



Create an excellent advantage for your company!

Get your company in front of thousands of residential construction professionals across the state of Texas. Spend your marketing dollars with the Texas Association of Builders' events and programs and know that your company will get recognition and marketing benefits all while supporting the association, members and businesses that support you.

Texas Association of Builders

www.TexasBuilders.org

sponsorships open to TAB Members only

Sunbelt Builders Show™

www.SunbeltBuildersShow.com

sponsorships open to TAB Members and Non-Members

Star Awards

www.TABStarAwards.com

sponsorships and awards submissions open to TAB Members only

Texas Builders Foundation

www.TexasBuildersFoundation.org

sponsorships and donations accepted by TAB Members and Non-Members

Let us help you get your company in front of your target audience.

Connect Now!



For questions and/or to get you connected:

Call or Email: Angelica Stehling, CMP, Director of Events & Partnerships, (512) 476-6346 or Angelica@TexasBuilders.org

Who We Are

Texas Association of Builders (TAB)

- Volunteer trade association representing all segments of the residential building industry
- Founded in 1946, affiliate of the National Association of Home Builders (NAHB)
- Represents more than 758,000 jobs & \$71.5 billion annually in the Texas economy
- TAB works together with 26 local home builders associations & 9,500+ members (builder, remodeler, developer & associate supplier) playing a crucial role in providing housing for Texas

Sunbelt Builders Show™

- Since 2001, This Show is designed to help industry professionals grow their businesses
- Brings in 200 plus top manufacturers and suppliers to showcase the best new products and technologies to the nation's elite builders, remodelers, and developers
- Engages several thousand industry professionals from across Texas and the country to network and provides timely and informative sessions, meetings, and events

Our Impact

We are dedicated to creating a positive business environment for the housing industry by addressing the housing issues of the people of Texas, therefore, having a huge impact!

1. TAB tracked almost 1,500 pieces of legislation during the 88th Texas Legislative session
2. **TAB worked to pass many bills that:**
 - ✓ Protect and boost residential development and construction
 - ✓ Reduce the number of lawsuits improving the Residential Construction Liability Act
 - ✓ Lowered the Repose Statute
 - ✓ Improved the plan and platting approval process
 - ✓ Reduced costs associated with plan and platting permits
 - ✓ Offered \$18 Billion in tax relief to homeowners and business owners
 - Reduce the school property tax by \$12B
 - Double franchise tax exemption to \$2.47M
 - Increase homestead exemption to \$100K
 - Limit appraised property values
3. **TAB worked to defeat or alter 103 bills in 2023 that would have had the following impact:**
 - ✗ Mandated construction in cities and counties be built to the most recent codes
 - ✗ Given counties the ability to zone
 - ✗ Codified who is allowed to purchase property in the state
 - ✗ Required reporting or restricted certain sales to limit the number of home purchases in a year
 - ✗ Adopted a wildland urban interface code
 - ✗ Expanded county land use and construction oversight powers and
 - ✗ Indirectly prohibited resident development over large areas of the state
4. TAB works to keep housing affordable in Texas by saving an estimated \$15,000 per home start
5. We open doors for future skilled trades professionals www.TexasBuildersFoundation.org
6. TAB awards outstanding work in this industry – www.TABStarAwards.com
7. Sunbelt Sizzle Reel: https://www.youtube.com/watch?v=WeYQhVppn_w
8. TAB has award winning member programs: www.TexasBuilders.org

What Comes Next—And How YOU Can Help!



Texas Association of Builders 2024 Sponsorship Opportunities

TAB Events/Advertising to Choose

(items can be chosen Individually or packaged towards the TAB Title Sponsor Level)

1. TAB 2024 Title Sponsorship (6 Total) - 1 available for 2024

- Company Product Category Exclusivity
 - Must be a TAB Member to Participate
 - 6 TAB Title opportunities in calendar year, January – December 2024
 - Annual Minimum of \$25,000 sponsorship package on TAB specific sponsorships
 - Company to receive added value benefits (listed below) in addition to benefits for each selected event in overall \$25,000+ package.
- 1. B “Extra Value Benefits” for the TAB Title Sponsorship**
- Company logo & link on the TexasBuilders.org footer pages
 - Company logo on the Leadership page in each Texas Builder Magazine Issue
 - Leaderboard banner on TexasBuilders.org (artwork provided by company per specs)
 - Logo and Link in the monthly TABloid (TAB’s monthly e-newsletter to members)
 - Company Category Exclusivity as TAB Title sponsor

2. TAB 2024 Calendar of Events

- Feb. 27, Texas Reception at IBS - Las Vegas, NV
- April 9-11, TAB Spring Committees & BOD Meeting, Austin, TX
- April 9-11, TAB Available Council Meetings
- April 10, TAB Spring HOMEPAC Fundraiser
- July 10–13, TAB Summer Committee & BOD Meetings, Fort Worth, TX
- July 10-13, TAB Available Council Meetings
- July 11, TAB ‘s Big Time in Cowtown super fundraiser
- July 12, TAB Star Awards – **TABStarAwards.com**
- Nov. 19-21, TAB Fall Committee & BOD Meetings – Bastrop, TX
- Nov. 19-21, TAB Available Council Meetings
- Nov. 20, TAB Excellence in Leadership Dinner – Bastrop, TX
- Sponsored Email Blasts (one per month) call for available months
- AD Banner in Monthly TABloid (one per TABloid) call for availability

For questions and/or to get you connected:
Call or Email: Angelica Stehling, CMP, Director of Events & Partnerships, (512) 476-6346 or Angelica@TexasBuilders.org



Texas Association of Builders 2024 Sponsorship Opportunities

- **TAB Sponsored Monthly Emails**

- One a Month (1st Come / 1st Serve) @ \$1,750 per email
(call for availability)
- Company and TAB will agree on an available date, in selected month, to deploy email blast to the TAB Membership and the artwork will need to be submitted one week prior to the deployment date for review and approval
- SPECIFICATION OPTIONS (Any and all content subject to TAB approval)
 - A. Advertiser can submit own custom email HTML. Subject to TAB approval
 - B. Artwork specs (Artwork, Video etc. to be provided by advertiser)
 1. 1200x1040 pixel image (JPG or PNG), No Flash/Animation
 2. Video can be embedded into the email
(YouTube or Vimeo link to be provided)
 3. Up to 150 words of text to be placed underneath the image or video
 4. Website link for the image to be redirected
 5. File Size: 250 KB or smaller
 6. Subject Line: Promotional Email on behalf of 'Company Name'

- **TABloid Monthly E-Newsletter to TAB Members**

- One Banner Ad per available month (company to provide artwork) - \$1,000
(call for availability)
- Banner artwork to be provided by advertiser and will be placed on front page
- Specs – 728x90 pixels, GIF or JPG, 40K max file size

TEXAS RECEPTION – FEBRUARY 27, 2024
@ International Builders Show in Las Vegas @ Heart of Omnia Nightclub

Texas Reception @ IBS , Tuesday, Feb. 27 - 4:30 – 6:30 p.m. (PST)

1. Welcoming Sponsor - \$10,000 – (EXCLUSIVE - SOLD-OUT)



2. Presenting Sponsor - \$6,000 (4 Total = 3 available – 1 sold)

- Company category exclusivity at this level – call to verify
- Company logo & link in all marketing materials and registration links
- Company logo in LED options at the event,
- 10 complimentary tickets to the event
- Company logo in TABloid issues mentioning the event (November, December, January, February)
- Company logo in **Texas Builder** Magazine thank you ad after event – March Spring Issue
- Company recognition on the TAB website for event registration
- Opportunity to have display table at event or provide additional entertainment courtesy of your company (company to bring materials or to handle all the details of the additional entertainment)
- Company recognition with hashtags on TAB's Facebook and Twitter accounts
- IBS Texas Registrant mailing list and Texas Reception registration mailing list
- Presenting Sponsor:



3. Select Sponsor - \$3,000 (6 Total = 3 sold – 3 available)

- Company name in marketing materials and emails available after confirmation & payment of sponsorship
- Company name in TABloid issues mentioning the event (December, January, February)
- Company name in **Texas Builder** Magazine ads in Spring issue after event
- Company verbal recognition in welcoming remarks
- Company recognition on the TAB website for event registration
- 4 tickets to event for company reps
- Company logo on LED options at the event,
- Texas Reception registration mailing list
- Select Sponsors:

**Atmos Energy / Great American Insurance Group /
Tilson Custom Home Builders**

3. Friend Sponsor - \$1,500 (unlimited)

- Company name in available marketing materials
- Company name in LED options at the event,
- Company name in **Texas Builder** Magazine thank you ad – Spring issue 2023)
- Company verbal recognition in welcoming remarks
- 2 tickets to event for company reps
- Friend Sponsors:

**CoFi / LiftMaster / Maverick Warranties & Insurance
Program Insurance Group / Tropicana Homes**

April 9 - 11, TAB Spring Committees & BOD Meeting, Austin Marriott Downtown

1. Committee & Board Meetings Sponsor - \$3,000 (See Title Sponsor – 1 available)

- Company product category exclusivity as a sponsor – call to verify
- Company recognition on TAB's website as it relates to Winter Board Meetings
- Company provides flyer and staff will include in email board meeting notice sent out 30 days prior to meeting (flyer PDF due by March 7, 2024) – maximum size 8.5"x11" one-sided)
- Company recognition on meeting schedules, board meeting signage and in meeting announcement ad in spring issue of the *Texas Builder Magazine*
- Company logo on the onsite pocket guide schedule distributed at registration desk
- Company logo in TABloid (e-newsletter) announcing meeting dates – Jan, Feb and March TABloids
- Company has opportunity to display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company has opportunity to provide 200 copies of company brochure or company logoed gift item and TAB staff will place item on board meeting chairs for event on Thurs. April 11, 2024
- Verbal recognition at the Board of Directors' Meeting - Thurs., April 11, 2024
- Company has opportunity to giveaway a gift at BOD Meeting. A company rep will be called to the front of the room, TAB staff will have all registered builders/remodelers/developers/multifamily registrant names in a bowl and company rep will draw a name. Winner must be present to win.



April 9 – 11, TAB Available Council Meetings

- Logo on Council Agenda
- Company representative has 5 minutes during council meeting to address the group
- Company can bring flyer, brochure, or logoed item for attendees at council meeting
- Sponsor of food or beverage for council meeting (TAB staff will order and pay)
- \$1,500 options include:
 - Attorney Council
 - Multifamily and Rental Properties Council
 - Young Professionals Council (another company can join McCoy's Building Supply)
- \$2,500 options include:
 - Developers Council (Sold to Goodwin & Company)
 - Local Presidents & VP Council (Sold to StrucSure Home Warranty)
 - Texas Executive Officers Council
 - Professional Women in Building Council

April 10, TAB Spring HOMEPAC Fundraiser – Electric Shuffle - Austin, TX

- Presenting Sponsor - \$5,000 (1 available)
- Select Sponsor - \$2,500 (Sold-Out)
- Friend Sponsor - \$1,000 (1 sold – unlimited)

Select Sponsors BGE, Inc. Fox Energy Specialists, Program Insurance Group, StrucSure Home Warranty and Tropicana Homes

Friend Sponsor McCoy's Building Supply



July 10-13, TAB Summer Committee & BOD Meetings - Fort Worth, TX (\$3,000)

Committee & Board Meetings Sponsor (3 sold – 3 available)

- Company product category exclusivity as a sponsor – call to verify
- Company recognition on TAB's website as it relates to Summer Board Meetings
- Company provides pdf flyer (by June 7, 2024) and staff will include in email meeting notice sent out 30 days prior to meeting)maximum size 8.5"x11" one-sided) – **Due June 7, 2024**
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder* Magazine Summer 2024 issue and thank you ad in the Show Guide
- Company logo on the onsite pocket guide
- Company logo in May/June TABloid (monthly e-newsletter) (timeline 10th of each month)
- Company has opportunity to display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company has opportunity to provide 200 copies of company brochure or company logoed gift item and TAB staff will place item on board meeting chairs for event on **Saturday, July 13, 2024**
- Verbal recognition at the Board of Directors' Meeting **on Saturday, July 13, 2024**
- Company can provide a gift giveaway at BOD Meeting. Company rep will be called upon to draw a winning name from all Builder Member types registered . Winner must be present to win.



July 10-13, TAB Available Summer 2024 Council Meetings

- **(Call for available council meetings at \$1,500 or \$2,500)**
 - **Developers Council (Sold to Goodwin & Company)**
- Logo on Council Agenda
- Company representative has 5 minutes during council meeting to address the group
- Company can bring flyer, brochure, or logoed item for attendees at council meeting
- Sponsor of food or beverage for council meeting, TAB staff will order and pay

Big Time in Cowtown Fundraiser
@ Billy Bob's on Thursday, July 11, 2024
Benefits TAB HOME PAC and the Texas Builders Foundation

Platinum Sponsor - \$10,000 (4 Total – 2 sold / 2 available)

- Company product category exclusivity at this level
- Company logo on all promotional materials regarding the event and onsite with exclusive signage
- Company logo in Sunbelt Show Guide & Company logo & link on Sunbelt's website sponsor page
- Company logo & link in TABloid (monthly member e-newsletter)
- Full Page ad in the Sunbelt on-site Show guide (artwork due by May 31, supplied by company)
- Admission for twelve (12) company representatives to event
- Comp Sunbelt Pass for two (2) company reps to attend the Sunbelt Builders Show™
- Company logo in PowerPoint video looping on TV(s) in Billy Bob's
- Company name on koozies (Show Management to create and purchase)
- Special onsite recognition - TBD
- Platinum Sponsors:



Gold Sponsor - \$5,000

- Company name or logo on all promotional materials regarding the event, depending on piece
- Company logo on combined onsite signage, & Company name in Sunbelt Show Guide,
- Company logo on Sunbelt's website sponsor page
- Company name in TABloid (monthly member e-newsletter)
- ½ Page ad in the Sunbelt on-site Show guide (artwork due by May 31 & supplied by company)
- Admission for six (6) company representatives to event
- Company logo in PowerPoint video looping on TV(s) in Billy Bob's

○ Gold Sponsors **JAMES HARDIE BUILDING PRODUCTS**
 MAVERICK WARRANTIES & INSURANCE
 TROPICANA HOMES

Silver Sponsor - \$2,500

- Company name on all pre-promotional materials regarding the event
- Company name in TABloid (monthly member e-newsletter)
- Company name in Show Guide,
- Company logo on Sunbelt's website sponsor page,
- Company name on onsite signage
- Company name in PowerPoint video looping on TV(s) in Billy Bob's
- Admission for four (4) company representatives to event
- Silver Sponsors **ATMOS ENERGY / GREAT AMERICAN INSURANCE GROUP /**
 McCOY'S BUILDING SUPPLY

Bronze Sponsor - \$1,000 (Unlimited)

- Company name in selected pre-promotional materials regarding the event
- Company name on Sunbelt's website sponsor page and on combined & select signage
- Company name in PowerPoint video looping on TV(s) in Billy Bob's
- Admission for (2) company representatives to event



July 12, TAB Star Awards Dinner Program on July 12, 2024

Fort Worth Convention Center

TABStarAwards.com

Benefits Dec. 2023 - Sept. 2024

- **Diamond Star Awards Sponsor - \$10,000 (1)**

- Company Rep to Welcome Attendees to the Event
- Company has opportunity to provide a 30-second video prior to introducing company rep
- Reserved Table of 8 and Bar Service at the Table
- Add Benefits listed in Award Category Presenting Sponsor; except Diamond Sponsor gets logo in all places and Diamond gets a reserved table of 8

- **Photo Booth Sponsor - \$6,000 (1)**

- Builders/Developers/Remodelers **are ineligible** for the Photo Booth Sponsorship
- Company logo on all photos from photo booth
- Company can't compete with title sponsor & gets benefits listed in Awards Category Presenting Sponsorship and will have reserved seating for 4 company reps

- **Award Category Presenting Sponsor - \$4,000**

- Company Logo/Link on Star Awards website – www.TABStarAwards.com
- Company logo in Sunbelt Show Guide, Finalist Catalog and media presentation at event
- Name in program ads in **Texas Builder** magazine issues, letters, emails to finalists, winners & social posts
- Company rep to assist on stage, July 12 in handing awards to winners*
- Company will receive (4) tickets to the event with reserved seating at front

Award Category Presenting Sponsors

Atmos Energy

First American Title – Homebuilder Division

Great American Insurance Group

Maverick Warranties & Insurance

McCoy's Building Supply

StrucSure Home Warranty



Nov. 19-21, TAB Fall Committee & BOD Meetings - Hyatt Lost Pines, Bastrop, TX

Committee & Board Meetings Sponsor - \$3,000 (1 available)

- Company product category exclusivity as a sponsor – call to verify
- Company recognition on TAB's website as it relates to Winter Board Meetings
- Company provides pdf flyer by **October 11, 2024**. Staff will include in email board meeting notice sent out 30 days prior to meeting – maximum size 8.5"x11" one-sided)
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder* Magazine in Fall 2024 issue
- Company logo on the onsite pocket guide schedule distributed at registration desk
- Company logo in Sept/Oct TABloid (monthly e-newsletter) Sept and Oct TABloids
- Company has opportunity to display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company can provide 200 copies of company brochure or company logoed gift item and TAB staff will place item on board meeting chairs for event on **Thurs., November 21, 2024**
- Verbal recognition at the Board of Directors' Meeting on **Thurs., November 21, 2024**
- Company can participate in gift giveaway at BOD Meeting. A company rep will be called to the front of the room, TAB staff will have all registered builders/remodelers/developers/multifamily registrant names in a bowl and company rep will draw a name. Winner must be present to win.



Nov. 19-21, TAB Available Council Meetings - Hyatt Lost Pines, Bastrop, TX

- **Fall 2024 Council Meetings: \$1,500 or \$2,500 (call for availability)**
- Logo on Council Agenda
- Company representative has 5 minutes during council meeting to address the group
- Company can bring flyer, brochure, or logoed item for attendees at council meeting
- Sponsor of food or beverage for council meeting, TAB staff will order and pay
- Call TAB to verify which councils will meet in Fall 2024

Local Presidents & Vice Presidents – **sponsored by StrucSure Home Warranty**

Young Professionals Council – **sponsored by McCoy's Building Supply**

Nov. 20, TAB Excellence in Leadership Dinner - Hyatt Lost Pines, Bastrop, TX

The 2024 Excellence in Leadership Dinner will celebrate the Texas Association of Builders' leaders from across the state, honor new inductees into the Texas Housing Hall of Honor and proceed with the changing of the guard in association leadership in preparation for 2025. Thirty-one (31) housing industry legends will have been inducted into the Hall of Honor by Nov. 2024 and we hope to add more incredible residential construction professionals to this signature hall of honor. Mr. Brett Martin, Tilson Custom Home Builders, Greater Houston BA, will be installed as the 2025 TAB President. Concluding the evening's festivities will be an awards presentation that recognizes local associations and TAB members for their exceptional contributions throughout the year. Please join us at this gala. The HOMEPAC Silent Auction will be conducted throughout the evening to benefit TAB's advocacy efforts, and we are always looking for auction items.

Dinner Sponsor Levels – Call to discuss benefits:

Platinum Sponsor - \$10,000 **(SOLD)**

After Party Sponsor - \$10,000 (1)

Grand Sponsor - \$7,500 (1)

Select Sponsor - \$3,000

Friend Sponsor - \$1,000

Supporter Sponsor - \$500

Congratulatory Dinner Ads Only

Full Page - \$1,300

Half Page - \$800

Quarter Page - \$500

Dinner Platinum Sponsor:



Select Sponsors: Atmos Energy / Fox Energy Specialists / Great American Insurance Group / James Hardie Building Products / Maverick Warranties & Insurance / McCoy's Building Supply

Friend Sponsor: Tropicana Homes

For questions and/or to get you connected:
Call or Email: Angelica Stehling, CMP, Director of Events & Partnerships,
(512) 476-6346 or Angelica@TexasBuilders.org

Thank You 2024 TAB Title Sponsors – 1 more available

