



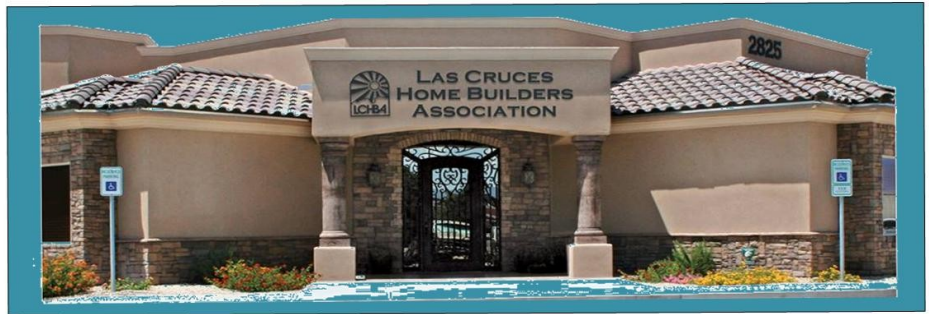
**P.O. Box 2608  
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WWW.LCHBA.COM**

# LAS CRUCES HOME BUILDERS ASSOCIATION

## *Sponsorship Opportunities* **PACKET**



# 2014



**January**

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**February**

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23	24	25	26	27	28	

**March**

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23	24	25	26	27	28	29
30	31					

**April**

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**May**

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

**June**

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22	23	24	25	26	27	28
29	30					

**July**

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**August**

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24	25	26	27	28	29	30
31						

**September**

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14	15	16	17	18	19	20
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28	29	30				

**October**

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26	27	28	29	30	31	

**November**

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23	24	25	26	27	28	29
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**December**

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21	22	23	24	25	26	27
28	29	30	31			



# LAS CRUCES HOME BUILDERS ASSOCIATION 2014 SPONSOR SUPPORT FORM

## Home & Garden Show March 8-9, 2014

- Show Sponsor \$5000
- Platinum Co-Op Sponsor \$10,000
- Gold Sponsor \$3000
- Silver Sponsor \$2000
- Bronze Sponsor \$1000
- Title Media Sponsor \$15,000 Value
- Media Sponsor 3:1
- Vendor Party Sponsor \$1000
- Exhibitor Lounge Sponsor \$1500
- Hotel Sponsor \$300
- Sign Sponsor \$500

## Spring Showcase of Homes Fall Parade of Homes April 25-27 - May 2-4 September 2014

- Presenting Sponsor \$5000
- Builder Sponsor \$2000
- Home Sponsor \$1000
- Gateway Sponsor \$500
- Map Sponsor \$2000
- Twilight Tour Sponsor \$1000
- Flag Sponsor \$1000
- Signage Sponsor \$1000
- Media Sponsor 3:1

## Spring Golf Tournament May 2014

- Main Sponsor \$800
- Tent Sponsor \$250
- Dinner Sponsor \$500
- Hole Sponsor \$50

## Jackalope Cup Golf Scramble September 2013

- Jackalope Cup Sponsor \$2500
- Jack Drop Sponsor \$1500
- Super Jack Sponsor \$1000
- Whiskey Trap Sponsor \$500
- Jack-A-Palooza Sponsor \$100
- Jack Hole Sponsor \$50

## Casino Night/Membership Drive October 2014

- Event Sponsor \$1000
- Casino Table Sponsors \$500
- Silent Auction Sponsor \$50 or Equivalent Item

## Installation Banquet December 2014

- Event Sponsor \$1000
- Table Sponsor \$350
- Award Sponsor \$350

## General Membership Monthly Luncheons

- Lunch Sponsor \$500
- Table Sponsor \$250

## LCHBA Monthly Education -Monthly Educational Outreach -Weekly Webinars

- Sponsor \$100 Each

## Website Advertising

\*Options for long term available

- Small Logo \$75 month\*
- Large Logo \$100 month\*

**Company Name**

\_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Card #** \_\_\_\_\_

**CID** \_\_\_\_\_ **Exp. date** \_\_\_\_\_ **Amount:\$** \_\_\_\_\_

**Signature** \_\_\_\_\_



# 2014 Home & Garden Show Sponsorship Information

This regional event showcases businesses that cater to the home improvement and new home construction markets. People who want to build new homes or improve their existing ones are invited to bring their project materials and questions to the show and receive advice from industry professionals. The two-day show is held the second weekend in March this year. The Home & Garden Show provides a business promotion opportunity to a wide variety of businesses. Whether you are a supplier, builder, developer, remodeler, artisan, architect, interior designer, or decorator, you have an audience at this show. The LCHBA engages in extensive advertising on television, radio, web, and in the print media.

**Date:** March 8-9, 2014

**Projected Attendance:** 2000

**Location:** Las Cruces Convention Center

**Volunteers Needed:** 20+

office@lchba.com

## Show Sponsor | \$5,000

- \*Top Billing on all event signage and in all advertisements
- \*Logo printed on flyers and online.
- \*Name mention in radio plugs.
- \*Logo printed on tickets & coupons
- \*Sponsor flyer placement in exhibitor package (If provided).
- \*Sponsor banner placed at outside entrance (If Provided).
- \*40' x 10' booth space in prime location at event.
- \*250 Complimentary tickets to show.

## Platinum Co-Op Sponsor | \$10,000

**EXCLUSIVE** Co-Operative Display with complimentary Vendors.

- \*Logo printed on flyers and online.
- \*Name mention in radio plugs.
- \*Sponsor flyer placement in exhibitor package (If provided).
- \*Sponsor banner placed at outside entrance (If Provided).
- \*Space within 40' x 10' prime location at event.
- \*Complimentary tickets to show.

## Gold Sponsor | \$3,000

- \*Logo printed on flyers and online.
- \*Logo in all media advertisements including print, TV and online.
- \*Name mentioned in all radio plugs.
- \*Sponsor flyer placement in exhibitor package (If provided).
- \*Sponsor banner placed in Lobby (If provided).
- \*30' x 10' booth space in prime location at event.
- \*Complimentary tickets to show.

## Silver Sponsor | \$2,000

- \*Logo in all media advertisements including print, TV and online.
- \*Name mentioned in all radio plugs.
- \*Banner display in Lobby (if provided)
- \*20' x 10' booth space in prime location.
- \*Complimentary tickets to show.

## Bronze Sponsor | \$1000

- \*Logo in print and online advertisements.
- \*10' x 10' booth space in prime location.
- \*Complimentary tickets.

**Vendor Party Sponsor | \$1000**

**Exhibitor Lounge Sponsor | \$1500**

**Hotel Sponsor | \$300**

**Sign Sponsor | \$500**

## Title Media Sponsor | \$15,000 Value

- \*Top Billing on all event signage and in all advertisements
- \* Logo printed on flyers and online.
- \* Name mention in radio plugs.
- \* Logo printed on tickets & coupons
- \* Sponsor flyer placement in exhibitor package (If provided).
- \* Sponsor banner placed at outside entrance (If Provided).
- \* 40' x 10' booth space in prime location at event.
- \* 250 Complimentary tickets to show.

## Media Sponsor | 3:1

- \*Logo printed on flyers and online.
- \* Name mention in radio plugs.
- \* Sponsor flyer placement in exhibitor package (If provided).
- \* Sponsor banner placed at outside entrance (If Provided).
- \* 10' x 10' booth space in prime location at event.
- \* 250 Complimentary tickets to show to be used as on-air online/print promotions.



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# SHOWCASE OF HOMES

# SPONSORSHIP OPPORTUNITIES

This Showcase event is a scattered site show of new homes built specifically for this tour. Its purpose is to provide builders with an opportunity to display their product to the public, and to promote the local residential home building industry. The event is widely advertised and boasts public attendance of over 8,000 from all over the country. A magazine is also produced as a public guidebook for the show.

**Date:** April 25,26,27 & May 2,3,4

**Projected Attendance:** 8000+

**Location:** Las Cruces, NM

**Volunteers Needed:** 20+

**HOME REGISTRATION FEE = \$1500 ADDITIONAL ENTRY = \$750**  
**SHOWCASE MAGAZINE ADVERTISING OPPORTUNITIES – CALL LCHBA (575) 526-6126**

**Presenting Sponsor | \$5000**

- Company name and logo will appear on the front page of the Showcase Magazine
- Company logo in all media advertisements including print, TV and online
- Sponsorship Poster in each Showcase Home
- Name mention in radio plugs
- Full page, full color ad in the Showcase Magazine
- Company logo and advertisement included on the home page of the Showcase web page, with a live link to your company's website.

**Builder Sponsor | \$2000**

- Company logo in all media advertisements including print, TV, online & Showcase Magazine Index Page
- Sponsorship Poster in each Showcase Home
- Name mention in radio plugs
- Full page, full color ad in the Showcase Magazine
- Company logo included on the Showcase web page
- Logo inclusion on the "Featured Sponsors" page of the Showcase Magazine

**Home Sponsor | \$1,000**

- Company logo in all media advertisements including print, TV and online
- Sponsorship Poster in each Showcase Home
- Name mention in radio plugs
- Half page, full color ad in the Showcase Magazine
- Company logo included on the Showcase web page
- Logo inclusion on the "Featured Sponsors" page of the Showcase Magazine

**Gateway Sponsor | \$500**

- Company logo in all media advertisements including print, TV and online
- Sponsorship Poster in each Showcase Home
- Name mention in radio plugs
- 1/4 page, full color ad in the Showcase Magazine
- Company logo included on the Showcase web page
- Logo inclusion on the "Featured Sponsors" page of the Showcase Magazine

**Map Sponsor | \$2000**

- Exclusive company logo on the Showcase Map (Includes 4 map quadrant ads)
- Company logo included on the Showcase web page
- Logo inclusion on the "Featured Sponsors" page of the Showcase Magazine

**Twilight Tour Sponsor | \$1000**

- Company logo in all media advertisements including print, TV and online
- Company logo included on the Showcase web page
- Company logo included on the Twilight Tour page

**Flag Sponsor | \$1000**

**Signage Sponsor | \$1000**

**Media Sponsor | 3:1**

**Builder Tour Sponsor | \$500**

**Realtor Tour Sponsor | \$500**



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## 2014 Spring Golf Scramble

This golf tournament is held to provide members and their guests with a social sporting event and marketing opportunity. This very popular scramble provides a relaxed atmosphere in which to network with the general membership.

**\*Proceeds benefit the Community Service Committee, which provides Thanksgiving Boxes for up to 500 local families.**

**Date:** May 2014

**Projected Attendance:** 144

**Location:** Sonoma Ranch Golf Course

**Volunteers Needed:** 15

### **Event Sponsors | \$800**

- Top Billing in all advertisements
- One 4-player team (includes Dinner)
- Recognition through verbal announcements during the tournament
- Opportunity to display company banner (if provided)
- Company recognition in the sponsor section of the LCHBA website

### **Tent Sponsors | \$250**

- Recognition in all advertisements
- 10x10 Tent with table and 2 chairs placed on the golf course
- Two tickets to the Dinner
- Company recognition in the sponsor section of the LCHBA website

### **Dinner Sponsor(s) | \$500**

- Recognition in all advertisements
- Four tickets to the Dinner
- Opportunity to display company banner in dinner area (if provided)
- Company recognition in the sponsor section of the LCHBA website

### **Hole Sponsors | \$50**

- Sign with company name placed at a hole on the course
- Recognition in all advertisements

### **Media Sponsors |**

- Recognition in all advertisements
- Company recognition in the sponsor section of the LCHBA website



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# Jackalope Cup

## 4-Man Golf Scramble

The LCHBA membership takes to the links under the cover of darkness in search of the elusive Jackalope. This one-of-a-kind event is the only night golf tournament in Las Cruces. The day starts with 15 holes of golf, Taste of Las Cruces Food and Mingling, then tee off the last 3 holes after nightfall with glow-in-the-dark balls at the JACKALOPE CHALLENGE. Amateurs and enthusiasts are welcome! Stay for JACK-A-PALOOZA featuring LC Local Faves, THE LIARS, ride the Mechanical Bull and the Hole-In-One Ball Drop, plus MORE!

**Date:** September 2014

**Projected Attendance:** 300+

**Location:** Red Hawk Golf Club

**Volunteers Needed:** 30+



### **Jackalope Cup Sponsor | \$2500**

- ⊗ Top Billing in all LCHBA Marketing and Promotional Materials
- ⊗ Free 4-Player team
- ⊗ Company logo on Jackalope Cup Shirt
- ⊗ Exclusive Sponsors of Jackalope Cup Award Zone
- ⊗ Opportunity to display company banner at Jack-A-Palooza Event (3'x6' max)
- ⊗ Verbal recognition at event
- ⊗ Four wristbands to Jack-A-Palooza
- ⊗ Access to Jack Sack (provide 110 Goody Bag Company items to be given to players)



### **Jack Drop Sponsor | \$1500**

- ⊗ Main Stage Verbal recognition at event
- ⊗ Free 4-Player team
- ⊗ Opportunity to display company banner at Jack-A-Palooza Event (3'x6' max)
- ⊗ Four wristbands to Jack-A-Palooza
- ⊗ Access to Jack Sack (provide 110 Goody Bag Company items to be given to players)



### **Super Jack Sponsor | \$1000**

- ⊗ 10x10 Tent with table and 2 chairs placed on the golf course
- ⊗ Paired with a Novelty Sponsor (Beverage Sponsor)
- ⊗ Opportunity to display company banner at Jack-A-Palooza Event (3'x6' max)
- ⊗ Recognition in all LCHBA Marketing and Promotional Materials
- ⊗ Two wristbands to Jack-A-Palooza
- ⊗ Access to Jack Sack (provide 110 Goody Bag Company items to be given to players)



### **Whiskey Trap Sponsor | \$500**

- ⊗ 10x10 Tent with table and 2 chairs placed on the golf course
- ⊗ Opportunity to display company banner at Jack-A-Palooza Event (3'x6' max)
- ⊗ Recognition in all LCHBA Marketing and Promotional Materials
- ⊗ Verbal recognition at event
- ⊗ Two wristbands to Jack-A-Palooza
- ⊗ Access to Jack Sack (provide 110 Goody Bag Company items to be given to players)



### **Jack-A-Palooza Sponsor | \$100**

- ⊗ Opportunity to display company banner at Jack-A-Palooza Event (3'x6' max)
- ⊗ Recognition in all LCHBA Promotional Materials
- ⊗ Two wristbands to Jack-A-Palooza



### **Jack Hole Sponsor | \$50**

- ⊗ Sign with company name placed at a hole on the golf course

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# 2014 HAUNTED Casino Night

This annual event is your opportunity to interact with members of the Las Cruces Home Builders Association in a fun, relaxed atmosphere. Members are encouraged to bring prospective members along with them to encourage them to become members of the LCHBA. Members are encouraged to invite their spouses to this exciting event.

**Date:** October 2014

**Projected Attendance:** 150+

**Location:** TBD

**Volunteers Needed:** 10+

## **Event Sponsor | \$1000**

- Logo printed Casino Cups
- Top Billing on all advertising and signage
- Verbal recognition at the event
- Four Complimentary tickets to event

## **Casino Table Sponsors | \$500**

- Sponsor recognition at one of the Casino Tables
- Logo printed on advertisement flyers
- Verbal recognition at the event
- Two Complimentary tickets to event

## **Silent Auction Sponsors | \$50 / (Donation Item Equal Value)**

- Verbal recognition at the event



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# 2015 Installation Banquet

This annual event honors the 2014 Board Members and Committee Chairs. LCHBA members and guests are invited to this Holiday Dinner. There is entertainment, an emcee, and a lot of fun to be had. Officers and directors of the LCHBA for the upcoming year are installed. The key presentation is awarding the Builder Member of the Year, the Associate of the Year and The Member of the Year.

**Date:** December 2014

**Projected Attendance:** 150

**Location:** Las Cruces Home Builders Event Hall

**Volunteers Needed:** 6

## **Event Sponsors | \$1000**

- Title recognition
- Special introductions at the event
- 8 tickets to the event
- Reserved table with VIP seating
- Company name or logo will be prominently placed on the cover of the event program
- Company name or logo will be prominently placed on all pre-event invitations

## **Table Sponsors | \$350**

- 8 tickets to the event
- Reserved table with VIP seating
- Sponsor recognition in the event program

## **Award Sponsors | \$350**

- 2 tickets to the event
- Sponsor recognition in the event program
- Your name on printed on all awards



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# 2014 General Membership Luncheons

In keeping with the mission of the LCHBA to provide educational opportunities for our members, the monthly luncheons feature an informative speaker program on a variety of hot industry topics. Each program includes introductions of new members and association updates. Members and non-members are encouraged to attend.

**Date:** Monthly

**Projected Attendance:** 50+

**Location:** Las Cruces Home Builders Event Center

**Volunteers Needed:** 4

## **Lunch Sponsor | \$500**

- Logo printed on advertisement flyers
- May place company information on all tables
- 5 minutes to speak at the luncheon
- Verbal recognition at the luncheon
- Two Complimentary tickets to event

## **Table Top Sponsor | \$250**

- May place company information on all tables
- 2-3 minutes to speak at the luncheon
- Verbal recognition at the luncheon
- One Complimentary tickets to event



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# 2014 LCHBA Education

## LCHBA 2014 Monthly Educational Outreach

**Date:** Monthly

**Projected Attendance:** 20

**Location:** Las Cruces Home Builders Association Executive Board Room (\*unless otherwise noted)

**Volunteers Needed:** 2

LCHBA monthly educational sessions are attended by a variety of members and feature an entertaining speaker program plus updates on industry topics. Each meeting offers an opportunity for members to interact and network.

**Sponsor | \$100**

- Logo printed on event marketing

## LCHBA 2014 Weekly Webinars

LCHBA will host weekly webinars focused on different aspects of the Building Industry such as Green Building, business planning, legal aspects, social marketing, etc. Each meeting offers an opportunity for members to interact and network.

**Date:** Monthly

**Projected Attendance:** 20

**Location:** Las Cruces Home Builders Association  
Executive Board Room (\*unless otherwise noted)

**Volunteers Needed:** 2

**Sponsor | \$100**

- Logo printed on event marketing



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**2014**

## **Website Advertising**

Advertise your business on the LCHBA's newest website! The site is integrated with the LCHBA Facebook and Twitter accounts, so visitors can now become fans straight from this page. Visitors are also able to register for events and renew dues online. Industry professionals can also submit for membership through this new site.

The LCHBA website is a great tool for our members: enabling them to register for events, keep current with the newsletter and network with fellow members via the online membership directory.

**Large Logo |**  
**\$100 / Month**  
**\$250 / Quarter**  
**\$900 / Year**

400 x 260 px ad featured on all web pages. Ad links to your website. Exclusive advertising time, shared with a limited number of advertisers.

**Small Logo |**  
**\$75 / Month**  
**\$200 / Quarter**  
**\$700 / Year**

200 x 260 px ad featured on all web pages. Ad links to your website. Exclusive advertising time, shared with a limited number of advertisers.

### PRODUCTION & DESIGN:

All ads to be submitted through email in the following formats: gif or jpg with 72 dpi.

### CONTACT:

Nicole Black via [membership@lchba.com](mailto:membership@lchba.com)  
or 575.526.6126

\*All ads are in constant rotation and time is divided equally among all advertisers. Payment for advertising is due upon invoice. To maintain the integrity of the web site, all ads are subject to approval.



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# LAS CRUCES HOME BUILDERS ASSOCIATION

## 2014 COMMUNITY SERVICES THANKSGIVING FOOD DRIVE

### ONLY \$50 FEEDS A FAMILY!

THE LCHBA COMMUNITY SERVICE COMMITTEE PACKS BOXES WITH ALL THE GROCERY ITEMS NEEDED FOR A THANKSGIVING DINNER, INCLUDING TURKEYS, PUMPKIN PIE, EVEN COOL WHIP AND DELIVERS THE BOXES TO FAMILIES AT MACARTHUR, DONA ANA AND EAST MESA ELEMENTARY SCHOOLS.

THIS YEAR, THE COMMUNITY SERVICE COMMITTEE HAS SET A GOAL OF 300 FAMILIES TO BE SPONSORED. ONLY \$50.00\* FEEDS A FAMILY. WE RELY ON DONATIONS OF MONEY FROM THE GENERAL MEMBERSHIP AND COMMUNITY BUSINESSES. WE WANT TO RAISE OUR GOALS EVERY YEAR!

 **WE NEED YOUR HELP!** 

PLEASE HELP US REACH THIS GOAL AND CONTINUE TO ASSIST THOSE IN NEED AROUND THE THANKSGIVING HOLIDAY.

**WE ARE IN NEED OF LEGAL SIZE COPIER PAPER BOXES IN WHICH TO DELIVER THE MEALS.**

**PLEASE CONTACT THE LCHBA OFFICES AT (575) 526-6126 OR OFFICE@LCHBA.COM TO SPONSOR A FAMILY TODAY!**

**SEEKING VOLUNTEERS TO PACK TURKEY BOXES IN NOVEMBER 2014.**

**\*YOUR DONATION TO THE FOOD DRIVE IS TAX DEDUCTIBLE. CONTACT YOUR ACCOUNTANT FOR MORE INFORMATION.**

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

# OF FAMILIES: \_\_\_\_\_ TOTAL DONATION:\$ \_\_\_\_\_

CASH       VISA        MASTERCARD 

CHECK      NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CARD # \_\_\_\_\_ CID # \_\_\_\_\_

CREDIT CARD      EXP. DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_



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