



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 by supporting the association, members and businesses that support you!

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

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!



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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 each 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 sponsoring companies**

- Company logo & link **SOLD OUT** on Builders.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**

- Nov. 14-16, TAB Fall Committee & BOD Meetings – Galveston, TX **(SOLD)-OUT**
- Nov. 14-16, TAB Available Council Meetings (\$1,500-\$2,500)
- Nov. 15, TAB Excellence in Leadership Dinner – Galveston, TX (\$10,000 -\$250)





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
 - Company and TA **SOLD OUT** in 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 siz



• **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 and Winter Board Meetings
 - Company provides flyer and staff  all 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 Oct. 13, 2023
 - Company recognition on meeting schedules, board meeting signage, in meeting announcement ad in *Texas Builder* Magazine in Sept 2023 issue (timeline July 24)
 - 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 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.



Your natural gas company



• **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

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Partnerships, (512) 476-6346 or Angelica@TexasBuilders.org



• **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

Table Sponsor - \$2,000

Dinner Platinum Sponsor:



Your natural gas company

Select Sponsors: Fox Energy Specialists / Great American Insurance Group /
James Hardie Building Products / McCoy's Building Supply /
StrucSure Home Warranty

Friend Sponsors: CenterPoint Energy / Tropicana Homes

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Thank You 2023 TAB Title Sponsors

