

2025



Marketing Guide

Build a customized marketing plan with this complete guide to HBASA sponsorships, events and activities.

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MEMBERSHIP 2025



3 IN 1 MEMBERSHIP

When you join the HBA, you automatically become a part of the Texas Association of Builders (TAB) and the National Association of Home Builders (NAHB). You have the backing of not only your 290 local members, but over 140,000 state and national professional members fighting for our industry. It is not just who you know, it's who others know that can make a difference in your business.

ADVOCACY

The HBA of San Angelo is the advocate for the housing industry in the Concho Valley. As the voice of the building industry, the HBA is deeply involved with the City of San Angelo and local building officials. We work hand in hand with local governments and other organizations to ensure that the homebuilding process is predictable, reasonable, and affordable. We also work closely with our state and national associations.

SAVINGS

Membership in the HBASA can pay for itself through a variety of discount and rebate programs available through TAB and NAHB. As a member, you receive a Member Information Center Page that gives you an increased web presence, a place to show off your work, and a place for potential customers to request bids. You are also featured in our yearly buyer's guide and online business directory. The HBA's advocacy efforts with state and federal regulatory agencies have provided our members with thousands of dollars in either reduced costs or increased revenue. Need legal advice? Help is just a phone call away. As a member, you receive all this and more!

PROMOTION

Members immediately get access to our resources, networking opportunities, discounts, educational programs, marketing events, and community service projects. Partnering with the HBA is one of the most effective marketing strategies your company can use. No other organization can help you promote your brand, build relationships, develop business leads and increase sales better than we can! The HBA can provide exposure and networking opportunities to help you build relationships within the industry. Our members take their pledge to "do business with a member" seriously and that means more opportunity, more collaboration, and more referrals for your business!

● BUILDER DUES \$599

● ASSOCIATE DUES \$499

● AFFILIATE DUES \$99

MEMBERSHIP LUNCHEONS



JANUARY 21

FEBRUARY 18

***MARCH 25**

APRIL 15

***MAY 13**

JUNE 17

NO LUNCHEON

***AUGUST 12**

SEPTEMBER 16

OCTOBER 21

NOVEMBER 18

NO LUNCHEON

Make plans to join us on the third Tuesday of every month (unless noted with an *) at 11:30 a.m. for the HBA Membership Luncheon at the ASU LeGrand Center. These monthly meetings provide an excellent opportunity to get up to speed with what is happening at the HBA, discuss industry-related information, garner new ideas, and connect with colleagues. Guest speakers are invited each month to discuss relevant issues regarding the community and building industry.

All members and guests are welcome. \$20

YOUR LOGO ON ALL MARKETING MATERIAL

RESERVED TABLE FOR 8

ABILITY TO DISTRIBUTE YOUR MARKETING MATERIALS

ONLINE PRESENCE AS SPONSOR ON FACEBOOK, WEBSITE, NEWSLETTER AND EMAIL INVITES

2-3 MINUTE "COMMERICAL" AT LUNCHEON

\$500 PER SPONSORSHIP, LIMIT 2

PARADE OF HOMES

PARADE of HOMES

April 5-6, 12-13

2025

Save the Date

Saturday & Sunday April 5-6 & 12-13

April 5 & 6 and April 12 & 13 will be our Parade of Homes™! This is a huge event that will showcase the talents and innovative ideas of our participating home builders. This highly anticipated two-weekend affair will increase your exposure and allow you to take part in San Angelo's premiere housing event by being one of our member sponsors.

Free Admission

TITLE SPONSORSHIP | \$5,000

Logo featured on all marketing material including full page ad in magazine. Most privileges and right to display material in all homes. Exclusive.

CORPORATE SPONSORS | \$2,500

Logo featured on all marketing material including half page ad in magazine. Right to display material in all Parade homes. Limit 4

PARADE PARTNERS | \$300/\$200/\$150

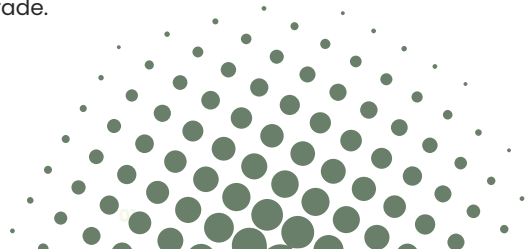
Listing on the Builder's page of the Parade Magazine.
Listing on Parade Home Site Signage.
Discounted advertising opportunities in Parade Magazine.
Exclusive "In House" presence during the Parade.
Featured on 18x24 Vendor VIP sign.
Limited to 6 per home

VENDOR VIPS | \$40 per home

Featured on an 18x24 sign placed in the backyard designating your contribution to the Parade Home. Must be an HBA Member

MAGAZINE ADVERTISING

Back Cover \$1,500 Limit 1
Inside Front Cover \$1,200 Limit 1
Back Front Cover \$1,200 Limit 1
Full Page Ad \$1,000
1/2 Page Ad \$550
1/4 Page Ad \$300
1/8 Page Ad \$199.



CHARITY CLAYBIRD SHOOT



Friday May 2 SA Claybird Association

Join us for our 16th annual Claybird Shoot. It consists of five-shooter squads rotating between ten stations. Each station consists of five sets of two clays. Open to the public, the shoot includes a delicious dinner, drinks and prizes.

\$175 per shooter

PRIZE SPONSOR | \$1,250

Logo will be featured on all advertising material including website as Prize Sponsor. Sponsor sign at registration and dinner area. Logo on all shooter scorecards. Exclusive.

GOLD SPONSOR | \$500

Logo will be featured on all advertising material including website as Gold Sponsor. Sponsor sign at dinner area and logo on all shooter scorecards.

BEER SPONSOR | \$500

Logo will be featured on all advertising material including the website as Beer Sponsor. Sponsor sign at dinner area, logo on all shooter scorecards. Exclusive.

DINNER SPONSOR | \$400

Logo will be featured on all advertising material including website as Dinner Sponsor. Sponsor sign at dinner area, logo on all shooter scorecards.

STATION SPONSOR | \$100

Sign with company name at one course station.

PLATINUM SPONSOR | \$1,000

Logo will be featured on all advertising material including website as Platinum Sponsor. Sponsor sign at registration and dinner area. Logo on all shooter scorecards. Exclusive.

RAFFLE SPONSOR | \$500

Logo will be featured on all advertising material including website as Raffle Sponsor. Sponsor sign at dinner area and raffle prizes. Logo on all shooter scorecards. Exclusive.

GUN BOARD SPONSOR | \$500

Logo will be featured on all advertising material including website, gun board and scorecard as Gun Board Sponsor. Exclusive.

SILVER SPONSOR | \$350

Logo will be featured on all advertising material and shooter scorecards.

Benefiting



Habitat
for Humanity®
of San Angelo, Inc.

CHARITY GOLF TOURNAMENT

Monday September 8 Bentwood Country Club

The only thing better than golf, is golf with a cause, especially when it's the best golf tournament in town! You will be treated to a delicious lunch before playing 18 holes of golf. On the course, you'll enjoy fun games, prizes, and lots of beer. After the round, stick around for a nacho bar, raffle prizes, and course contests. Registration will initially be open to members only.

\$150 per golfer



TITLE SPONSORSHIP | \$2,500

Includes 1 team of golf and Hole #15 tent sponsorship. Logo to be featured on all marketing promotions. Exclusive.

CLOSEST TO THE BEER | \$500

Your logo featured on 4 - 24x36 signs promoting a prize for the golfer closest to the sign in this exclusive sponsorship.

BEER CART SPONSOR | \$500

Your logo featured on one of two carts driving around on the course giving out beer. Limit 2.

BET THE HOLE | \$400

Your company will partner with Operation Finally Home on Hole #7. Exclusive sponsorship.

CLOSEST TO THE LINE | \$400

Company logo and sign on Hole #9 where golfers will win a cash prize for getting closest to your sign. Exclusive.

CUSTOM HOLE & TEE SPONSORS | \$300

Set up a tent, have prizes, make up a game...it's yours to customize!

CART SPONSOR | \$150

Company logo featured on inside of every cart.

GOLF CANNON SPONSOR | \$600

Participants can shoot their ball with a Golf Cannon instead of hitting it with this exclusive sponsorship.

BEER KEG HOLE SPONSOR | \$600

Set up a tent on Hole #6 or #16 where the beer kegs will be! Limit 2.

SNACK CART SPONSOR | \$500

Your logo featured on the snack cart driving around on the course. Exclusive.

ADVANCE THE TEE | \$400

Your company receives access to hole #17 where you will collect money for Operation Finally Home to tee off on the closer tee. Exclusive sponsorship.

DRIVING RANGE SPONSOR | \$400

Company banner/logo at Driving Range. Exclusive.

BEER KEG SPONSOR | \$250

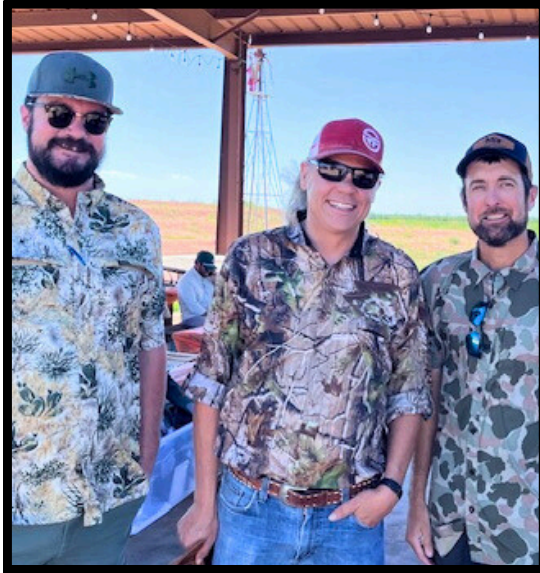
Logo featured on signs by beer kegs. Limit 4.

TEE SIGN SPONSOR | \$100

Company logo featured on a tee box.

Benefitting Sleep in Heavenly Peace

DOVE HUNT FOR HOMEPAC



Tuesday September 30 Ought 2 Ranch

Join us for a great time for a great cause. Our second annual event will include a dove hunt, whiskey flight and catered dinner. All proceeds will be donated to HOMEPAC, the political arm of the Texas Association of Builders.

\$150 Hunt/Dinner/Whiskey/Wine Flight
\$50 Dinner/Whiskey/Wine Flight

TITLE SPONSOR | \$1,500

Logo will be featured on all advertising material and dinner areas. Sponsor will also receive \$500 in event credits.
Exclusive.

WHITE WING SPONSOR | \$750

Logo will be featured on all advertising material and dinner area. Sponsor will receive \$200 in event credit.
Limit 2.

MOURNING DOVE SPONSOR | \$100

Logo will be featured in dinner area.

DINNER SPONSOR | \$1,000

Logo will be featured on all advertising material and dinner area. Sponsor will receive \$300 in event credit.
Exclusive.

WHISKEY SPONSOR | \$500

Logo will be featured on all advertising material and whiskey flight area. Sponsor will receive \$150 in event credit.
Limit 2.

GUN BOARD SPONSOR | \$500

Logo will be featured on all advertising material and dinner area. Sponsor will receive \$150 in event credit.
Exclusive



CHRISTMAS PARTY & AWARDS BANQUET



Friday December 12 The Cactus Hotel

Join us for a fun-filled night of delicious food and drinks, live music, special presentations, and cash and prizes. We will announce the new Board of Directors and induct our new president for 2025 as well as present our annual awards.

TITLE SPONSOR | \$3,500

Logo will be prominently featured on all advertising material. Designated table for 10. Sponsor commercial during banquet. Draw names for prizes. Exclusive.

PLATINUM SPONSOR | \$1,000

Logo will be prominently featured on all advertising material including website, social media, easel signage, the program and table tents. 2 free tickets included. Additional tickets available at a discounted rate of \$50 each.

GRAND PRIZE CASH SPONSOR | \$1,000

Logo will be prominently featured on all advertising material including website, social media, easel signage, the program and table tents. 2 free tickets included. Additional tickets available at a discounted rate of \$50 each. Exclusive.

GOLD SPONSOR | \$500

Logo will be featured on all advertising material including website, social media, easel signage, the program and table tents on pub tables.

Tickets available at a discounted rate of \$50 each.

BAR SPONSOR | \$500

Logo will be featured on all advertising material including website, social media, easel signage, the program and bar areas. Tickets available at a discounted rate of \$50 each. Exclusive.

COSTUME SPONSOR | \$500

Logo will be featured on all advertising material including website, social media, easel signage, the program and bar areas. Tickets available at a discounted rate of \$50 each. Exclusive.

CENTERPIECE SPONSOR | \$300

Logo will be featured on all centerpieces of the dinner tables in the ballroom and program. Exclusive.

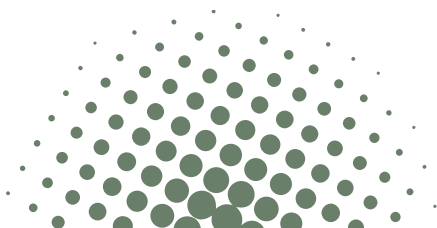
SILVER SPONSOR | \$250

Name will be listed in the program and announced at dinner. Name will also be listed in bold on easel signage.

BRONZE SPONSOR | \$100

Name will be listed in the program and listed on easel signage.

\$60 per ticket
Reserved table of 10 \$500



MEMBERSHIP APPRECIATION COOKOUTS

Every quarter we will be hosting a Membership Appreciation Cookout at the West Texas Land Guys Pavilion. All members and potential members are invited to our free come-and-go networking events. No agenda, no dress code, bring your crew and just come eat! Here are our tentative dates for the cookouts and sponsorship opportunities.

MARCH 6

Fat Thursday Cookout \$500

APRIL 24

Cornhole Tournament Dinner \$600

JUNE 26

Breakfast with the Builders \$300

JULY 24

Member Appreciation Cookout \$500

AUGUST 28

Meet the Builders Breakfast \$300

OCTOBER 30

Member Appreciation Cookout \$500



2026 MEMBERSHIP DIRECTORY



FULL PAGE | \$299

HALF PAGE | \$199

BUSINESS CARD | \$150

The HBA is the heart and soul of our local home-building industry and when people in the Concho Valley want to buy, build, finance, remodel or maintain a home, they look to the HBA of San Angelo as their go-to resource for professionals. Raise your reputation with increased credibility and visibility with an ad in our directory. Directories are given to all HBASA members and new members as well as distributed to the community through the San Angelo Association of Realtors, the San Angelo Chamber of Commerce, the Visitor's Center, and the HBA office.

SLEEP IN HEAVENLY PEACE



No Kid Sleeps on the floor in our Town



Helping Local Children in Need...

That's where Sleep in Heavenly Peace comes in. We have partnered with SLP to build, assemble, and deliver top-notch bunk beds to children and families in need here in the Concho Valley. Be a part of this life-changing project. Check out our website for future build dates.

COME HAVE FUN WITH US AT THE HBA!

