



HOME BUILDERS ASSOCIATION
OF GREATER NEW ORLEANS



Marketing with the HBA of Greater New Orleans



Events
Sponsorship



Business
to
Business
Marketing



Print
&
Digital
Advertising



Parade of
Homes
Home &
Garden Show

Our communication channels offer you a unique, customized way to reach your target audience. Whether you want to deliver your brand to consumers looking for your products and services, or you want to target your industry directly through business-to-business advertising and events, you will find we offer limitless possibilities.



Event Sponsorship

Put your name in lights at one of our major networking events!

Kick A\$\$ Cook-Off

Presenting Sponsor, Include 10 Event Tickets (1 Available).....	\$1,000
Thoroughbred Sponsor, Includes 6 Event Tickets	\$300
Palomino Sponsor, Includes 4 Event Tickets.....	\$200
Pack Mule Sponsor, Includes 2 Event Tickets.....	\$100

Golf Tournament

More sponsorship opportunities will be available at the time of event.

Team & Hole Sponsor	\$600
Team Sponsor.....	\$500
Hospitality Sponsor	\$250
Hole Sponsor	\$150

Host a meeting or class.

Council Meetings

Remodelers, Advanced Building Practices, Professional Women in Buildingcontact HBA

General Membership Meeting

General Membership Meeting Sponsorship\$500

Education

Annual Education Sponsor.....	\$2,000
Individual Class Sponsor.....	\$150

Website, E-Newsletter and Social Media



Digital Advertising

Website Advertising

All members get a free basic listing on the searchable online directory, which includes basic contact information, a 200-word description, hours of operation, driving directions, and 240 characters for searchable keywords. **All members may also list Job Postings at no charge on hbagno.org. (Non-member rate = \$50/week)**

Banner Ads

Banner Ad	\$200/month
with Enhanced Package	\$150/month
Non-Members.....	\$300/month (min. 3 months)

480 x 60 pixel image on the page of your choice: member directory (may also choose specific category listings), hot deals, events, job postings, membership application. Your ad will appear on all of these pages until ads are placed on those pages. We will create a banner for you for a design fee of \$50.

Monthly E-Newsletter

E-Newsletter Banner Ad, Top Banner (1 Available)	\$200/month
Bottom Banner (3 Available).....	\$150/month
Non-Members (Bottom Banner only)	\$300/month (min. 3 months)

Social Media Posts

HBAGNO will post your message for all our followers to like & share. Message will be posted to Facebook, Twitter, Instagram and LinkedIn. All posts subject to approval by HBAGNO.

Weekday Post (M-F)	\$50/post
non-members	\$200/post
Weekend Post (Sat-Sun)	\$75/post
non-members	\$300/post



930+ Followers on Twitter



1,650+ Likes on Facebook



29% Open Rate on E-Newsletter



2,000 unique visitors/month on hbagno.org



Parade of Homes

Parade of Homes

The Parade of Homes is a ‘super open house’ in which HBA builders showcase their new homes throughout a 7-parish area. Visitors tour these homes to shop for their next new home, or for ideas in renovating their existing home. This event is marketed heavily to the public, and a great way for our members to market themselves to a group outside the industry.

Sponsorship Opportunities

Sponsorship benefits may be negotiated. www.nolaPOH.org had 8,000+ unique visitors during the 2018 Parade of Homes campaign. HBAGNO’s Facebook page received 20,000+ impressions by 14,000+ unique users.

Presenting Sponsor (Limit 1, Members Only)..... \$5,000

- Full Page Ad in Guidebook
- Logo on Cover
- Distribution of Materials in every home during the Parade of Homes
- Logo Link on Parade of Homes Webpage
- Company Name or Logo on all Press Releases and Promotional Materials

Supporting Sponsor (non-competing) \$2,500

Non-Members \$3,500

- Full Page Ad in Guidebook
- Logo link on Parade of Homes Webpage
- Company Name or Logo on all Press Releases and Promotional Materials

Map Sponsor (Limit 5, non-competing) \$1,000

Non-Members \$2,000

- Logo on Guidebook Map (5,000 copies distributed)
- Logo link on Parade of Homes Webpage



20-25
houses
on Parade of
Homes



400-500
visitors
reported per
weekend



5,000
guidebooks
distributed



8,000+ unique
web visitors
20,000+
social media
impressions

Parade of Homes



Parade of
Homes

Builders & Developers (Members Only)

Each home entered in the Parade is featured on a Full Page in the Guidebook. The Parade of Homes is advertised through radio and newspaper advertising, as well as via a PR campaign including a strong presence on social media and local TV news outlets. Final Deadline to enter a home or fixed site is Wednesday, April 3, 2019. Parade builders in 2017 & 2018 reported up to 400-500 visitors per weekend.

Builder Entries/Individual Homes

Refundable Deposit.....	\$1,000 per Company
Entry Fee Before February 13th.....	\$2,100
Entry Fee After February 13th.....	\$2,500
Additional Home(s).....	\$1,500 each

Fixed Site Sponsors (Must have at least 3 homes in 1 development)

Fixed Site Entry Before February 13th	\$8,000 (up to 5 homes)
Each Additional Home Before February 13th	\$1,000
Fixed Site Entry After February 13th.....	\$10,000 (up to 5 homes)
Each Additional Home After February 13th.....	\$1,500

Advertise in both annual publications!

Parade of Homes Guidebook Advertising

5,000 copies printed for event each year (June), distributed at every house on the Parade of Homes, sponsors' retail locations, and at 50+ retail locations.

Contact Jan Autin, JAK Publishing..... 985.264.8748

Home Source, the Official Membership Directory and Homeowner Resource Guide

10,000 copies printed annually, mailed to all HBAGNO members, distributed at 50+ retail locations, at New Orleans Home & Garden Show, during Parade of Homes, and by request.

Contact Brooke LeBlanc, Renaissance Publishing..... 504.830.7242



Print
Advertising



Home & Garden Show

New Orleans Home & Garden Show

The New Orleans Home & Garden Show has been presented by the HBA for 64 years, and is held in the Mercedes-Benz Superdome. A variety of Exhibition and Sponsorship Opportunities are available for all types of companies!

2019 Dates: March 15-17th

Branding opportunities include, but are not limited to...

- Booth Exhibit
- Roaming Rights
- Presenting Sponsorship (Exclusive)
- Feature Entrance Rights
- Logo in Media Campaign
- Show Guide Full Page Ad
- Logo on Floor Plan
- Banner Ad on Website
- Social Media Marketing
- Lanyards (Company logos on exhibitor lanyards)
- Floor Decals (10 each, 2' x 2' floor decals of company logo in aisles)
- Online Discount Coupons Sponsorship
- Banners (3'x8' banners throughout facility)
- Editorial Copy in Show Guide
- Logo Link from Show Website
- Aisle Signs Logo Placement
- Entrance Bag Rights (Does not include cost of bags)
- Feature Sponsorship
- Stage Sponsorship



30,000+
Attendees
at Home &
Garden Show



200+
Vendors
at Home &
Garden Show



10,000+
Followers at
Facebook
Home &
Garden Show



\$8.25 Million
Purchases
from
Exhibitors on
Show Floor

Signature Sponsorships

Lock in your year-long presence with a Signature Sponsorship. All Signature Sponsors are recognized in *Home Source*, the official HBAGNO membership directory and resource guide.

	Ruby	Platinum	Gold	Silver	Bronze
Membership Dues Paid*	Yes (+ 1 Affiliate)	Yes	Yes	Yes	No
Welcome Pack Insert	Yes	Yes	Yes	Yes	Yes
E-Newsletter	Logo Link	Logo Link	Logo Link	Logo Link	Logo Link
Social Media*	12 Posts Annually	12 Posts Annually	4 Posts Annually	4 Post Annually	2 Posts Annually
Kick-A\$\$ Cook Off	Thoroughbred	Thoroughbred	Palomino	Pack Mule	Pack Mule
Golf Tournament	Hospitality Sponsor	Team & Hole Sponsor	Team Sponsor	Hole Sponsor	Hole Sponsor
General Membership Meetings	1 Admission to All w/ Logo on Banner	1 Admission to All w/ Logo on Banner	1 Admission to All w/ Logo on Banner	1 Admission to All w/ Logo on Banner	Name on Banner
Sip & Social	Logo on Banner & Online	Logo on Banner & Online	Logo on Banner & Online	Logo on Banner & Online	Name on Banner
Video Logo Marketing	1x/Monthly	1x/Monthly	1x/Monthly	1x/Monthly	1x/Monthly
Home & Garden Show	10' x 10' Booth w/ Logo In Program	Logo In Program	Logo In Program	Logo In Program	Name In Program
Website Banner Ad*	12 Months	12 Months	6 Months	6 Months	
Choose Your Council*	2 Council Memberships	Council Membership	Council Membership		
Touch Program*	12 Months	12 Months			
Invoice Marketing	Logo on Invoices	Logo on Invoices			
Company Field Trip	GNO Company Site				
Installation	Sponsorship + 4 Tickets				
Education	Annual Sponsor				
Investment	\$10,000	\$7,500	\$4,500	\$2,500	\$1,000

*Membership Dues Paid in excess of \$600 value.

*Social Media includes the following channels: Facebook, LinkedIn, Twitter and Instagram.

*Sponsor Ads: Appear on website page of www.hbagno.org.

*Choose Your Council: Remodelers Council, Professional Women in Building or Advanced Building Practices

*Touch Program: An automated communication campaign managed by NAHB creates a series of customized collateral sent to all HBAGNO members year-round. Newer members receive more touches. Touch Program is a great way to introduce your company to members.



Contact: Terri Thompson
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www.hbagno.org