

2022

Texas Association of Builders Sponsor Brochure

Join Us as a Sponsor!

Support the association whose
mission is to protect the
residential construction
industry in Texas

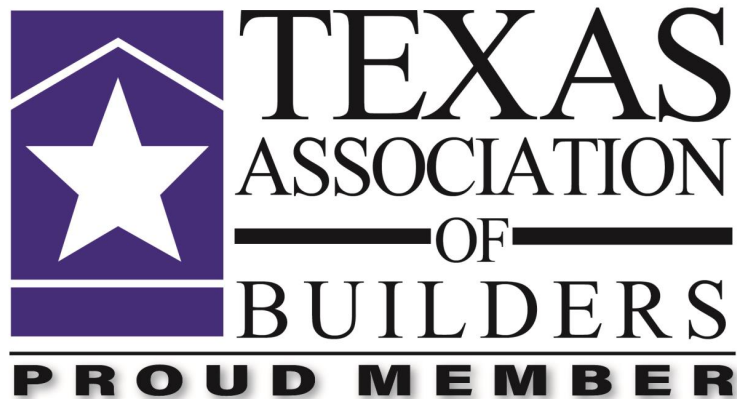


Associates /
Builders / Remodelers
in the State of Texas

Show Your Support!

Call TAB @
(512) 476-6346

Email - Angelica Stehling
Angelica@TexasBuilders.org



Show Your Support –Stay Essential Always!

Showing your support for the organization that, for the past 75 years and proudly into the future, is dedicated to creating a positive business environment for the housing industry in Texas. TAB is an affiliate of the National Association of Home Builders and has 26 local associations in the state representing nearly 10,000 builder, remodeler, developer and associate members across the state.

With the state and local associations playing a crucial role in providing housing for Texans, our collective mission is to represent and protect the more than 723,000 jobs and \$67.5 billion annually to the Texas economy.

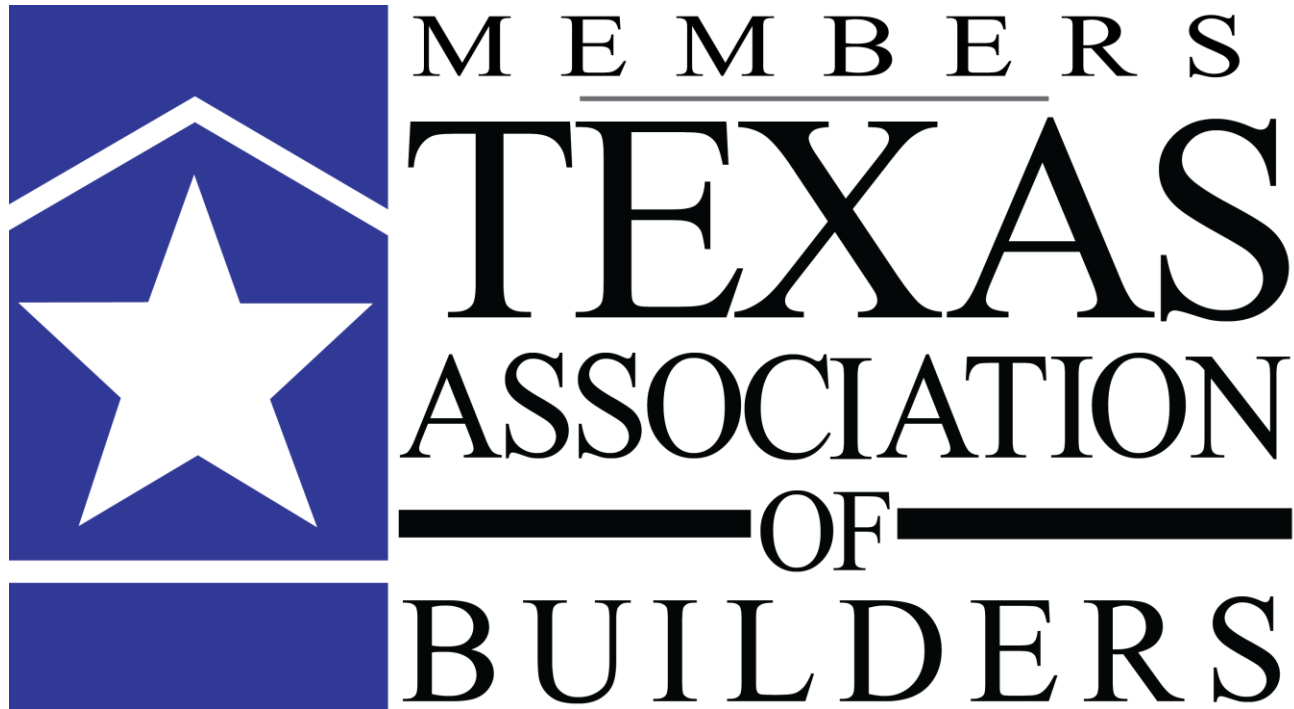
Texas Association of Builders

www.TexasBuilders.org

Star Awards

www.TABStarAwards.com

2022 Sponsorship / Advertising Opportunities
Must be a TAB Member To Participate



2022 Opportunities Include:

Advertising:

Sponsored Emails to Builders/Remodelers
Zoom @ Noon Education Webinars
TABloid Monthly E-Newsletter (one ad a month)

Events

Jan 10 –12 Executive Committee Retreat
Feb. 8 Texas Reception at IBS
April 5-7 Winter Committee & BOD Meetings
April 5-7 Council Meetings
April 6 HOMEPAC Fundraiser
July 12-15 Summer Committee & BOD Meetings
July 12-15 Council Meetings
July 12 HOMEPAC FUNdango
July 14 Star Awards*

* Entries Open Dec. 2, 2021

Nov. 16-18 Fall Committee & BOD Meetings*
Nov. 16-18 Council Meetings*
Nov. 17 Texas Housing Hall of Honor &
Excellence in Leadership Dinner*

* Dates Tentative (working on contract)

TAB Title Sponsor

\$25,000, or more, in one calendar year from January-December 2022 for Texas Association of Builders' marketing items listed in this document

Company to receive these value benefits in addition to the benefits in each selected marketing item in the Company's \$25,000+ package

**6 TAB Title Sponsors in 2022- 4 sold (2 pending until 11/19)
CALL NOW IF INTERESTED TO GET ON WAITING LIST**

TAB Title Sponsor Benefits:

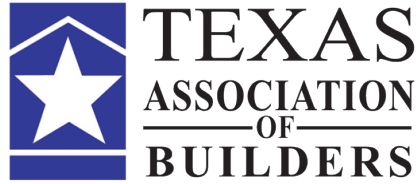
- Company logo & link on the TexasBuilders.org footer pages
- Company logo in the Table of Contents for each available Texas Builder Magazine Issue in 2022
- Leaderboard banner on TexasBuilders.org
(Company to provide artwork based on specs)
- Logo and link in the monthly TABloid
(TAB's e-newsletter to all members)
- Company Category Exclusivity

Items for Review and Consideration:

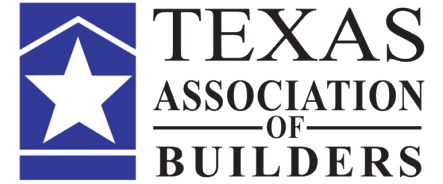
- Company must be a TAB Member
- Title Benefits begin upon receipt of 50% deposit
- Individual event benefits begin in receipt of deposit and apply towards first scheduled events. The remaining monies must be paid in full by event dates. If payments are not received, all benefits cease and company will not get any refund.

Disclaimer:

- Businesses and entities that directly compete or conflict with any official TAB Member Program or partner are ineligible to be a TAB Title Sponsor but may participate in other TAB sponsorship opportunities if selected opportunities aren't subject to a product category exclusivity clause and/or there aren't any business/entity conflicts with any TAB Member Program or partner



MONTHLY ADVERTISING OPTIONS SELECTED MONTHLY OPPORTUNITIES FOR REVIEW



Sponsored Email Blasts

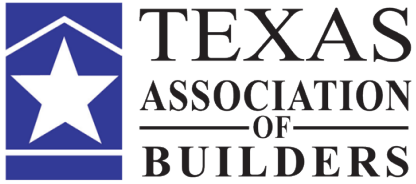
- \$1,750 Member
- One sponsored email per month
- First-Come / First-Served for available months (January – sold; February - sold)
- Emails Deployed – third or fourth week of the Month – Company to discuss with Association
- Artwork to be supply by the Company – the week prior to deployment date selected

TABloid – monthly TAB E-Newsletter to Members -

- First-Come / First-Served
- One AD per TABloid – confirmed company can choose between ad box or ad banner
- Ad Box - \$1,750 (artwork specifications forthcoming)
- Ad Banner - \$2,500 Emails (artwork specifications forthcoming)

Zoom at Noon Education Webinars -

- \$2,500 per session
- First-Come / First-Served
- January 13 – “An Exciting New Path To Texas Energy Code Compliance – HB 3215 – Speaker Steve Baden, Exec. Dir. RESNET (Available to Sponsor)
- March 3 – Topic/Speaker TBD - **March sold**
- May 5, June 2, Sept. 2, Oct 6 – Topics/Speakers TBD – (Available to Sponsor)
- Show management will facilitate the Zoom platform
- Sponsoring Company Logo Exposure to thousands of residential construction professionals including all TAB Members via email
- Sponsoring Company logo on all marketing campaigns and social media posts
- Sponsoring company has opportunity to submit a company video or prepare a pre-recorded welcome message (preferably 1 minute; maximum 2 minutes)
- Sponsoring company representative can welcome the audience with a live message and proceed to introduce the speaker.
- If company chooses to participate live, a practice session will take place the Thursday or Friday before seminar with sponsor and speaker.
- 16:9 PowerPoint Slide company advertisement at the beginning and end of the webinar. Company to produce artwork and submit one week prior to event otherwise–Show management will create a “holding slide with seminar information and the sponsoring company logo
- Show Management to send out a post-event thank you email to all registrants with a link to TAB’s YouTube Channel with seminar recording and include a “Click Here Button” to link to the sponsoring company email or website of choice.



EXECUTIVE COMMITTEE RETREAT

Jan. 10-12, 2022

Call for Detailed Information



[Connect with TAB Senior Leaders and TAB Committee Chairs](#)

- Opportunity to have your company shine connect with about 35 residential construction industry leaders from across the State
 - First-Come; First Served

[Select an available opportunity for your company to stand out](#)

\$2,000 Friend Sponsor = (2 opportunities available)

- Refreshment Sponsors --- logo exposure on signage
- Provide 35 copies of flyer, brochure or item to be presented to the group

\$3,000 Breakfast Sponsor = (2 sold – not available)

- Send company representative to have breakfast with the group & have a few minutes to speak before the group
- Provide 35 copies of flyer, brochure or item to be presented to the group
- Logo Sponsorship recognition at breakfast via signage

SOLD OUT

\$5,000 Lunch Sponsor = (1 available)

- Send two company representatives to have lunch with the group & have a few minutes to speak before the group
- Provide 35 copies of flyer, brochure or item to be presented to the group
- Logo Sponsorship recognition at the lunch via signage

\$6,000 Dinner Sponsor = (1 sold; 1 available) = January 10 dinner available, January 11 dinner sold-out

- Send four company representatives to have dinner with the group & have an opportunity to speak and make a toast
- Provide 35 copies of flyer, brochure or item to be presented to the group
- Logo Sponsorship recognition at the dinner via signage



STAR AWARDS – 2022 PROGRAM



Presenting Sponsor: \$3,000 (9 available – 3 confirmed)

- Company logo & link on Star Awards website – www.TABStarAwards.com
- Company logo in Sunbelt Show Guide and Star Awards Finalists catalog,
- Company logo in media presentation at event
- Company logo in Star Awards ads in July/August & Oct/Nov. Issues of *Texas Builder Magazine*
- Company logo in on-site Star Awards signage
- Company recognition on marketing materials for awards program
- Company recognition on letters/emails to Star Awards finalists & winners
- Company recognition on the TAB website sponsor page
- Company rep to assist on stage, July 14, in handing awards to winners*
(* # of awards to assist with depends on # of entries, categories & sponsors)
- Company receives two (2) tickets to the event with reserved seating at front
- Company name in TABloid (monthly e-newsletter) with Star Awards info
- Company recognition on Social Media posts
- Company recognition in after event thank you posts and emails
- Company product category exclusivity
- Presenting Sponsors are available to all TAB Members

For More Information: www.TABStarAwards.com

Photo Booth Sponsor \$4,000 (1 available)

- Same Benefits as the Presenting Sponsor except – for the additional money, the company gets logo exposure on all photos and does not get the opportunity to be called to the stage to assist with handing out awards
- Company can't compete with Presenting Sponsors – the product category exclusivity includes this sponsorship
- Builders / Remodelers are ineligible for the Photo Booth sponsorship

Timeline of 2022 Star Awards Program:

- Entry Period Starts – Dec. 2, 2021
- Early Bird Deadline – Jan. 21, 2022
- Extended Entry Deadline – Feb. 4, 2022
- Finalists Announced – May 3, 2022
- Winners Presented – Thurs, July 14, 2022 @ Hilton Anatole Hotel – Dallas, TX



TEXAS RECEPTION

at the International Builders Show® - February 8, 2022
Taverna Opa – Pointe Orlando
It's a Big Fat Greek Party!



Presenting Sponsor Level: \$6,000 – 2 sold / 2 available

- Company category exclusivity at this level
- 10 complimentary tickets to the event
- Company logo & link in all marketing materials and registration links
- Company logo in signage at the event, in TABloid issues mentioning the event, and in *Texas Builder* Magazine thank you ad in the March/April issue
- Company representative will have the opportunity to address the crowd at the reception
- Company recognition on the TAB website
- Opportunity to have a display table at the reception or provide additional entertainment courtesy of your company (company to bring materials for provided table or to handle all the details of the additional entertainment)
- Registration mailing list of Texas delegates at IBS
- Company recognition with hashtags on TAB's Facebook and Twitter accounts

Select Sponsor Level: \$3,000

- Company logo in marketing materials, TABloid and reg link
- 6 complimentary tickets to the event
- Company recognition on the TAB website
- Registration mailing list of Texas delegates at IBS
- Verbal recognition in welcoming remarks

Friend Sponsor Level: \$1,000

- Company name in marketing materials, TABloid and reg link
- 2 complimentary tickets to the event
- Registration mailing list of Texas delegates at IBS
- Verbal recognition in welcoming remarks

Supporter: \$500

- 1 complimentary ticket to the event
- Verbal recognition onsite at event
- Company name on Welcome sign at the event
- Registration mailing list of Texas delegates at IBS



WINTER COMMITTEE & BOD MEETINGS

April 5-7, 2022

The Westin Domain - Austin, Texas



Winter 2022 Committee & Board Meetings: \$3,000

- Company recognition on TAB's website as it relates to Winter Board Meetings
- Company has opportunity to provide a one-page flyer and we will include in email information sent out to the board members 30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5"x11" one-sided)
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder Magazine* and in post event ad in *Texas Builder Magazine*, on the pocket guide schedule distributed at registration desk (all subject to timelines – call for dates), and in TABloid (e-newsletter) announcing meeting dates
- 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 meeting chairs.
- Verbal recognition at the Board of Directors' Meeting on Thursday, April 7, 2022
- Company has opportunity to gather business cards during the meeting days/times prior to the BOD Meeting. At the beginning of the BOD Meeting, a company rep can come to the stage, announce the giveaway and draw a winner from the business cards collected by the company.
- Company product category exclusivity as a sponsor

Winter 2022 Council Meetings: \$1,500 or \$2,500

- First-Come; First Served
- Logo on Council Agenda
- Company representative has 5 minutes during council meeting
- Company can bring flyer, brochure or logoed item for attendees at council meeting
- Sponsor of food or beverage for council meeting
- See list of available councils to the right

Councils @ \$1,500

- Professional Women in Building Council (sold-out)
- Multifamily Council (sold-out)
- Young Professionals Council (1st right of refusal until 11/19/21)
- Attorney Council

Councils @ \$2,500

- Developers Council
- Texas Executive Officers Council
- Local Presidents & VP Council (sold-out)

HOME PAC Fundraiser – April 6, 2022 – 6:30 – 8:30 p.m. at Westin Austin Domain

- \$3,500 Level – Food Sponsor
- \$2,500 Level – Beverage Sponsor
- \$2,500 Level – Entertainment
- Call for Specifics

HOME PAC FUNdango – Tuesday, July 12 – 7 – 10 p.m. at the Hilton Anatole Hotel - Park

FUNdango Presenting Sponsor: \$6,000 - 1 sold / 4 available

- Company product category exclusivity at this level
- Company logo on all promotional materials, *Texas Builder* Magazine ads, on exclusive on-site signage, on thank you ad in Sunbelt's Show Guide, on Sunbelt's website sponsor page, and in TABloid (monthly member e-newsletter) detailing event (subject to timelines)
- ½ page ad (artwork to be supplied by company) in the Sunbelt Builders Show™ on-site Show guide (subject to timelines)
- Verbal recognition at the event
- Complimentary two teams of two players per team for the buy-in portion of the tournament
- Admission for eight (8)
- Comp Sunbelt registration for two (2) company representatives
- Presenting Sponsors can add a special experience to the event and brand it exclusively with their company --- it is up to the company to purchase and plan

FUNdango Food/Beverage

(1 food sold; 4 available / 5 beverage available) - \$3,000

- Company recognition on all promotional materials, *Texas Builder* Magazine ads, on exclusive on-site signage, on thank you ad in Sunbelt's Show Guide, in Sunbelt's website sponsor page, and in TABloid (e-newsletter) detailing event (all subject to timelines)
- Admission for four (4) company representatives
- Complimentary one (1) team of 2 for the buy-in portion
- Verbal recognition at the event
- Comp Sunbelt registration for one (1) company representative

FUNdango Friend Sponsors (Unlimited) - \$750

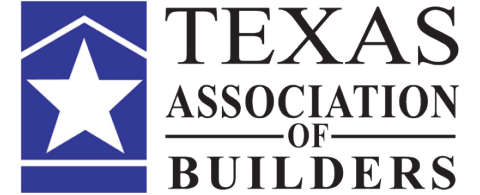
- Company recognition listed on on-site signage
- Company name listed in the Sunbelt Show Guide
- Admission for two (2) company representatives
- Company verbal recognition on-site at event

Sponsor support of these events allows all ticket proceeds to go to HOME PAC



Summer Committee & Board Meetings

July 12 - 15, 2022
Hilton Anatole Dallas



Summer 2022 Committee & Board Meetings - \$3,000 (4 sold – 2 available)

- Company recognition on TAB's website as it relates to Summer Board Meetings
- Company has opportunity to provide a one-page flyer and we will include in email information sent out to the board members 30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5"x11" one-sided)
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder Magazine* and in post event ad in *Texas Builder Magazine*, on the pocket guide schedule distributed at registration desk (all subject to timelines – call for dates), and in TABloid (e-newsletter) announcing meeting dates
- 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 meeting chairs.
- Verbal recognition at the Board of Directors' Meeting on Friday, July 15, 2022
- Company has opportunity to gather business cards during the meeting days/times prior to the BOD Meeting and, at the beginning of the BOD Meeting, can come to the stage and announce the company, the giveaway and draw a winner from the business cards collected by the sponsoring company.
- Company product category exclusivity as a sponsor

Summer 2022 Council Meetings: \$1,500 or \$2,500

- First-Come; First Served
- Logo on Council Agenda
- Company representative has 5 minutes during council meeting
- Company can bring flyer, brochure or logoed item for attendees at council meeting
- Sponsor of food or beverage for council meeting
- See list of available councils to the right

Councils @ \$1,500

- Professional Women in Building Council
- Multifamily Council (sold-out)
- Young Professionals Council (1st right of refusal until 11/19/21)
- Attorney Council

Councils @ \$2,500

- Developers Council
- Texas Executive Officers Council
- Local Presidents & VP Council



Fall Committee & Board Meetings

November 16-18, 2022
The LINE Hotel (tentative)



Fall 2022 Committee & Board Meetings - \$3,000 (4 sold – 2 available)

- Company recognition on TAB's website as it relates to Fall Board Meetings
- Company has opportunity to provide a one-page flyer and we will include in email information sent out to the board members 30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5"x11" one-sided)
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder Magazine* and in post event ad in *Texas Builder Magazine*, on the pocket guide schedule distributed at registration desk (all subject to timelines – call for dates), and in TABloid (e-newsletter) announcing meeting dates
- 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 meeting chairs.
- Verbal recognition at the Board of Directors' Meeting on Friday, Nov. 18, 2022
- Company has opportunity to gather business cards during the meeting days/times prior to the BOD Meeting and, at the beginning of the BOD Meeting, can come to the stage and announce the company, the giveaway and draw a winner from the business cards collected by the sponsoring company.
- Company product category exclusivity as a sponsor

Fall 2022 Council Meetings: \$1,500 or \$2,500

- First-Come; First Served
- Logo on Council Agenda
- Company representative has 5 minutes during council meeting
- Company can bring flyer, brochure or logoed item for attendees at council meeting
- Sponsor of food or beverage for council meeting
- See list of available councils to the right

Councils @ \$1,500

- Professional Women in Building Council
- Multifamily Council (sold)
- Young Professionals Council (1st right of refusal until 11/19/21)
- Attorney Council

Councils @ \$2,500

- Developers Council
- Texas Executive Officers Council
- Local Presidents & VP Council (sold-out)



Excellence in Leadership Dinner

November 17, 2022, 6:30 – 11:30 p.m.

(Tentative Date and location at The LINE Hotel – Austin, Texas)



The 2022 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 2023. Thirty (30) housing industry legends have been inducted into the Hall of Honor and we hope to add more incredible residential construction professionals to this signature hall of honor. Mr. Donnie Evans, Altura Homes, Dallas Builders Association, will be installed as the 2023 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 for all these festivities. The HOMEPAC Silent and Live Auctions will be conducted throughout the evening to benefit TAB's advocacy efforts.

Sponsor Levels – Call to discuss benefits:

Platinum Sponsor - \$10,000 (sold-out)

Grand Sponsor - \$7,500 (one available)

After Party - \$10,000 (one available)

Select Sponsor - \$3,000

Friend Sponsor - \$1,000

Supporter Sponsor - \$500

Recognition Sponsor - \$250

Commemorative Dinner Program

Celebrate an Individual with an ad

Full Page - \$1,300

½ Page - \$800

¼ Page - \$500