



**INDIANA  
BUILDERS  
ASSOCIATION**

2024

# Sponsorship & Marketing Opportunities

Since 1952, the Indiana Builders Association has been committed to developing workable and affordable regulations and laws that enable the citizens of Indiana to own a home. As a statewide trade organization representing over 2,600 companies in home building, remodeling, and light commercial construction, we offer unparalleled opportunities for visibility among industry leaders.

Explore our 2024 Sponsorship Guide to plan your engagement and budget for the year. Choose from year-long sponsorships or event-specific options, showcasing your commitment to the housing industry and gaining exposure for your company. By partnering with us, you support our mission of industry advocacy while accessing networking and education opportunities.

Review the enclosed information, and we invite you to join us in building a better Indiana!

**Rick Wajda**  
IBA Chief Executive Officer

# Annual Sponsorships

Not only does becoming an annual sponsor provide cost savings over individual sponsorships, but you will gain exposure all year long at a variety of IBA events.

| <b>GOLD SPONSOR</b><br><b>\$10,000</b>   | <b>SILVER SPONSOR</b><br><b>\$5,000</b>  | <b>BRONZE SPONSOR</b><br><b>\$2,500</b>  |
|--|--|--|
| 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 half-page ads in the Indiana Builder News                                    |
| Four full-page ads in the Indiana Builder News                                 | Feature in Builder Bi-Weekly   | Feature in Builder Bi-Weekly   |
| Feature article in the Indiana Builder News                                    | Full-page ad in Leadership Directory   | Half-page ad in Leadership Directory   |
| Full-page ad in Leadership Directory   | Recognition at all IBA events and on social media                                | Recognition at all IBA events and on social media                                |
| Insert in digital New Member Pack for three months                             | Event Sponsor for IBA Legislative Conference                                     | Legislative Lunch Sponsor  |
| Recognition at all IBA events and on social media                              | 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                                   | Gold Sponsor for IBA Hoosier Excellence Awards                                   | Silver Sponsor for IBA Hoosier Excellence Awards                                 |
| Gold Sponsor at Indiana's Networking Night at the International Builders' Show |  |  |
| Platinum Sponsor for IBA Hoosier Excellence Awards                             |  |  |

# Event Sponsorships

## Legislative Conference

- Event Sponsor – \$2,500
  - Company logo on all promotional material, signage and event presentation
  - Booth in venue lobby
  - 2-3 minute speaking opportunity during the Board Meeting
- Legislative Lunch Sponsor - \$1,500
  - Company logo on all promotional material and signage

## Indiana's Networking Night at the International Builders' Show (IBS)

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

## Annual Conference

- Sponsor – \$2,500
  - Company logo on all promotional material, signage and booth space at the event
  - Booth in venue lobby
  - 2-3 minute speaking opportunity during the Board Meeting

## Hoosier Excellence Awards

- Platinum Sponsor - \$4,000 (3 available)
  - Linked company logo on submission landing page and marketing emails
  - Recognition in ceremony program & signage
  - Opportunity to provide branded materials to attendees
  - Company representative to present an award during the ceremony
  - Company logo on photo backdrop
  - Recognition in pre-event and post-event press releases
- Gold Sponsor - \$2,500
  - Linked company logo on submission landing page and marketing emails
  - Recognition in ceremony program & signage
  - Opportunity to provide branded materials to attendees
  - Company representative to present an award during the ceremony
- Silver Sponsor - \$1,000
  - Linked company logo on submission landing page
  - Recognition in ceremony program & signage

# Communications Sponsorships

## Indiana Builder News

The Indiana Builder News is the official publication of the IBA and is distributed quarterly to Indiana's builders, developers, remodelers, trade contractors and building industry suppliers. There are 3,000+ copies published quarterly. Each copy is circulated to over 40,000 readers. Each issue is also published online at [www.buildindiana.org](http://www.buildindiana.org). Pricing below. Reach out to [mollie@buildindiana.org](mailto:mollie@buildindiana.org) for advertising specs and deadlines.

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

## 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. Each issue is also published online at [www.buildindiana.org](http://www.buildindiana.org). 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).

## New Member Welcome Pack

Each month, new members receive digital welcome packs from IBA that include resources 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.

## 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.

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

# Online Advertising

## IBA Website Banner

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).

## Featured Member Listing

Includes prominent placement on the IBA homepage with the choice of one photo and a 50-word description as well as a link to your company's website. Featured member listings are \$500 per month.

## Company Logo

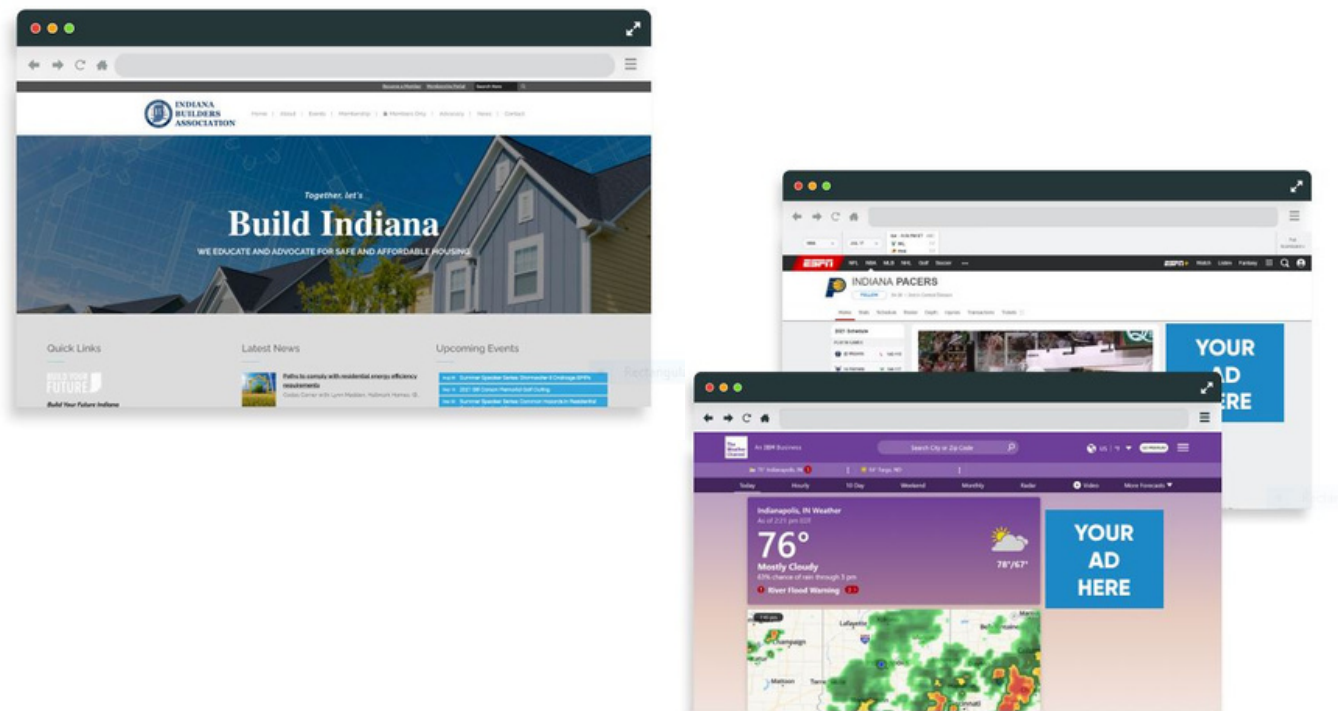
Add your company logo on the IBA homepage and on the IBA app as a sponsor. The logo will link to your company website. Placements are \$200 per month or \$2,000 per year.

## Consumer Connect Directory

Members are automatically listed in our online platform that makes finding home service providers as simple as providing project information and county. You can generate free leads each time you appear in a search result, or boost your company's exposure by accessing additional advertising opportunities. Contact [kaitlyn@thecaway.com](mailto:kaitlyn@thecaway.com) for advertising interest.

## Member Retargeting

Consistently and frequently reach builders that are responsible for over 80% of the new homes built in with precise and targeted messaging on sites they use every day. For details, email Case Aldridge at [Case@TheAssociationPartner.com](mailto:Case@TheAssociationPartner.com).



# Sponsorship Commitment Form

Select your sponsorship(s) below, complete page 6, and return to [mollie@buildindiana.org](mailto:mollie@buildindiana.org).

## Annual Sponsorship

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

## Networking Night at IBS

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

## Builder Bi-Weekly

- Connect me with Multiview

## Legislative Report

- Featured Member Sponsor \$2,500

## Leadership Directory

- Full page \$500
- Half page \$250

## Legislative Conference

- Event Sponsor \$2,500
- Legislative Lunch Sponsor \$1,500

## Annual Conference

- Event Sponsor \$2,000

## Hoosier Excellence Awards

- Platinum Sponsor \$4,000
- Gold Sponsor \$2,500
- Silver Sponsor \$1,000

## New Member Welcome Pack

- \$100/month x \_\_\_ months = \$\_\_\_\_\_
- One year \$1,000

## IBA Builder Mailer

- Connect me with Assoc. Partner

## IBA Website

- IBA Website Banner Connect me with Assoc. Partner
- Featured Member Listing \$500/month x \_\_\_ months = \$\_\_\_\_\_
- Company Logo (monthly) \$200/month x \_\_\_ months = \$\_\_\_\_\_
- Company Logo (one year) \$2,000
- Consumer Connect Directory Connect me with Collective Alternative
- Member Retargeting Connect me with Assoc. Partner

## Indiana Builder News

- Full page (1x) \$1,000
- Full page (2x) \$860
- Full page (4x) \$710
- Half page (1x) \$710
- Half page (2x) \$570
- Half page (4x) \$490
- Quarter page (1x) \$510
- Quarter page (2x) \$430
- Quarter page (4x) \$350
- Eighth page (1x) \$360
- Eighth page (2x) \$330
- Eighth page (4x) \$290

# 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](mailto:mollie@buildindiana.org)