



Sponsorship Opportunities for 2023

The Texas Association of Builders (TAB) is a voluntary trade organization representing all segments of the residential building industry. Through training, education, and active participation in the legislative and regulatory process, our organization works in conjunction with local home builders associations throughout Texas to make membership an essential element of a successful building industry company. TAB is governed by a Board of Directors elected by members throughout the local home builders associations across the state and they meet regularly throughout the year with committees and councils to help guide the future of the residential construction industry in Texas.

What TAB Offers:

Government Affairs

TAB is dedicated to serving the business needs of Texas homebuilders, remodelers, developers, and affiliated suppliers. To fulfill this commitment, TAB has proven successful in advocating on behalf of its members at the Texas Capitol and before state regulatory agencies.

Member Only Section

As a member of TAB, one is entitled to receive the benefits of information, programs and services that are not available to the general public. Many of these programs are discounted or enhanced for TAB Members. Membership begins at the local level and there are 26 local home builders associations across the state of Texas. Membership provides you with local, state, and national memberships.

Product Depot

The Product Depot is an online Supplier Directory that provides a convenient marketplace for buyers to quickly find qualified vendors that meet the needs of the homebuilding industry. TAB Members and sponsors are identified by a logo next to their company's name.

HOME PAC

HOME PAC, TAB's political action committee, is an essential part of the advocacy program at TAB. HOME PAC provides contributions to support pro-housing candidates to both statewide office and the Texas Legislature.

Sunbelt Builders Show™

The Show is the largest homebuilding industry event in the Southwest, drawing thousands of residential construction industry professionals to learn, network, and grow their businesses. This event is open to both members and non-members – with discounts for members to purchase a booth, to attend the Show and the networking events.

Texas Builders Foundation

Texas Builders Foundation, the charitable arm of the Texas Association of Builders, is a resource to students, the residential construction industry, and the citizens of Texas. Its mission is to support and develop Texas' future construction workforce. The foundation holds annual, sponsored events to help raise money for the foundation. You can make individual donations at TexasBuildersFoundation.org.

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



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 well-deserved 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

(sponsorship/exhibit monies for Sunbelt do not count towards TAB Title package)

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

(sponsorship or monies donated to TBF do not count towards TAB Title package)

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

Connect Now!



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Texas Association of Builders 2023 Sponsorship Opportunities

TAB Events/Advertising to Choose

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

• TAB 2023 Title Sponsorship

- Must be a TAB Member **SOLD OUT**
- 6 TAB Title opportunities in calendar year, January – December 2023
- Minimum of \$25,000 package of event sponsorships in the calendar year
- Company to receive added value benefits (listed below) in addition to benefits for each selected event (listed above) in overall \$25,000+ package.

• TAB 2023 Title Sponsor “Extra Value Benefits” for the (6) specific **SOLD OUT** companies

- Company logo & link on the TexasBuilders.org footer pages
- Company logo in the Table of Contents for each available Texas Builder Magazine Issue
- Leaderboard banner on TexasBuilders.org (Company to provide artwork based on specs)
- Logo and Link in the monthly TABloid (TAB’s monthly e-newsletter to members)
- Company Category Exclusivity as TAB Title sponsor and within selected event levels

• TAB 2023 Event Opportunities

- Exclusive Legislative Recordings through 2023 Legislative Cycle **(SOLD)**
- Jan. 31, Texas Reception at IBS - Las Vegas, NV (1,000 -\$6,000)
- March 29, TAB Rally Day, Austin, TX (\$1,000 - \$5,000)
- March 30–31, TAB Winter Committees & BOD Meeting, Austin, TX – (\$3,000) **(SOLD)**
- March 30–31, TAB Available Council Meetings (\$1,500 -\$2,500)
- March 30, TAB Winter HOMEPAC Fundraiser (\$1,000 -\$5,000)
- July 12–15, TAB Summer Committee & BOD Meetings, Fort Worth, TX – (\$3,000)
- July 12–15, TAB Available Council Meetings (\$1,500 -\$2,500)
- July 12, TAB Wednesday “SUPER” Event TBD (\$1,000-\$10,000)
- July 14, TAB Star Awards – **TABStarAwards.com** (\$3,000 -\$10,000)
- Nov. 14-16, TAB Fall Committee & BOD Meetings – Galveston, TX – (\$3,000) **(SOLD)**
- Nov. 14-16, TAB Available Council Meetings (\$1,500-\$2,500)
- Nov. 15, TAB Excellence in Leadership Dinner – Galveston, TX (\$1,000 -\$10,000)



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Texas Association of Builders 2023 Sponsorship Opportunities

• TAB Sponsored Monthly Emails to Builders / Remodelers

- One a Month (1st Come / 1st Serve) @ \$1,750 per email (SOLD – January and September)
- 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 and is subject to TAB approval
 - B. The following artwork/image 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
- Banner artwork to be provided by advertiser and will be placed on front page
- Specs – 728x90 pixels, GIF or JPG, 40K max file size

• TAB Zoom @ Noon Education Webinars (Months, Dates and Topics TBD for 2023)

- Up to 5 per year @ \$2,500 per webinar; First-Come / First-Served
- 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 or 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

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- Exclusive Legislative Recordings with TAB Executive Director, Scott Norman - **SOLD**



- Texas Reception @ IBS, Heart of Omnia Nightclub, Las Vegas, Tues. Jan. 31, 4:30 – 6:30 p.m.

1. Presenting Sponsor - \$6,000 – 5 (3 sold / 1 available)

- Company category exclusivity at this level – call to verify
- Company logo & link in all marketing materials and registration links
 - A. Minimum of 4 emails to the TAB membership & Texas contingency registered for IBS Save The Date (early December 2022); Don't Wait - Rate increase Email (mid-Dec. 2022); Get your event tickets now (early Jan. 2023); Know Before You Go (Thurs., Jan. 26, 2023)
 - B. Electronic Flyer included in Nov. 2022 BOD Meeting Announcement (timeline Oct. 10, 2022)
 - C. Printed Flyer at Nov. 2022 BOD Meeting (timeline Nov. 7, 2022)
- Company logo in LED options at the event,
- 8 complimentary tickets to the event
- Company logo in in TABloid issues mentioning the event (November, December, January, February)
- Company logo in **Texas Builder** Magazine ads in January issue and April Issue
 - 1st Quarter 2023 announcing event & 2nd Quarter 2023 thank you ad with photos
- Company representative will have the opportunity to address the crowd at the reception
- 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
- Texas Reception registration mailing list

2. Select Sponsor - \$3,000

- Company logo in all marketing materials
 - A. Minimum of 4 emails to the TAB membership & Texas contingency registered for IBS
 - B. Printed Flyer at Nov. 2022 BOD Meeting (timeline Nov. 7, 2022)
- Company logo in LED options at the event,
- Company name in in TABloid issues mentioning the event (November, December, January, February)
- Company name in **Texas Builder** Magazine ads in January issue and April Issue
 - A. 1st Quarter 2023 announcing event & 2nd Quarter 2023 thank you ad with photos
- Company verbal recognition in welcoming remarks
- Company recognition on the TAB website for event registration
- 4 tickets to event for company reps
- Texas Reception registration mailing list



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Texas Reception @ IBS – January 31, 2023 (continued)

3. Friend Sponsor - \$1,500

- Company name in available marketing materials including emails and printed flyer
- Company name in LED options at the event,
- Company name in *Texas Builder* Magazine thank you - April Issue
 - A. 2nd Quarter 2023 thank you ad with photos
- Company verbal recognition in welcoming remarks
- 2 tickets to event for company reps

• March 29, TAB Rally Day, Austin, TX (Benefits run throughout legislative cycle Jan-May 2023)

1. Presenting Sponsor Level - \$5,000 –

- Company category exclusivity – **SOLD OUT**
- Company logo on marketing materials, invitations, in Rally Day ads in the *Texas Builder* Magazine including, 1st Quarter January issue, 2nd Quarter April issue and 3rd quarter July issue
- Company logo on the letter introducing the “legislative leave behind” brochure information
- Company logo on Rally Day banner and thank you sign to be displayed at committee and board meetings, March 30-31, 2023
- Company rep to be brought to stage at Rally Day event on March 29
- Company logo on TAB website regarding Rally Day 2023
- Company logo prominent at Rally Day Registration Tables
- Company logo in TABloid issues with information about Rally Day
- Company logo and link in Legislative Line (e-newsletter) for the duration of the Legislative Session
- Company opportunity to have a display at the Legislative Reception on Wednesday, March 29, 2023
- Company verbal recognition and photo opportunity during the Rally on March 29
- Verbal recognition and photo opportunity at the Legislative Reception
- Verbal recognition by the HOMEPAC Chair during report at the TAB winter board meeting, Fri., March 31, 2023
- Recognition on Thank you post on TAB’s Facebook and Twitter accounts

2. Signature Sponsor Level - \$2,500

- Company name on marketing materials, invitations, in Rally Day ads in the *Texas Builder* Magazine including, 1st Quarter January issue, 2nd Quarter April issue and 3rd quarter July issue
- Company name on the letter introducing the “legislative leave behind” brochure information
- Company name on Rally Day banner and thank you sign to be displayed at committee and board meetings, March 30-31, 2023
- Company logo on TAB website regarding Rally Day 2023
- Company name prominent at Rally Day Registration Tables
- Company name in TABloid issues with information about Rally Day
- Company name in Legislative Line (e-newsletter) for the duration of the Legislative Session
- Company verbal recognition during the Rally on March 29, 2023
- Company verbal recognition and photo opportunity at the Legislative Reception
- Verbal recognition by the HOMEPAC Chair during report at the TAB winter board meeting, Fri., March 31, 2023



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March 29, TAB Rally Day (continued)

3. Friend Sponsor Level - \$1,000

- Company name in Rally Day thank you ad in the *Texas Builder* Magazine 2nd Quarter April issue and 3rd quarter July issue
- Company name on Rally Day banner and thank you sign to be displayed at committee and board meetings, March 30-31, 2023
- Company name on TAB website regarding Rally Day 2023
- Company name prominent at Rally Day Registration Tables
- Company verbal recognition during the Rally on March 29, 2023
- Company verbal recognition at the Legislative Reception
- Verbal recognition by the HOMEPAC Chair during report at the TAB winter board meeting, Fri., March 31, 2023

• March 30–31, TAB Winter Committees & BOD Meeting, The Driskill Hotel, Austin

1. Committee & Board Meetings Sponsor - \$3,000

- Company product category exclusivity as a sponsor 
- Company recognition on TAB's website as it relates to Winter Committees & BOD Meetings
- Company provides flyer and staff will include in email board meeting notice sent out 30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5"x11" one-sided) – Due Feb. 24, 2023
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder* Magazine issue and in post event ad in *Texas Builder* Magazine issue
- 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 Friday, March 31, 2023
- Verbal recognition at the Board of Directors' Meeting on Friday, March 31, 2023
- 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.

• March 30–31, TAB Available Council Meetings (\$1,500 - \$2,500)

- **Winter 2023 Council Meetings**
 - First-Come; First Served
 - 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
 - **Professional Women in Building Council (Sold)**
 - Young Professionals Council
 - \$2,500 options include:
 - Developers Council
 - **Local Presidents & VP Council (Sold)**
 - Texas Executive Officers Council

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- **March 30, TAB Winter HOMEPAC Fundraiser – Austin, TX (TBD) - (\$1,000 - \$5,000)**
 - **Presenting Sponsor - \$5,000 (2)**
 - Call for specifics and venue
 - **Select Sponsor - \$2,500**
 - Call for specifics and venue
 - **Friend Sponsor - \$1,000**
 - Call for specifics and venue

- **July 12–15, 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 flyer and staff will include in email board meeting notice sent out 30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5”x11” one-sided) – Due June 9, 2023
 - Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder* Magazine issue and in post event ad in *Texas Builder* Magazine issue and in Sunbelt Show Guide
 - Company logo on the onsite pocket guide
 - Company logo in TABloid (e-newsletter) announcing meeting dates – May, June 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 Saturday, July 15, 2023
 - Verbal recognition at the Board of Directors’ Meeting on Saturday, July 15, 2023
 - 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.

- **July 12–15, TAB Available Council Meetings (\$1,500 - \$2,500)**
 - **Summer 2023 Council Meetings**
 - First-Come; First Served
 - 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
 - Depends on the councils that meet in the Summer
 - **Developers Council (Sold)**



- **July 14, TAB Star Awards – TABStarAwards.com – (\$3,000 - \$10,000) (Benefits Nov. 22-Sept. 23)**
 - **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 3 drink tickets per person
 - 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 - \$4,000 (1)**
 - Builders/Developers/Remodelers are ineligible for the Photo Booth Sponsorship
 - Company logo on all photos from photo booth
 - Company can't compete with the title or award category sponsors
 - Company gets benefits listed in Awards Category Presenting Sponsor
 - **Award Category Presenting Sponsor - \$3,000 - Company Category Exclusivity**
 - Company Logo/Link on Star Awards website – www.TABStarAwards.com
 - Company logo in Sunbelt Show Guide and Star Awards 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 14, in handing awards to winners*
 - * # of awards to assist will depend on # of entries, categories & sponsors)
 - Company will receive (2) tickets to the event with reserved seating at front and 2 drink tickets each

- **NEW – Big Time in Cowtown Fundraiser @ Billy Bob's**
 - Thursday, July 13, 2023**
 - Benefits TAB HOME PAC and the Texas Builders Foundation**
 - **Platinum Buckle Sponsor - \$10,000 (4 Total – 3 sold / 1 available)**
 - Company product category exclusivity at this level
 - Company logo on all promotional materials regarding the event,
 - Company logo on onsite 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 June 7, 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 name on koozies (Show Management to create and purchase)
 - **Gold Hat Sponsor - \$5,000 (10) - \$50,000 (3 sold / 7 available)**
 - Company logo on all promotional materials regarding the event,
 - Company logo on onsite signage,
 - Company logo in Sunbelt Show Guide,
 - Company logo on Sunbelt's website sponsor page
 - Company logo in TABloid (monthly member e-newsletter)
 - ½ Page ad in the Sunbelt on-site Show guide (artwork due by June 7 & supplied by company)
 - Admission for six (6) company representatives to event

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- **NEW – Big Time in Cowtown Fundraiser @ Billy Bob’s (continued)**

Thursday, July 13, 2023

Benefits TAB HOME PAC and the Texas Builders Foundation

- **Silver Spurs Sponsor - \$2,500 (Unlimited)**

- Company logo in Show Guide,
- Company logo on Sunbelt’s website sponsor page,
- Company logo onsite signage
- Company name on all pre-promotional materials regarding the event,
- Company name in TABloid (monthly member e-newsletter)
- Admission for three (3) company representatives to event

- **Cowboys/Cowgirls - \$1,000 (Unlimited)**

- Company name in selected pre-promotional materials regarding the event
- Company name on Sunbelt’s website sponsor page
- Company name on onsite sponsor signage
- Admission for two (2) company representatives to event

- **Sidekicks - \$500 (Unlimited)**

- Company name on onsite sponsor signage
- Admission for one (1) company representatives to event

- **Nov. 14-16, TAB Fall Committee & BOD Meetings – San Luis Resort, Galveston, TX (\$3,000)**

- **Committee & Board Meetings Sponsor - \$3,000**

- Company product category exclusivity as a sponsor – call to verify
- Company recognition on TAB’s website as it relates to **SOLD OUT** meetings
- Company provides flyer and staff will include in email notice sent out 30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5”x11” one-sided) – Due Oct. 13, 2023
- Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder* Magazine issue and in post event ad in *Texas Builder* Magazine issue
- Company logo on the onsite pocket guide schedule distributed at registration desk
- Company logo in TABloid (e-newsletter) announcing meeting dates – Aug. 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 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 Thursday, November 16, 2023
- Verbal recognition at the Board of Directors’ Meeting on Thursday, November 16, 2023
- 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.

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• **Nov. 14-16, TAB Available Council Meetings, San Luis Resort, Galveston, TX (\$1,500-\$2,500)**

• **Fall 2023 Council Meetings: \$1,500 or \$2,500**

- First-Come; First Served
- 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
- This depends on the councils that meet in the Fall 2023 - TBD

• **Nov. 15, TAB Excellence in Leadership Dinner – San Luis Resort, Galveston, TX**

The 2023 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-one (31) housing industry legends will have been inducted into the Hall of Honor by Nov. 2023 and we hope to add more incredible residential construction professionals to this signature hall of honor. Mr. Don E. Allen, Lackland Holding/Riverside Homebuilders, Greater Fort Worth BA, will be installed as the 2024 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, 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

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Thank You 2023 TAB Title Sponsors



Your natural gas company



Property & Inland Marine

