



**INDIANA
BUILDERS
ASSOCIATION**

2025 - 2026

Sponsorship Guide

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 2025-2026 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!

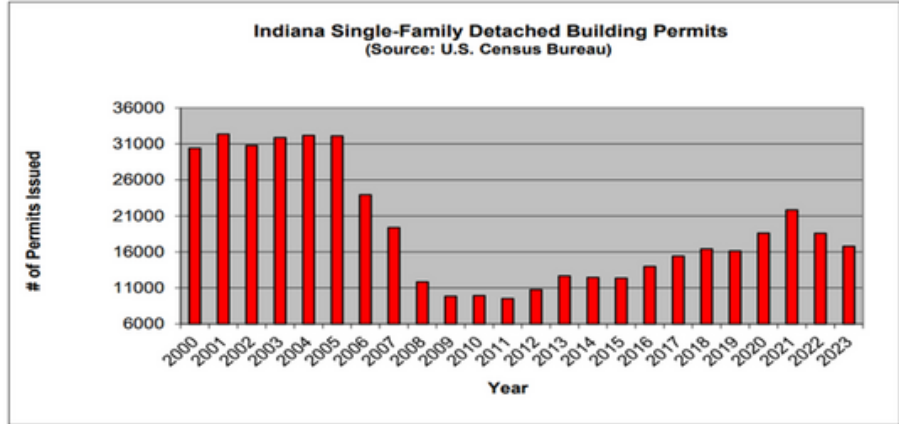
IBA Chief Executive Officer

State of Indiana Housing

Why engage with the Indiana Builders Association?

Indiana is where the action is. Did you know that Indiana builders pulled over 17,000 single family permits in 2023, landing Indiana #12 for rankings for single-family building permits issued, and the only Midwestern state in the top 12.

2023 Single Family Permits	
Texas	145055
Florida	124478
North Carolina	65593
California	57959
Georgia	44045
South Carolina	37122
Arizona	34444
Tennessee	31387
Virginia	21279
Colorado	19675
Washington	17872
Indiana	17084
Alabama	16033
Ohio	15930
Pennsylvania	15272



Did you know that the Indiana Economic Development Corporation (IEDC) announced in Q1 of 2024 a record-breaking 45 companies committed to locate or expand in Indiana, investing \$20.68 billion in their operations and creating 5,158 new jobs with an average wage of \$33.79/hour – or more than \$70,000 annually (over 20% the state average wage and approximately the national average wage). This committed capital investment already totals 72% of the capital investment committed in all of 2023 (\$28.7 billion), which was an all-time high for the IEDC.

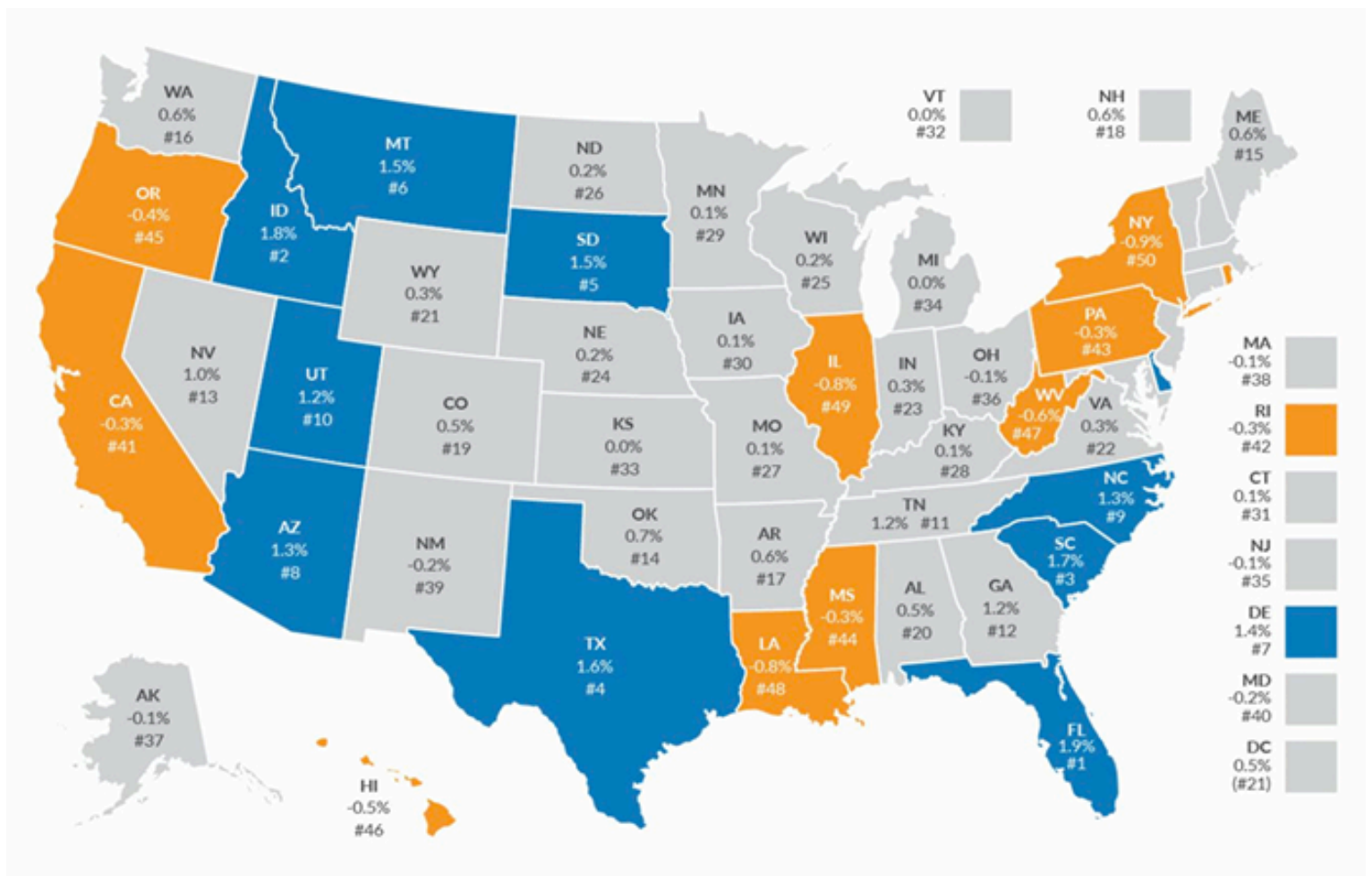
Source: U.S. Dept. of Census

State of Indiana Housing

MORE JOBS = MORE HOUSING

Migration:

- Indiana's overall population has grown by 300,000 since 2011 (160,000 households)
- Led the Midwest in population growth (2010-2020)
- Net domestic migration positive 2018-2022 (31,000+)
- Illinois, Ohio and Michigan lost a combined 158,000 residents in 2022



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.

TITLE SPONSOR
\$20,000
(ONLY 3 AVAILABLE)

GOLD SPONSOR
\$10,000

Title Sponsor of ALL IBA events, meetings, and education programs including:

- IBA Legislative Conference & Board Meeting
- IBA Annual Conference
- International Builders' Show Networking Night Reception
- IBA Annual Golf Outing (includes foursome)
- IBA Hoosier Excellence Awards

Featured Member on IBA's website for one month

Linked company logo on IBA's website home page for 12 months

Two full-page ads in the Indiana Builder News

Feature article in the Indiana Builder News

Featured member on IBA's website for 12 months

Full-page ad in Leadership Directory

Linked company logo on IBA's Website home page for 12 months

Insert in digital New Member Pack for three months

Four Full-page ads in the Indiana Builder News

Recognition at all IBA events and on social media

Two Feature articles in the Indiana Builder News

Event Sponsor for IBA Legislative Conference

Full-page ad in Leadership Directory

Gold Sponsor at Indiana's Networking Night at the International Builders' Show

Insert in digital New Member Packet for 12 months

Gold Sponsor for IBA Hoosier Excellence Awards

Recognition as "Title Sponsor" on social media

Annual Sponsorships

SILVER SPONSOR \$5,000	BRONZE SPONSOR \$2,500
Linked company logo on IBA's website home page for six months	Linked company logo on IBA's website home page for three months
One full-page ad in the Indiana Builder News	Two half-page ads in the Indiana Builder News
Feature in Builder Bi-Weekly	Feature in Builder Bi-Weekly
Full-page ad in Leadership Directory	Half-page ad in Leadership Directory
Recognition at all IBA events and on social media	Recognition at all IBA events and on social media
Event Sponsor for IBA Legislative Conference	Legislative Lunch Sponsor
Silver Sponsor at Indiana's Networking Night at the International Builders' Show	Bronze Sponsor at Indiana's Networking Night at the International Builders' Show
Silver 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 materials
 - 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 materials
 - 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. Pricing below. Reach out to 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. Please reach out to salesinquiries@multiview.com for advertisement specs and pricing, or visit 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.

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.

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

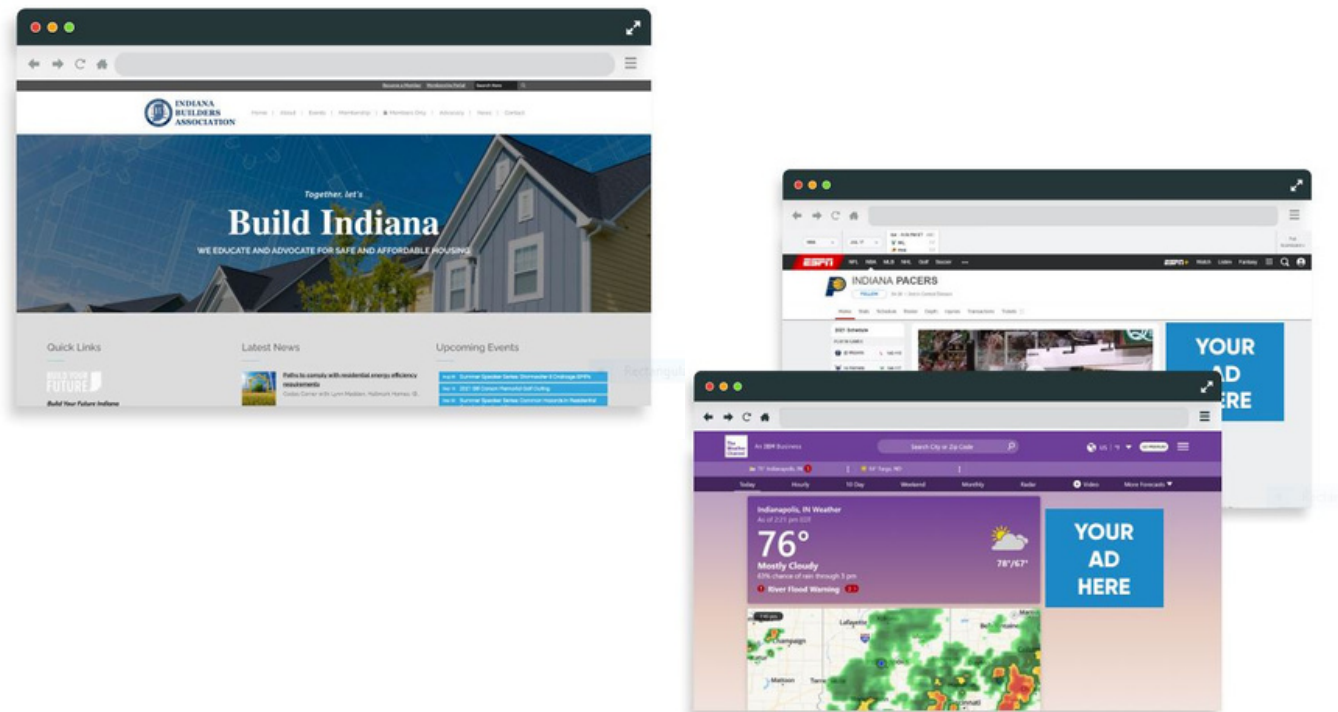
Add your company logo on the IBA homepage and on the IBA app as a sponsor. The logo will link to your company website. Placements are \$200 per month or \$2,000 per year.

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 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.



Sponsorship Commitment Form

Select your sponsorship(s) below, complete page 6, and return to jenna@buildindiana.org.

Annual Sponsorship

- Title Sponsor \$20,000
- 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
Jenna Blackwell
Indiana Builders Association
101 W. Ohio St. Ste. 710
Indianapolis, IN 46204

Email
jenna@buildindiana.org