



HOME BUILDERS ASSOCIATION
OF GREATER NEW ORLEANS



Marketing with the HBA of Greater New Orleans



Event
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.....	\$500
Hole Sponsor	\$150



Business to Business Marketing

Host a meeting or class.

Council Meetings

Remodelers, Advanced Building Practices, Professional Women in Building contact HBA

General Membership Meeting

General Membership Meeting Sponsorship	\$500
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Education

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



800+ Followers on Twitter



1,000+ Likes on Facebook



29% Open Rate on E-Newsletter



2,000 unique visitors/month on hbagno.org

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)**

Enhanced Package\$350/year
Add to member listing: Priority placement on search results, 1600 characters for keywords, weblink and 200 characters in search results summary, 5 highlight bullets with links, logo or image, 8-12 photos and 1 video. Plus, discounts on hot deals and banner ads.

Hot Deals.....\$50/week
with Enhanced Package\$25/week
Non-Members.....\$100/week

Market your sale or special to the public and/or fellow members.

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 see & share. Message will be posted to Facebook and Tweeted. 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



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 8,223 unique visitors during the 2016 Parade of Homes campaign. HBAGNO’s Facebook page received 217,022 impressions by 150,656 unique visitors.

Presenting Sponsor (Limit 1, Members Only)..... \$6,000

- 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 \$3,000

Non-Members \$4,000

- 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 Map, and on all business locations, if applicable
- Logo link on Parade of Homes Webpage

Video Sponsor \$1,000

Non-Members \$2,000

- Builder videos gained 112,536 new views during the 2016 Parade of Homes campaign.
- Logo on Intro of all Builder Promo Videos
- Option to Contribute Approved Content to Videos

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 in Friday, April 6, 2018. Parade builders in 2016 & 2017 reported 400-500 visitors per weekend.

Builder Entries/Individual Homes

Refundable Deposit.....	\$1,000 per Company
Entry Fee Before February 9th.....	\$2,100
Entry Fee After February 9th.....	\$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 9th	\$8,000 (up to 5 homes)
Each Additional Home Before February 9th	\$1,000
Fixed Site Entry After February 9th	\$10,000 (up to 5 homes)
Each Additional Home After February 9th.....	\$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 Publishing504.830.7242



Print
Advertising



Home & Garden Show

New Orleans Home & Garden Show

The New Orleans Home & Garden Show has been presented by the HBA for 63 years, and is held in the Mercedes-Benz Superdome. A variety of Exhibition and Sponsorship Opportunities are available for all types of companies!

Contact show manager, Mike Zalaznik, to discuss details - 504.835.6383, mike@neworleanshideshow.com 2018 Dates: March 9-11

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

- Booth Exhibit
- Roaming Rights
- Presenting Sponsorship (Exclusive)
- VIP Party Sponsorship
- 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

Bayou Road Balloon Festival



**Bayou Road
Balloon
Festival**

The Bayou Road Balloon Festival is the first ever hot air balloon festival in the Greater New Orleans Area. BRBF will be a signature, unique festival for St. Bernard Parish, serving its residents and businesses by growing tourism, enhancing economic development and strengthening efforts to rebuild the population. The event will be held Veterans Day weekend, November 10-12, 2017, and will feature 15 hot air balloons set in the oaks of Sidney D. Torres Memorial Park creating a spectacular “night glow” each evening. The stage and festival grounds will be packed with local talent showcasing the vibrant communities of Saint Bernard parish, Louisiana musicians and artists. The St. Bernard Veterans Day parade will be held in conjunction with the event along with tethered balloon rides, carnival rides, midway, and local food booths will make this a can’t miss event.

Presenting Sponsors.....	\$20,000
Non-Exclusive, BRBF presented by (logo), mention in all advertising, print, TV, radio, onsite and online	
Stage Sponsor.....	\$10,000
Exclusive stage naming rights and mention wherever music lineup appears	
VIP Tent Sponsors.....	\$5,000
Invite-only area for VIP’s, sponsors, pilots & guests	
Balloon Sponsors (12 Available).....	\$5,000
One sponsor per balloon, banner on basket of balloon	
‘Land of the Giants’ Beer Garden Sponsors.....	\$5,000
Logo in Beer Garden	
Beer Sponsors.....	\$5,000
Beer suppliers for the event	
Liquor Sponsors.....	\$5,000
Liquor suppliers for the event	
Musician Sponsors.....	\$1,000
Fence Banners (3’ x 6’).....	\$250
(4’ x 8’).....	\$300
Logo banner on perimeter fence	

Signature Sponsorships

Lock in your year-long presence with a Signature Sponsorship. In addition to the benefits listed below, all Signature Sponsors are recognized on a traveling banner and in *Home Source*, the official HBAGNO membership directory and homeowner resource guide.

	Ruby	Platinum	Gold	Silver	Bronze
Membership Dues	Yes	Yes	Yes	Yes	No
Enhanced Listing	Yes	Yes	Yes	Yes	Yes
E-Newsletter	Logo Link	Logo Link	Logo Link	Listed	Listed
Facebook	2 Scheduled Posts	2 Scheduled Posts	2 Scheduled Posts	2 Scheduled Posts	2 Scheduled Posts
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	1 Admission to All	1 Admission to All	1 Admission to All	
hbagno.org Banner Ad*	12 Months	12 Months	6 Months	6 Months	
Touch Program**	12 Months	12 Months			
Invoices	Logo on All Dues Invoices & Statements	Logo on All Dues Invoices & Statements			
Education	Annual Sponsor				
Home & Garden Show	10' x 10' Booth				
Investment	\$10,000	\$7,500	\$4,500	\$2,500	\$1,000

*Sponsor will have choice of page to run banner ad: Calendar of Events or Membership Directory. Ads will appear on all pages listed on page 2 until ads are placed on those pages.

** The Touch Program is an automated membership communication campaign managed by NAHB. A series of customizable emails and mailed pieces is sent to all HBAGNO members year-round. Newer members receive more "touches," so this program is a great way to introduce your company to someone you might not have met yet.



Contact: Lauren Galliano
lauren@home-builders.org or 504.837.2700
www.hbagno.org