



2010 ROCK-N-AUCTION SPONSORSHIP BENEFITS

We proudly announce the Home Builders Foundation's 13th Annual Benefit Dinner & Rock-n-Auction will be held on Saturday, April 3, 2010 at the Crystal Ballroom. Our first ever Celebrity Waiter dinner program, promises to be a music inspired and memorable affair bringing together more than 350 Home Builders Foundation supporters, HBA members and friends from the community to accomplish a common goal of building hope and homes...rebuilding lives.

The Foundation harnesses the talent and resources of the industry to direct the charitable activities of the home building community to provide shelter for area residents in need, and supports the future of our industry by providing education and mentorship opportunities for tomorrow's workforce.

Sponsors benefit from a program of marketing and exposure designed to build brand awareness, impact positioning in the marketplace and increase community relations throughout the Metro Portland Area.

PRESENTING SPONSOR

\$5,000 (1 SPONSORSHIP)

- **Event Name Association** - The company will be the sole sponsor associated with the event name on all promotional materials.
- **Signage** - The company will be recognized as the presenting sponsor in all event signage, prominently displayed using company logo and tagline where appropriate.
- **Program Advertisement** - The company will be also listed as the presenting sponsor on the cover page and receive a full page ad in the printed program, bidder packets, receive preferred positioning and logo/name identification throughout dinner program and preceding the live auction section.
- **Add'l Exposure and Personnel** – Volunteer Greeters can be positioned at the registration tables and attendee bidder packets will be recognizing the company as presenting sponsor. Emcees will also be asked to recognize the company as presenting sponsor.
- **Promotional Materials** – The company will receive recognition in auction postcards and invitations (1,500), *The Home Building News* (circulation 1,500) will feature ads or articles during a three-month period before and after the event, HBA Website (23,000 hits/month), Email blasts, and at other HBA events. There is also the potential for additional exposure in media coverage of the event.
- **Tickets** – The company will receive a table with ten (10) individual tickets to the event (a \$1000 value).

GOLD SPONSOR

\$2,500 (3 SPONSORSHIPS)

- **Program Advertisement** – The company will receive a ½ page ad in the printed auction program, and company logo will be included in the framework of appropriate visual slides recognizing the company as a GOLD level sponsor during the dinner program.
- **Promotional Materials** – The company will receive recognition in invitations (1,500), *The Home Building News* (circulation 1,500) will feature ads or articles during a three-month period before and after the event, HBA Website (23,000 hits/month), Email blasts, and at other HBA events. There is also the potential for additional exposure in media coverage of the event.
- **Tickets** – the company will receive four (4) individual tickets to the event (a \$400 value).
 1. **WINE WALL OF HOPE SPONSORSHIP** – (1)
Signage will be placed at the Wine Wall display and volunteer greeters/salespeople will be positioned in the area recognizing the company as a wine wall sponsor. (Promotion at the HBA committee level and events is an added bonus for exposure leading up to the event).
 2. **DINNER PROGRAM SPONSORSHIP** – (3) “**RED CARPET**”, “**CELEBRITY APRON**”, “**LIVE ENTERTAINMENT**”,
Signage placed in prominent areas of the ballroom, be an active participant in the entertainment portion of the program and emcees will be asked to recognize the company as a GOLD level sponsor.

SILVER SPONSOR

\$1,500 (10 SPONSORSHIPS)

- **Program Advertisement** – The company will be recognized as a sponsor within the printed auction program, and company logo will be included in the framework of appropriate visual slides recognizing the company as a SILVER level sponsor during the dinner program
- **Promotional Materials** – The company will receive recognition in invitations (1,500), *The Home Building News* (circulation 1,500) will feature ads or articles during a three-month period before and after the event, HBA Website (23,000 hits/month), Email blasts, and at other HBA events. There is also the potential for additional exposure in media coverage of the event.
- **Tickets** – the company will receive two (2) individual tickets to the event (a \$200 value).
 1. **RAFFLE SPONSORSHIP** – (4) “LIVE AUCTION”, “RED ENVELOPE”, “JEWELRY”, “HEADS-N-TAILS”
Signage will be placed prominently near registration tables and volunteer ticket sellers can be positioned or roving, recognizing the company as a raffle sponsor.
 2. **WINE SPONSORSHIP** – (3)
Signage placed in on the bars during the cocktail hour recognizing the company as a wine sponsor. The company will have the opportunity to provide wine labels for 1/3 of the wine provided at auction dinner tables (approximately 40 labels).
 3. **SILENT AUCTION SPONSORSHIP** – (1)
Volunteer Greeters and appropriate signage will be positioned at the respective silent auction sections recognizing the company as a silent auction sponsor.
 4. **DESSERT SPONSORSHIP** – (1)
Table-tents and appropriate auction signage will be placed recognizing the company as a dessert sponsor.
 5. **BIDDER NUMBER SPONSOR** – (1)
Each attendee will receive bidder cards with appropriate company logo recognizing the company as a bid sponsor.

‘FOUNDATION FRIENDS’

\$500 (UNLIMITED)

- **Program Advertisement** – The company will receive recognition on sponsor pages in the auction program.
- **AV Exposure at Event** – Company name will be included on visual slides recognizing the company as a sponsor.
- **Signs** – Signage will be placed in the reception area recognizing the company as an auction sponsor.
- **Promotional Materials** – The company will receive recognition in auction postcards and invitations (1,500), *The Home Building News* (circulation 1,500) will feature ads or articles during a three-month period before and after the event, HBA Website (23,000 hits/month), HBA fax blasts, Email blasts, and at other HBA events. There is also the potential for additional exposure in media coverage of the event.

IN-KIND DONATION “SPONSORSHIPS” ARE AVAILABLE.

(SERVICES & PRODUCT THAT HELP UNDERWRITE THE COST OF OUR EVENT)

Printing Needs: Name recognition on in-kind printed piece(s) +

Florist/Floral Centerpieces: Large Arrangements + Bouquets + Centerpieces + thank yous

Office & Paper Supplies Sponsor: NCR Paper (Bidder Sheets etc), Colored paper, Card Stock, Cardboard easels, poster boards, acrylic frames, confetti, oversized envelopes, labels etc

Favors / Edible Treats / Thanks Sponsor: Fortune cookies? Truffles? Candy ? Gift cards?**Décor Supplies Sponsor:** Cellophane, baskets, tins, buckets, filler, ribbons, tags etc for packaging