Sponsorships and exhibit space for the Sunbelt Builders Show® are available to Members and Non-Members and are separate from the TAB Title Sponsorship Package. (Sponsorship: \$2,000 - \$35,000). See the [Sunbelt Sizzle Reel](#).*

# Q3/Q4: Celebrate Excellence and Connect with Leaders

The second half of the year offers unique opportunities to align your brand with the celebration of industry achievement and the transition of leadership.

## Big Time on the Riverwalk Fundraiser

A high-energy fundraiser during the Summer Meetings benefiting both HOME PAC and the Texas Builders Foundation.

Jul 22, San Antonio

Sponsorships: \$1,500 - \$10,000



## TAB Fall Meetings

A final opportunity in the year to connect with TAB leadership and councils in Plano.

Nov 10-12, Plano

Sponsorships: \$2,500 - \$4,000

## Star Awards Dinner & Ceremony Celebration

The premier event celebrating excellence in Texas homebuilding. A powerful platform to align your brand with the best in the industry.

Jul 23, San Antonio

Sponsorships: \$2,500 - \$10,000



## Excellence in Leadership Dinner

A prestigious gala honoring new inductees into the Texas Housing Hall of Honor and celebrating the installation of the 2027 TAB President and the TAB yearly awards of excellence.

Nov 11, Plano

Sponsorships: \$500 - \$10,000

# Investing in the Next Generation of Texas Builders.

The Texas Builders Foundation is our commitment to the future, opening doors for the next generation of skilled trade professionals and fulfilling the American Dream. Your support helps us build a stronger workforce.



## Our Impact Since 2011

### Get Involved



**Big Time on the Riverwalk:** This event (Jul. 22) also benefits the Foundation.



**Chip Dence PAR-TEE with a Purpose:** Join us at Topgolf in The Colony (Nov. 10) for a fun-filled fundraiser.



**\$212,200**

in Scholarships



**\$125,708**

in Grants



**\$204,934**

in Disaster Relief

# Join the Leaders Building the Future of Texas.

Our Title Sponsors are industry leaders who believe in the value of what we do and want to play an active role in shaping what comes next.

## Confirmed 2026 TAB Title Sponsors



*\*(A total of 6 are available: 5 sold and 1 available. Call for current specifics.)*

# Let's Build What Comes Next. Together.

The residential construction industry is key to your business, and you are important to ours. By becoming a sponsor, you invest in this community and achieve a measurable impact. Let's build a strong foundation for success together.

---

## Angelica B. Stehling, CMP

VP, Events & Industry Sponsorships

 Email: [Angelica@TexasBuilders.org](mailto:Angelica@TexasBuilders.org)

 Direct Office Line: 512-615-2542

 Office: 512-476-6346

