

Indiana Builders Association 2021 Sponsorship Guide



We educate and advocate for the construction industry to positively impact legislative, regulatory, and legal issues that affect housing affordability.

101 W. Ohio St., Ste. 710, Indianapolis, IN 46204
(P) 800-377-6334 | (F) 844-272-4932 | www.BuildIndiana.org



Dear Member,

Since 1952, the Indiana Builders Association has been committed to maintaining and developing workable and affordable regulations and laws that enable the citizens of Indiana to own a home. We are a statewide trade organization representing Indiana's home building, remodeling and light commercial construction industry with 22 local affiliates across Indiana.

If you are looking to target home builders, remodelers and small business owners and increase your visibility among leaders in the housing community, then I encourage you to discover the opportunities we offer.

The following 2021 Sponsorship Guide was developed to help you plan your involvement and budget for the year. The Indiana Builders Association offers you the opportunity to take part in year-long sponsorships or individual event sponsorships. These opportunities exemplify your commitment to the housing industry and provide the Indiana Builders Association with an additional source of support for advocacy, networking and education.

Please look over the enclosed information. We hope you will consider partnering with us as we continue to build a better Indiana!

Sincerely,

A handwritten signature in black ink that reads "Rick Wajda". The signature is written in a cursive, flowing style.

Rick Wajda
Chief Executive Officer



Indiana Builders Association

2021 Annual Sponsorship Opportunities

Get the most bang for your buck by becoming an Indiana Builders Association annual sponsor. Not only does becoming an annual sponsor provide a cost savings over individual sponsorships, but you will gain exposure all year long at a variety of IBA events.

| <u>Gold Sponsor</u> (3 available) \$10,000 | <u>Silver Sponsor</u> \$5,000 | <u>Bronze Sponsor</u> \$2,500 |
|--|---|---|
| <ul style="list-style-type: none"> Featured Member on IBA's website for one month | <ul style="list-style-type: none"> Linked company logo on IBA's website home page for six months | <ul style="list-style-type: none"> Linked company logo on IBA's website home page for three months |
| <ul style="list-style-type: none"> Linked company logo on IBA's website home page for 12 months | <ul style="list-style-type: none"> 3 full page ads in the Indiana Builder News | <ul style="list-style-type: none"> Three 1/2 page ads in the Indiana Builder News |
| <ul style="list-style-type: none"> Four full page ads in the Indiana Builder News and 2 targeted marketing emails | <ul style="list-style-type: none"> Lunch sponsor (includes foursome) at annual golf outing | <ul style="list-style-type: none"> Beverage sponsor at annual golf outing |
| <ul style="list-style-type: none"> Feature article in the Indiana Builder News | <ul style="list-style-type: none"> Event sponsor for IBA Housing and Legislative Conference | <ul style="list-style-type: none"> Statehouse lunch sponsor |
| <ul style="list-style-type: none"> Premier sponsor (includes foursome) at annual golf outing | <ul style="list-style-type: none"> Silver sponsor at Indiana's Networking Night at the International Builders Show | <ul style="list-style-type: none"> Bronze sponsor at Indiana's Networking Night at the International Builders Show |
| <ul style="list-style-type: none"> Event sponsor for IBA Housing and Legislative Conference | <ul style="list-style-type: none"> Full page ad in Leadership Directory | <ul style="list-style-type: none"> Half page ad in Leadership Directory |
| <ul style="list-style-type: none"> Gold sponsor at Indiana's Networking Night at the International Builders Show | <ul style="list-style-type: none"> Recognition at all IBA events | <ul style="list-style-type: none"> Recognition at all IBA events |
| <ul style="list-style-type: none"> Full page ad in Leadership Directory | <ul style="list-style-type: none"> Feature in IBA Builder Bi-Weekly | <ul style="list-style-type: none"> Feature in IBA Builder Bi-Weekly |
| <ul style="list-style-type: none"> 3 month insert in New Member Packet | | |
| <ul style="list-style-type: none"> Recognition at all IBA events | | |
| <ul style="list-style-type: none"> Feature in IBA Builder Bi-Weekly | | |



Indiana Builders Association

2021 Individual Sponsorship Opportunities

Board Meeting (3 available)

- Sponsor – \$2,500
 - Company logo on all promotional material, signage and event presentation
 - One 8' tabletop in venue lobby
 - 2-3 minute speaking opportunity during the event
 - Provide promotional lanyards for attendees
 - Opportunity to provide educational seminar before or after

2022 Housing and Legislative Conference – TBD

- Event sponsor (10 available) – \$2,000
 - Company logo on all promotional material, signage and event presentation
 - One 8' tabletop in venue lobby
- Statehouse lunch sponsor - \$1,000
 - Company logo on all promotional material and signage

Golf Outing -Date TBD

- Premier sponsor (exclusive) – \$2,500
 - Company logo on all promotional material and signage
 - Foursome for golf
 - 2-3 minute speaking opportunity at lunch
- Lunch sponsor – \$1,500
 - Company logo on all promotional material and signage
 - Foursome for golf
- Beverage sponsor – \$1,000
 - Company logo on all promotional material and signage
- Hole/table top sponsor – \$250
 - Company representative(s) and signage at hole
- Souvenir sponsor
 - Donate one item per golfer (approx. 100 items)

Leadership Directory

- Back cover (exclusive) – \$1,000
- Full page – \$500
- Half page – \$250

2022 Indiana's Networking Night at the International Builders Show - TBD

- Gold Sponsor- \$1,000
 - Company logo on all promotional material and signage
- Silver sponsor – \$500
 - Company logo on all promotional material and signage
- Bronze sponsor – \$250
 - Company logo on all promotional material and signage

Leadership Conference-Nov. 8

- Sponsor – \$2,000
 - Company logo on all promotional material, signage and booth space at the event.



Indiana Builders Association

2021 Indiana Builder News Advertising Rates

- Indiana Builder News is the official publication of the Indiana Builders Association and is distributed bi-monthly to Indiana's builders, developers, remodelers, trade contractors and building suppliers.
- Each issue is packed with building industry information from the national, state and local levels, allowing all professionals to stay up to date on building industry happenings.
- There are 3,000+ copies published bi-monthly. Each copy is circulated to over 40,000 readers.
- Each issue is also published online at www.BuildIndiana.org.

Specifications

- 11" x 13" tabloid offset newspaper
- Advertisements can be emailed as a TIF, JPEG or PDF file
- Minimum resolution is 200 DPI

Issues and Deadlines

| Issue | Deadline |
|---------------------------|------------|
| January/February/March | January 15 |
| April/May/June | April 6 |
| July/August/ September | July 6 |
| October/November/December | October 5 |

Advertisement Sizes

Full Page

10 1/4" wide
by 12 3/4" tall

1/2 Page Dominant

7 3/4" wide
by 9 1/4" tall

1/2 Page Horizontal

10 1/4" wide
by 6 1/4" tall

1/2 Page Vertical

5" wide
by 12 3/4" tall

1/4 Page

5" wide
by 6 1/4" tall

1/8 Page

5" wide
by 3" tall

| | 1 time per year | 2 times per year | 4 times per year |
|------------------|-----------------|------------------|------------------|
| Full Page | \$1,010 | \$860 | \$710 |
| Half Page | \$710 | \$570 | \$490 |
| 1/4 Page | \$510 | \$430 | \$350 |
| 1/8 Page | \$360 | \$330 | \$290 |

- Rates quoted are for full color advertisement placement per issue for IBA members
- Additional 40% for non-members
- Inserts - \$900 (company to provide 4,000 copies)

For more information and to secure your spot, please contact Abigail Campbell at (800) 377-6334 ext. 203 or abigail@BuildIndiana.org.

*Indiana Builder News is published by the Indiana Builders Association
101 W. Ohio St., Ste. 710, Indianapolis, IN 46204*



Indiana Builders Association

2021 Online Sponsorship Opportunities

Indiana Builders Association Online Buyers Guide

We are pleased to announce a new exclusive, easily accessible, valuable resource that will allow our members to provide service to each other and consumers throughout the state. Our Buyer's Guide features updated and expanded company and product listings, in addition to other valuable information relating to the building industry. This online marketplace provides users with an efficient way to browse for goods and services and offers building suppliers and companies exceptional visibility by showcasing their products and services to a targeted, industry-specific buyer group.

The guide will be accessible through the IBA website at <https://buildindiana.org>. We encourage you to take advantage of this exceptional opportunity to highlight your products and services. To learn more about advertising your products or services in the Guide, please email iba-advertise@svmmedia.com.

JONATHAN KEE | www.keecarpenter.com



1101 W. WALSH ST.
MOSCOW, IN 46369

800.555.1836
www.keecarpenter.com



Member

1165 Anderson Blvd. Greenfield, IN 46140
[\(800\) 555 1836](tel:8005551836)

Product Description: Great for professional construction jobs, plumbing and electric professionals, and those dabbling in home renovation projects. This saw offers the solid performance that keeps...

www.keecarpenter.com

[View More...](#)

Builder Bi-Weekly

The Builder Bi-Weekly is the association's only electronic newsletter that is sent to over 2,500 members on a bi-weekly basis. Featured ads are \$500 per issue.

Please click [here](#) to register.

Save money on your shipping needs using your member advantage!



UPS

The UPS Store 

Receive enhanced protection by simply entering the value of your goods in the declared value field of the shipping system. Your charges will be incorporated into your UPS bill. Click [here](#) for details or call [1-800-MEMBERS](tel:1-800-MEMBERS) to confirm your

participation.

Print and produce a wide variety of digital printing solutions such as copies, quick prints, presentations, newsletters, and finishing services with easy **online** ordering.

- First-time users: Click [here](#) to register.

- Returning users: Click [here](#) to order **online**.



Indiana Builders Association

2021 Website Sponsorship Opportunities

Featured Member Listing

- \$500 per month
- Prominent placement on IBA homepage
- Choice of one photo and 50 word descriptionLink to company website

FEATURED MEMBER



North Eastern Group

North Eastern Group is a development company that has been building communities for over 50 years. They have developed hundreds of communities with over 18,000 home sites on over 8,000 acres.

[Visit Site](#)

Company Logo

- \$200 per month or \$2,000 per year
- Company logo on main IBA homepage
- Link to company website



Indiana Builders Association

2021 Sponsorship Commitment Form

Please place a checkmark in the box that corresponds with the sponsorship(s) of your choice.

Some sponsorships are limited and offered on a first-come, first-serve basis. Please allow 48 hours for IBA staff to confirm availability of limited sponsorships. All dates/sponsorships printed in this guide are subject to availability and change.

Annual Sponsorship

- Gold Sponsor \$10,000
- Silver Sponsor \$5,000
- Bronze Sponsor \$2,500

Legislative Regulatory Report

- 1-Year Featured Member Sponsor \$2,500

Board Meeting

- Board Meeting Sponsor \$2,500

Leadership Conference

- Leadership Conference Sponsorship \$2,000

Leadership Directory

- Back Cover \$1,000
- Full Page \$500
- Half Page \$250

Housing and Legislative Conference

- Event Sponsor \$2,000
- Statehouse Lunch Sponsor \$1,000

Annual Golf Outing

- Premier Sponsor \$2,500
- Lunch Sponsor \$1,500
- Beverage Sponsor \$1,000
- Hole Sponsor \$250
- Souvenir Sponsor

Indiana's Networking Night at IBS

- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$250

Online/Website

- Featured Member \$500/month x _____ months = \$_____
- Builder Bi-Weekly \$500/issue _____ = \$_____
- Company Logo \$200/month x _____ months = \$_____
- Company Logo (one year) \$2,000

Indiana Builder News

- | | |
|--|---|
| <input type="radio"/> Full Page (1x) \$1,000 | <input type="radio"/> 1/4 Page (1x) \$510 |
| <input type="radio"/> Full Page (2x) \$860 | <input type="radio"/> 1/4 Page (2x) \$430 |
| <input type="radio"/> Full Page (4x) \$710 | <input type="radio"/> 1/4 Page (4x) \$350 |
| <input type="radio"/> Half Page (1x) \$710 | <input type="radio"/> 1/8 Page (1x) \$360 |
| <input type="radio"/> Half Page (2x) \$570 | <input type="radio"/> 1/8 Page (2x) \$330 |
| <input type="radio"/> Half Page (4x) \$490 | <input type="radio"/> 1/8 Page (4x) \$290 |

TOTAL = \$ _____

For more information, please contact Abigail Campbell at (800) 377-6334 ext. 203 or abigail@BuildIndiana.org.



Indiana Builders Association

2021 Sponsorship Commitment Form

Payment Information

Company Name: _____

Billing Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment Method

Check (made payable to IBA)

Credit Card

Card Number: _____

Name on Card: _____

Exp. Date: _____ CVV: _____ Zip: _____

Please send completed form to

Mail

Abigail Campbell
Indiana Builders Association
101 W. Ohio St., Ste. 710
Indianapolis, IN 46204

Email

Abigail@BuildIndiana.org

Fax

844-272-4932