

*Build Stronger  
Together*

# SPONSORSHIP



Canadian  
Home Builders'  
Association



*Edmonton Region*

2024







# Sponsorship Opportunities

## PARTNER WITH PURPOSE & DRIVE IMPACT

The Canadian Home Builders Association – Edmonton region is a not-for-profit organization that engages and serves its core membership of builders, renovators, and general members by advocating on behalf of the residential construction industry in pursuit of member success.

Sponsorship ensures the Association is able to provide members with events, programs and services that deliver value. Sponsoring a CHBA-ER event provides your company with market exposure to member companies within the residential construction community. Each member company is unique, and the Association is ready to collaborate and design a package that works for you.

## OPPORTUNITIES INCLUDE:

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## DO YOU HAVE A NEW SPONSORSHIP IDEA?

Contact Lisa Chmilar to discuss  
780.702.0322  
lchmilar@chbaedmonton.ca



# Celebration of Industry Champions

## PLATINUM PACKAGE \$9,000

- 8 complimentary registrations
- Company Reel to be posted on CHBA-ER Instagram & Facebook
- Company logo on event registration
- Company logo present at Fall photo area
- Opportunity to speak at the event.
- Opportunity to play a company commercial
- Opportunity to showcase company product at the event
- Company logo recognition on Association Facebook, Instagram, and website.
- Company logo onscreen at the event
- Company logo on signage at the event

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## DINNER \$7,000

- 4 complimentary registrations
- Company logo on dinner menu at each place setting
- Company logo on screen at the event
- Company logo on signage at the event
- Company logo recognition on Association Facebook, Instagram, and website

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## GOLD \$6,000

- 4 complimentary registrations
- Opportunity to play a company commercial
- Opportunity to recognize and present Chair and Co-Chair gifts
- Company logo recognition on Association Facebook, Instagram, and website
- Company logo onscreen at the event
- Company logo on signage at the event

## ENTERTAINMENT \$5,000

- Standard inclusions\*

## DESSERT & COFFEE BAR \$5,000

- Standard inclusions\*
- Company logo on hot chocolate cups

## WELCOME COCKTAIL \$5,000

- Standard inclusions\*
- Signature cocktail created and given during cocktail hour

## DÉCOR \$5,000

- Standard inclusions\*
- Décor sponsor sign on each table

## DRINK TICKET \$5,000

- Standard inclusions\*
- Company logo on drink tickets

## AWARD RECOGNITION \$5,000

- Standard inclusions\*
- Opportunity to present Volunteer of the Year, Julius Ekert, Member Rookie of the Year, and Most Engaged Committee awards onstage
- Company name engraved on award plaques given to recipients

## STANDARD INCLUSIONS:

- 4 Complimentary registrations
- Company logo onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website
- Company logo on signage at the event



# Building U: Education Symposium

## SUPPORT SPONSOR **\$500**

- Company recognition onscreen
- Company logo recognition on Association Facebook, Instagram, and website

## VIDEOGRAPHY SPONSOR **INQUIRE**

- 3 Complimentary Tickets
- Company logo included in the video
- Company logo onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website
- Company logo on signage at the event



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## EVENT **\$5,000**

*(4 Opportunities Available)*

- 10 Complimentary registrations
- Company logo on event registrations
- Opportunity for a 5-minute presentation OR to play a commercial
- Opportunity to introduce speakers.
- On-site logo placement on signage
- Company recognition on social media
- Company logo on event program

## REFRESHMENT **\$3,000**

- Standard inclusions\*
- Opportunity layout promotional items at the coffee and pastry stations

## WRAP-UP MIXER **\$3,000**

- Standard inclusions\*
- Opportunity layout promotional during the mixer

## SESSION SPONSOR **\$3,000**

- Opportunity for a 5-minute presentation OR play your company commercial.
- Opportunity to layout promotional items on tables during the mentorship session

## STANDARD INCLUSIONS:

- 4 Complimentary registrations
- On-site logo placement on signage
- Company recognition on social media

## SUPPORT **\$500**

- On-site logo placement on signage
- Company recognition on social media



# Member Events

## AGM Mix N' Mingle

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### MIXER SPONSOR **\$5,000**

- 6 Complimentary registrations
- Company logo on event registration
- Company Reel posted on Association Facebook and Instagram
- Opportunity to showcase company products on a table
- Company logo recognition on Association Facebook, Instagram, and website
- Company logo on signage at the event

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### AGM SPONSOR **\$3,000**

- Standard inclusions\*
- Company logo on AGM registrations
- Opportunity to speak for 5 minutes and show your company commercial
- Opportunity to showcase company products on a table

### DRINK TICKET SPONSOR **\$3,000**

- Standard inclusions\*
- Company logo on drink tickets given to attendees

### FOOD STATIONS SPONSOR **\$3,000**

- Standard inclusions\*
- Company logo placement on every food station

### WINE & BEER TASTING SPONSOR **INQUIRE**

- Standard inclusions\*
- Company logo placement at the tasting stations

### ENTERTAINMENT SPONSOR **INQUIRE**

- Opportunity to introduce entertainment at the event

### STANDARD INCLUSIONS:

- 3 Complimentary registrations
- Company logo on signage the event.
- Company logo recognition on Association Facebook, Instagram, and website

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### SUPPORT SPONSOR **\$500**

- Company logo on signage at the event
- Company logo recognition on Association Facebook, Instagram, and website





## Member Events



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# Economic Forecast Dinner

## EVENT SPONSOR \$5,000

*(Multiple Opportunities)*

- 4 Complimentary registrations
- Company logo on registration
- Company logo displayed onscreen at the event
- Company logo on CHBA-ER materials at the event
- Company name in the script
- Opportunity to speak at the event and/or play a commercial
- Company logo recognition on Association Facebook, Instagram, and website
- Opportunity to display corporate signage

## WINE SPONSOR \$3,000

- Standard inclusions\*
- Opportunity to display corporate signage
- Company logo recognition on Association Facebook, Instagram, and website

### STANDARD INCLUSIONS:

- 3 Complimentary registrations
- Company logo on CHBA-ER materials at the event
- Company logo recognition on Association Facebook, Instagram, and website

## COCKTAIL SPONSOR \$3,000

- Standard inclusions\*
- Company logo on CHBA-ER materials at the event
- Opportunity to display corporate signage in reception area during cocktail hour
- Company name in the script

## SUPPORT SPONSOR \$1,000

- 1 Complimentary registration
- Company logo recognition on Association Facebook, Instagram, and website
- Company logo on CHBA-ER materials at the event



# Newsletter Sponsorship

\$250

## SPONSORSHIP WILL INCLUDE:

Opportunity to highlight your company in one monthly Foundation Newsletter. We welcome you to include:

- Information about your company
- Products you would like to highlight
- Links to your social media platforms

## Patio Mixer

**\$3,000**

*(Multiple Opportunities)*

- 6 complimentary registrations
- Company logo on branded drink tickets (one per attendee)
- Company logo on event registration
- Opportunity to greet attendees at the door
- Opportunity to display products on a tabletop
- Opportunity to display corporate signage
- Company logo recognition on Association Facebook, Instagram, and website

## Slo-Pitch Tournament

**\$1,000**

*(Multiple Opportunities)*

- Display company banners on ball diamonds
- Company logo in tournament program
- Company logo on registration page
- Company logo recognition on Association Facebook, Instagram, and website
- Opportunity to hand out promotional items at the tournament

## Builder Breakfasts

**\$2,000**

*(6 Opportunities Available)*

- 4 complimentary registrations
- Company logo on event registration
- Company logo recognition on Association Facebook, Instagram, and website
- Company logo displayed onscreen at the event.
- Company name in the script
- Opportunity to speak for 5 minutes
- Opportunity to play company commercial
- Opportunity to display company products on tabletop



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## Member Events

# Her Joy: A Celebration of Women in Residential Construction

### EVENT SPONSOR **\$3,000**

- 4 Complimentary registrations
- Opportunity to speak at the event
- Opportunity to showcase product at the event
- Company logo on social media, event registration page, and onsite at the event

### SUPPORT SPONSOR **\$1,000**

- 2 Complimentary registrations
- Company logo on social media and onsite at the event

# Social Media Sponsorship



**\$1,500 (per month)**

The social media takeover is your opportunity to be seen on a large scale through the Association social media platforms.

This sponsorship is a one-month exposure for your company.

### SPONSORSHIP WILL INCLUDE:

- 2 posts per month on the Associations Facebook, Instagram, and LinkedIn pages (content will be provided by the sponsor). These posts can include: a company commercial, production promotion, information about your company, etc.
- Sponsor banner on the 'About Us' page of the brand-new Association website
- Instagram takeover for one day (all content must be approved by Association)
- Opportunity to promote company in the Association newsletter
- One plug in the monthly Foundation Newsletter
- Second plug in the Association event newsletter







# Awards of Excellence

## PRESENTING \$20,000

- 10 Gold Level tickets
- Company logo displayed on a Step & Repeat for all winner photos
- GOBO logo onstage throughout the night
- Reel created and posted on Association Facebook and Instagram
- Banner, the background for Award Winner photos
- Full page ad displayed in winner's booklet (provided by sponsor)
- Commercial to air during awards (1Minute Commercial provided by sponsor)
- 2 trophy sponsorships
- Company logo on the event registration
- Company logo in the program, winners' book, and onscreen at the event
- Logo recognition on escalator marquis
- CEO to personally thank company in the event script
- Opportunity to come onstage and thank those in attendance
- Company logo recognition on Association Facebook, Instagram, and website

## AFTER PARTY \$16,000

- 10 Gold Level tickets
- Company listed as title sponsor of the After Party
- Reel created and posted on Association Facebook and Instagram
- Opportunity to provide step and repeat banner for after party pictures
- Complimentary champagne served at the After Party with company recognition
- CEO to personally thank company in event script
- 1 trophy sponsorship
- Additional logo placement and signage at the After Party
- Company logo in the program, winners' book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website

## PLATINUM \$12,000

- 10 Gold Level Tickets
- Full page ad in the winners booklet (provided by sponsor)
- Commercial to air during the awards program (1 commercial, 1 minute)
- Company logo in the program, winners book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website

## BUILDER OF THE YEAR \$10,500

- 10 Gold Level tickets
- Full page ad in winner's booklet (provided by sponsor)
- Company name engraved on 3 Builder of the Year trophies
- Representative to present 3 awards on stage
- Commercial to air during awards (1 commercial, 1 minute)
- Company logo in the program, winners' book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website

## DÉCOR \$10,000

- 10 Gold Level Tickets
- Commercial to air during awards (1 commercial, 1 minute)
- Half page ad in the winner's booklet
- Company logo on tabletop sign on each table
- Company logo in the program, winners' book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website



# Awards of Excellence

## **GOLD \$9,000**

- 10 Classic tickets
  - Half page ad in the winner's booklet (provided by the sponsor)
  - Commercial to air during awards (1 commercial, 1 minute)
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website
- 

## **ENVIRONMENTAL RECOGNITION \$8,500**

- 10 Classic tickets
  - Half page ad in the winner's booklet (provided by sponsor)
  - Commercial to air during awards (1 Commercial, 1 Minute)
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website
- 

## **DINNER \$8,500**

- 10 Classic tickets
  - Half page ad in the winner's booklet (provided by sponsor)
  - Commercial to air during awards (1 commercial, 1 minute)
  - Company name on napkins during dinner
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website
- 

## **DESSERT \$8,500**

- 8 Classic tickets
- Company logo on the dessert served at dinner
- Company logo in the program, winners' book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website

## **SALES VOLUME \$7,500**

- 6 Classic tickets
- Company name engraved on all sales volume trophies
- Company logo in the program, winners' book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website

## **GOLD GIFT \$7,500**

- 10 Gold Level Tickets
  - Company logo on gold table gifts (one per person)
  - Quarter page ad in the winners' book
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website
- 

## **COCKTAIL HOUR \$7,000**

- 6 Classic tickets
- Company name on display during cocktail hour
- Company logo in the program, winners' book, and onscreen at the event
- Company logo recognition on Association Facebook, Instagram, and website

## **WINE \$7,000**

- 6 Classic tickets
  - Company logo on wine bottles on the tables
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website
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## **RED CARPET \$6,500**

- 6 Classic tickets
- Half page ad in the winner's booklet (provided by sponsor)
- Commercial to air during awards (1 commercial, 1 minute)
- Company logo on red carpet
- Company logo in the program, winners' book, and onscreen at the event

# Awards of Excellence

## SILVER \$6,000

- 6 Classic tickets
  - Quarter page ad in the winner's booklet (provided by the sponsor)
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website
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## ENTERTAINMENT \$5,000

- 5 Classic tickets
  - Commercial to air during awards (1 commercial, 1 minute)
  - Company logo in the program, winners' book, and onscreen at the event
  - Company logo recognition on Association Facebook, Instagram, and website.
- 

## BACKSTAGE \$4,500

- 5 Classic tickets
  - Additional signage backstage
  - Opportunity to host backstage area for all awards presenters
  - Company logo in the program, winners' book, and onscreen at the event
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## RENOVATOR OF THE YEAR \$3,750

- 2 Classic tickets
- Company name engraved on Renovator of the Year trophy
- Representative to present award on stage
- Company name in the program, winners' booklet and onscreen at the event

## GENERAL MEMBER OF THE YEAR \$3,750

- 2 Classic Tickets
- Company name engraved on General Member of the Year trophy
- Representative to present award on stage
- Company name in the program, winners' booklet and onscreen at the event



## BIRD TROPHY \$2,500

- Company name engraved on the trophy
- Representative to present award on stage
- Company name in the program, winners' booklet and onscreen at the event

## BRONZE \$2,500

- 2 Classic tickets
  - Company logo in the program, winners' book, and onscreen at the event
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## CLASSIC TROPHY \$2,000

- Company name engraved on the trophy
  - Representative to present award on stage
  - Company name in the program, winners' booklet and onscreen at the event
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## PATRON \$1,000

- Company logo in the program, winners' book, and onscreen at the event

# Golf Tournaments

## ALL GOLF SPONSORSHIPS INCLUDE:

- Company logo in the event program, on signage in the clubhouse, and onscreen at the event.
- Company name in the event script

## TOURNAMENT SPONSOR

**\$10,000 FOR ONE OR  
\$16,000 FOR BOTH**

- 8 registrations
- Hole sponsorship on TWO courses (exposure to 200+ golfers)
- Reel on social media platforms to promote your company sponsoring the tournament
- Opportunity to promote your company through social media reel before and after the tournaments
- Company logo on pin flags
- Company logo on event registration
- Company logo on signage in the clubhouse
- Opportunity to display corporate signage and products
- Opportunity to deliver a 5-minute presentation

## GOLF CART

**\$5,000 FOR ONE OR \$7,500 FOR BOTH**

- 4 registrations
- Company logo on the golf cart display screen
- Company logo on signage in the clubhouse

## BBQ DINNER

**\$4,000 FOR ONE OR \$5,500 FOR BOTH**

- 4 registrations
- Company logo on table tent cards at dinner
- Company logo on signage in the clubhouse

## GOLF BALL

**\$4,000 FOR ONE OR \$5,500 FOR BOTH**

- 4 registrations
- Company logo on golf balls, in sleeves of three, for each golfer (200+ golfers)
- Company logo on signage in the clubhouse

## SIGNATURE DRINK **\$3,000**

Your choice of either a morning or afternoon drink complimentary to the golfers.

- 4 Complimentary registrations
- Opportunity to choose custom drink served to golfers
- Company logo on signage in the clubhouse

## DRINK TICKET

**\$3,000 FOR ONE OR \$4,500 FOR BOTH**

- 2 registrations
- Company logo on branded drink tickets (200+ golfers)
- Company logo on signage in the clubhouse

## PUTTING GREEN SPONSOR

**\$3,000 FOR ONE OR \$5,000 FOR BOTH**

- Company name on signage at the putting green
- Opportunity to promote your company at the putting green
- Opportunity to serve alcohol at the putting green





## BREAKFAST

### **\$2,500 FOR ONE OR \$4,000 FOR BOTH**

- 2 registrations
- Company logo on breakfast sandwiches
- Company logo on signage in the clubhouse

## HOLE

### **\$1,500 FOR ONE OR \$1,900 FOR BOTH**

- Company name on hole signage at tee box or green
- Opportunity to promote your company at hole (must be approved by CHBA – ER office)

## WATER BOTTLE

### **\$1,000 FOR ONE OR \$1,600 FOR BOTH**

- Company logo on water bottles  
Note: Water Bottles can be provided by sponsor, or a label template can be provided.

## PATRON **\$500**

- Company logo in the event program
- Company logo on signage and onscreen at the event
- Company name in the event script



## GET IN TOUCH

Each member company is unique, and the Association is ready to collaborate and design a package that works for you. If you have questions or ideas you would like to explore, please contact:

Lisa Chmilar, *Member Services Manager*  
780.702.0322 | [chmilar@chbaedmonton.ca](mailto:chmilar@chbaedmonton.ca)

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