

# 2023

## Sponsorship & Marketing Opportunities



**Indiana Builders Association**  
101 W. Ohio St., Ste. 710, Indianapolis, IN 46204  
(317) 917-1100 | [www.BuildIndiana.org](http://www.BuildIndiana.org)



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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 over 20 local affiliates and over 2,600 member companies 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 2023 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, provide exposure for you and your company, and allows the Indiana Builders Association to carry out the mission of advocating on behalf of the industry, while providing networking and education opportunities for the membership.

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 cursive script that reads "Rick Wajda".

Rick Wajda  
Chief Executive Officer



# 2023 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.

<b>Gold Sponsor</b> \$10,000	<b>Silver Sponsor</b> \$5,000	<b>Bronze Sponsor</b> \$2,500
Featured Member on IBA's website for one month	Linked company logo on IBA's website home page for six months	Linked company logo on IBA's website home page for three months
Linked company logo on IBA's website home page for 12 months	Two full page ads in the Indiana Builder News	Two 1/2 page ads in the Indiana Builder News
Four full page ads in the Indiana Builder News	Lunch sponsor (includes foursome) at annual golf outing	Beverage sponsor at annual golf outing
Feature article in the Indiana Builder News	Event sponsor for IBA Legislative Conference	Statehouse lunch sponsor
Premier sponsor (includes foursome) at annual golf outing	Silver sponsor at Indiana's Networking Night at the International Builders' Show	Bronze sponsor at Indiana's Networking Night at the International Builders' Show
Event sponsor for IBA Legislative Conference	Full page ad in Leadership Directory	Half page ad in Leadership Directory
Gold sponsor at Indiana's Networking Night at the International Builders' Show	Recognition at all IBA events and on social media	Recognition at all IBA events and on social media
Full page ad in Leadership Directory	Feature in Builder Bi-Weekly	Feature in Builder Bi-Weekly
3 month insert in New Member Packet		
Recognition at all IBA events and on social media		

# 2023 Event Sponsorship Opportunities



## Board Meeting (3 available)

- Sponsor – \$2,500
  - Company logo on all promotional material, signage, name tags and event presentation
  - One 8' tabletop in venue lobby
  - 2-3 minute speaking opportunity during the event

## Legislative Conference

- 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

## Bill Carson Memorial Golf Outing

- 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)

## Indiana's Networking Night at the International Builders Show

- 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

## Membership Drive

- Awards Sponsor- \$500
  - Company logo on all promotional material

## Leadership Conference

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

*\*All event sponsors will receive recognition on Facebook, Twitter, and/or LinkedIn following the event*



# 2023 Communication Sponsorship Opportunities

## Indiana Builder News

Indiana Builder News is the official publication of the IBA and is distributed bi-monthly to Indiana's builders, developers, remodelers, trade contractors and building industry suppliers. 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](http://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 7
April/May/June	April 8
July/August/September	July 8
October/November/December	October 7

	1 time per year	2 times per year	4 times per year
<b>Full Page</b>	\$1,010	\$860	\$710
<b>Half Page</b>	\$710	\$570	\$490
<b>1/4 Page</b>	\$510	\$430	\$350
<b>1/8 Page</b>	\$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)

### Builder Bi-Weekly

The Builder Bi-Weekly is the association's only electronic newsletter that is sent to over 2,600 members on a bi-weekly basis. Please reach out to [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com) for advertisement specs and pricing, or visit [mk.multibriefs.com/MediaKit/Pricing/IBA](http://mk.multibriefs.com/MediaKit/Pricing/IBA).

**PRODUCT SHOWCASE**

**Reach Your Prospects Every Week**  
Thousands of industry professionals subscribe to association news briefs, which allows your company to push messaging directly to their inboxes and take advantage of the association's brand affinity.

Connect with Highly Defined Buyers and Maximize Your Brand Exposure

[LEARN MORE](#)

**KNOWLEDGEABLE STAFF \*QUALITY MATERIALS\* UNPARALLELED SERVICE**

We are a three generation, family owned company that provides the knowledge base and the drive to serve you best! We offer a full service lumber yard with multiple options for remodeling and tools as well. We offer Free delivery to your jobsite for your convenience! ServingYou.HooverLumber.biz

[See More...](#)

[LEARN MORE](#)

# 2023 Communication Sponsorship Opportunities



## New Member Packet

Each month, new members receive welcome folders from IBA that include resources, handouts, and promotional materials regarding state programs, initiatives, events, and partnerships. Add a full page promotional flyer for \$100 per month or \$1,000 per year.



## Legislative Report

The Legislative Report is published every Friday while the Indiana General Assembly is in session. Each report provides updates on proposed legislation that impacts the housing industry as well as summaries for related bills. Your advertisement will be featured in each update during session for \$2,500.

The image shows the cover of the "Indiana Builders Association Legislative Report" dated March 4, 2022. The cover features a photograph of the Indiana State Capitol building. Text on the cover includes "Indiana Builders Association Legislative Report", "Brought to you by VINYL SIDING INSTITUTE", and the IBA logo. Below the cover is an advertisement for Reinbrecht Homes, featuring a large stylized "R" logo and the text "Reinbrecht Homes".

Reinbrecht Homes is a family-owned and operated business building homes for customers across Southern Indiana, Eastern Illinois and Northern Kentucky. Reinbrecht Homes builds homes for every stage of life, whether you're a first-time homebuyer, preparing for retirement or ready to build your custom dream home. In the 18+ years that Reinbrecht Homes has been building, they have built over 500 homes and won over 30 awards. Their company values are total transparency, builder accountability, no surprises and good sportsmanship.



# 2023 Online Advertising Opportunities

## Featured Member Listing

Featured member listing includes prominent placement on the IBA homepage with the choice of one photo and 50 word description as well as a link to your company's website. Be listed on IBA's homepage for \$500 per month.

**Featured Members**



**SBGP**

Small Business Growth Partners was specifically designed for the sole purpose of helping small business owners strategically and systematically create a unique, consistent, and highly profitable small business and a personal life void of stress, worry, and pain.

[Learn More](#)



**VSI**

The Vinyl Siding Institute, Inc. (VSI) is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry.

[Learn More](#)



**NIPSCO**

Serving more than 821,000 natural gas customers and 688,000 electric customers across the northern third of Indiana, Northern Indiana Public Service Company (NIPSCO) is the largest natural gas distribution company, and the second largest electric distribution company in the state.

[Learn More](#)

## Company Logo

Add your company logo on the IBA homepage and on the IBA app as a sponsor. The logo will link to your company website. Placements are \$200 per month or \$2,000 per year.

### OUR SPONSORS

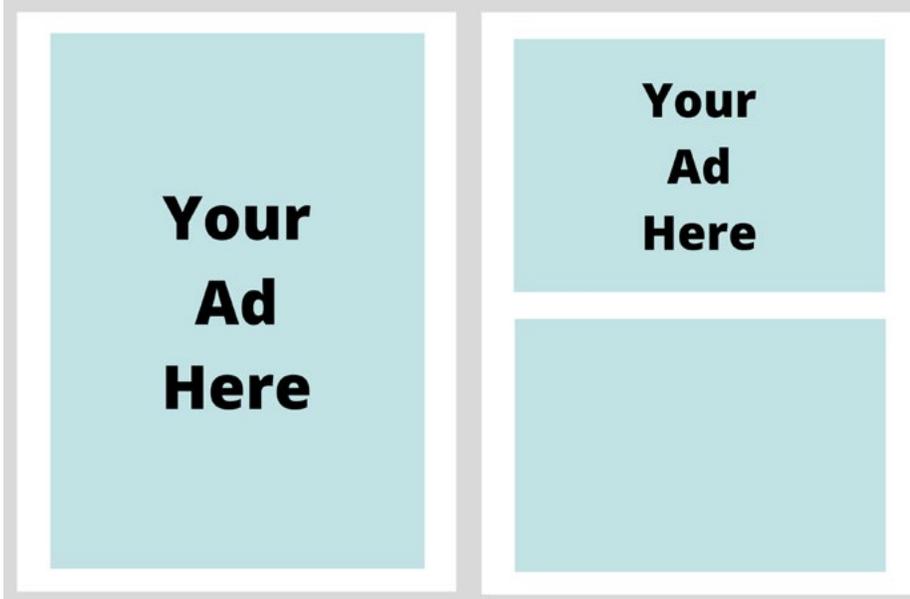


# 2023 Online Advertising Opportunities



## Leadership Directory

The Indiana Builders Association Leadership Directory is a digital listing of board positions and contact information designed to be provided to all state and local association leaders and is available to all members.



## Consumer Connect Directory

Members are automatically listed in our online platform that makes finding service providers as simple as providing project information and county location. You can generate free leads each time you appear in a search result, or boost your company's exposure by accessing additional advertising opportunities.

### Advertising Options

- Complete Listing - \$495
- Priority Listing - \$995
- Spotlight Listing Ad - \$1,495
- Featured Company - \$2,995
- Banner Ads - \$4,995

Contact [kaitlyn@thecaway.com](mailto:kaitlyn@thecaway.com) for advertising interest





# 2023 Online Advertising Opportunities

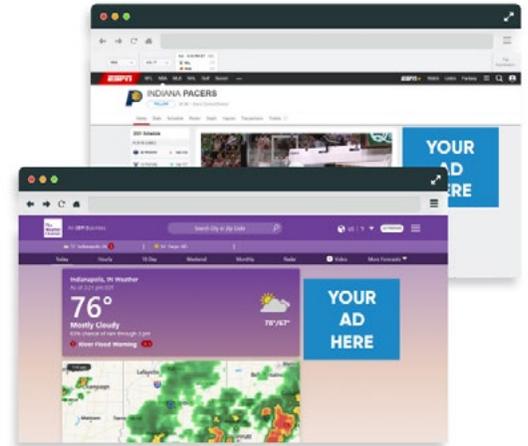
## The Association Partner

The Association Partner is IBA's official digital marketing and direct mail partner for companies who want to interact with our builder members.

Opportunities include:

### IBA Member Retargeting

Consistently and frequently reach builders with precise and targeted messaging on sites they use every single day



### IBA Builder Mailer

Showcase your company on a large, hard card stock direct mail piece that reaches the top builders in the state of Indiana!

### IBA Website Advertising Sponsorship

Stay front and center with builders and other key industry professionals on the official IBA website. Premium exposure options are limited and first-come, first-serve



For details, email Case Aldridge at [Case@TheAssociationPartner.com](mailto:Case@TheAssociationPartner.com)



# Indiana Builders Association

## 2023 Sponsorship Commitment Form

Please select your sponsorship(s) below and complete page 10, and return to [mollie@buildindiana.org](mailto:mollie@buildindiana.org)

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

- Featured Member Sponsor \$2,500

### Leadership Directory

- Full Page \$500
- Half Page \$250

### Builder Bi-Weekly

- Connect me to Multiview

### Membership

- New Member Packet  
\$100/month x \_\_\_\_ months = \$\_\_\_\_\_
- New Member Packet (one year) \$1,000
- Membership Month Award Sponsor \$500

### Website/Online

- Featured Member Listing  
\$500/month x \_\_\_\_ months = \$\_\_\_\_\_
- Connect me to Association Partner
- 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 |

### Board Meeting

- Board Meeting Sponsor \$2,500

### Legislative Conference

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

### Leadership Conference

- Leadership Conference Sponsorship \$2,000

### Annual Golf Outing

- Premier Sponsor \$2,500
- Lunch Sponsor \$1,500
- Beverage Sponsor \$1,000
- Hole Sponsor \$250
- Souvenir Sponsor 100 Item Donation

### Indiana's Networking Night at IBS

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

**TOTAL = \$ \_\_\_\_\_**

For more information, please contact Mollie Flook at  
(317) 917-1100 ext. 205 or [Mollie@BuildIndiana.org](mailto:Mollie@BuildIndiana.org).



# Indiana Builders Association

## 2023 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

Mollie Flook  
Indiana Builders Association  
101 W. Ohio St., Ste. 710  
Indianapolis, IN 46204

#### Email

Mollie@BuildIndiana.org