



Central Oklahoma Home Builders Association 2019 Sponsorship Opportunities

Thank you for your interest in supporting the Central Oklahoma Home Builders Association, Inc. (COHBA) through sponsorship opportunities for meetings, events and projects in 2019!

If you have any questions regarding sponsorship opportunities, please contact Elisa Milbourn at elisa@cohba.org or 405.843.1508.

COHBA MEETINGS AND DINNERS

Includes all COHBA annual dinners and business meetings.

General Membership Meeting Sponsors – \$500 – 3 available

COHBA General Membership Meetings are held once per quarter (Q1, Q2 & Q3) and are open to any current COHBA members. Spouses, significant others and families are welcome to attend when appropriate and indicated on the email invitation.

Benefits: *Recognition in pre-event email communication with COHBA members; complimentary event registration for two (2) company representatives (no charge to attend); opportunity to speak about your company to event attendees from the podium at the beginning of the program; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees*

Networking Table – \$100 – 4 available

Promote your company/product(s) to the COHBA membership during networking cocktail hour prior to each General Membership Meeting. Table is located in the foyer of the COHBA banquet facility where you can network with attendees prior to dinner.

Benefits: *FaceTime with COHBA membership in a smaller setting than traditional COHBA trade show networking events; opportunity to showcase and demonstrate your product; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees*

Past President's Dinner – \$500 – 2 available

An annual end-of-the-year tradition, the COHBA Past President's Dinner honors the outgoing COHBA Board of Directors President and shows appreciation to all past presidents of the association for their years of dedication to COHBA and the housing industry as a whole.

Benefits: *Recognition in pre-event email communication; logo and/or company name on event invitation; two (2) complimentary event registrations*

Annual Inaugural Holiday Banquet – Various Opportunities

The annual COHBA holiday banquet and party serves as the inauguration of the incoming COHBA Board of Directors President and executive officers. The 2019 holiday event will celebrate the 2020 Board President, Jay Evans. Also during the event, special awards such as Builder of the Year, Associate of the Year, New Member Recruiter of the Year, and SPIKE of

the Year will be presented. This event is semi-formal with dinner and dancing. Single tickets will be sold for \$75 per person in Fall 2019.

Signature Sponsor – \$5,000 – 1 available

Benefits: Recognition as exclusive “Signature Sponsor” for holiday event; Recognition in pre-event email communication with COHBA members; logo and/or company name included on event invitation; logo included in pre-event slideshow on TVs/projector screens at the event; a reserved table of eight (8) with eight (8) complimentary dinners; two (2) bottles of champagne at reserved table.

Event Sponsor – \$2,500 – Unlimited available

Benefits: Recognition in pre-event email communication with COHBA members; logo and/or company name included on event invitation; logo included in pre-event slideshow on TVs/projector screens at the event; a reserved table of eight (8) with eight (8) complimentary dinners; one (1) bottle of champagne at reserved table (additional dinners at discount rate of \$40)

Table Sponsor – \$1,000 – Unlimited available

Benefits: Recognition in pre-event email communication with COHBA members; logo and/or company name included on event invitation; a reserved table of eight (8) with two (2) complimentary dinners (additional dinners at discount rate of \$40)

Associates Appreciation Cookout – \$100 – Unlimited available (Builder Members Only)

Held each September during NAHB’s Associate Appreciation Month, the COHBA Associates Appreciation Cookout is hosted by the COHBA Builder Members to show their appreciation to the COHBA Associate Members and subcontractors. This outdoor cookout luncheon is open for all COHBA members to attend and food is prepared by the COHBA Executive Committee. Participation as a sponsor helps offset the cost of the food for the cookout so that all members can attend free of charge.

Benefits: Recognition in pre-event email communication; company/builder name and/or logo on event signage

Cornerstone 100 Club – \$150 – 100 available

As part of the Cornerstone 100 Club, COHBA members contribute additional funds to help offset the cost of the social and networking portions of COHBA meetings and events. Cornerstone 100 Club members are invited to attend an appreciation dinner each fall at no charge to the member plus one (1) guest.

Benefits: Recognition at designated meetings and events; company/member name listed in annual holiday and installation banquet program; invitation for member plus one (1) guest to Cornerstone 100 Club appreciation dinner

Cornerstone 100 Club Appreciation Dinner Sponsor – \$250 – 3 available

Recognized as a sponsor at the Cornerstone 100 Club Appreciation Dinner held each fall. Sponsorship helps offset room rental and food/beverage costs at a local restaurant.

Benefits: Recognition in pre-event email communication; company/member logo listed on event calendar listing on COHBA website; invitation for two (2) company representatives to attend appreciation dinner; verbal recognition at appreciation dinner event

COHBA MEMBERSHIP

Includes all COHBA membership-related opportunities.

New Member Orientation – \$500 – 4 available

New Member Orientations are held once per quarter (February, June, September & December) and serve as an introduction session to COHBA and an overview of how the association works. All new members are welcome to attend and are joined by the COHBA membership chair and committee members.

Benefits: Recognition in pre-event email communication to new members; opportunity to speak to the group at the beginning of orientation; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to one of the first companies to meet and network with new COHBA members

Membership Drive Kickoff Reception – \$500 – 2 available (one per membership drive)

Membership drives are essential to the continued growth of the association. Membership drives are held twice per year – spring and fall – and start with a kickoff reception to begin the recruitment process. COHBA members are invited to attend the reception to submit new member applications and make phone calls to recruit new members.

Benefits: Recognition in pre-event email communication; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to network with COHBA members and assist in the new member recruitment process

SPIKE Program – Various Opportunities

As part of the new member recruitment process, any COHBA member can become a SPIKE – an elite group of 100+ members who continuously recruit new members to the association. To become a SPIKE, current COHBA members must recruit six (6) new members within a two (2) consecutive year period. Members must then maintain SPIKE credits each year until Life SPIKE status is reached (Life SPIKE status = 25 new members have been recruited). Special SPIKE-only events are held each year.

SPIKE Spring & Fall Events – \$500 – 2 available for each event (4 total)

Held each spring and fall, SPIKE events celebrate the new member recruitment efforts of COHBA SPIKE members. Traditionally, the spring event is a casual evening gathering with the fall event being a sit-down dinner. Sponsorships help offset the cost of hosting the events.

Benefits: Recognition in pre-event email communication; company/member logo on printed invitation (if applicable); verbal recognition at the SPIKE event; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; two (2) complimentary event registrations (if applicable)

COHBA Membership Communication Program (“Touch Program”) – \$1,500 – 2 available

The “Touch Program” is COHBA’s member communication and retention program. The goal of the program is to “touch” our membership multiple times throughout the year via various forms of member communication. This program plays a vital role in conveying the value of membership to all Builder and Associate Members. Program sponsors help offset the cost of producing communication pieces (brochures, email database, etc.).

Benefits: *Sponsor logos appear on every member communication item sent from COHBA (brochures, emails, etc.); opportunity to get your brand in front of all 850+ COHBA members multiple times throughout the year*

COHBA EDUCATION

Includes all COHBA education-related opportunities.

Education Workshops – Various Opportunities

As part of COHBA’s mission, we strive to provide the best and most up-to-date continuing education opportunities to our members and the new home construction industry as a whole. Throughout each year, COHBA invites nationally-recognized speakers and local industry professionals to address subjects such as new home construction sales and marketing among other popular topics and current trends. ***All education workshops are approved for Certified Professional Builder continuing education credit via the Oklahoma State Home Builders Association and continuing education credits for real estate professionals via the Oklahoma Real Estate Commission (when applicable).*** Sponsorship of education workshops helps cover the cost of applying for OREC credit and the production of the workshop.

Benefits: *Recognition in pre-event email communication; company/member logo and/or name on printed event marketing and promotional pieces; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to speak about your company to event attendees from the podium at the beginning of the program; opportunity to introduce guest speaker; reserved seating at workshop; complimentary registrations for company/member representatives (number of registrations based on length/structure of workshop)*

Full-day Education Workshops (6 hrs. + breakfast & lunch) – \$15,000

Half-day Education Workshops (3 hrs. + breakfast) – \$7,500

Education Seminar (2 hrs.) – \$2,500

Lunch N Learn Seminars – \$500 – Various Availability

Structured as shorter education seminars held over the lunch hour, COHBA Lunch N Learns provide an opportunity for members to gain knowledge through smaller and more intimate sessions. Previous Lunch N Learn sessions include small group discussions with the City of Oklahoma City inspection services team, informational sessions on new construction products and trends, and social media/marketing training. ***COHBA builder members can earn one (1) hour of Certified Professional Builder continuing education credit by attending Lunch N Learns.*** Sponsorship of Lunch N Learns helps offset the cost of providing lunch to attendees.

Benefits: *Recognition in pre-event email communication; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or*

*informational brochures about your company/product(s)/services(s) to event attendees;
opportunity to speak about your company to event attendees at the beginning of the program;
two (2) complimentary registrations for company/member representatives*

COHBA COUNCILS

Includes all COHBA council-related opportunities.

Associates Council – Various Opportunities

Open to all Associate Members of COHBA, the Associates Council holds regular meetings throughout the year ranging from council luncheons to hosting the annual COHBA tradeshow. COHBA Builder Members are invited to attend Associates Council luncheons and activities, but only Associate Members may hold positions on the Associates Council Executive Team.

Council Luncheons – \$250 – 4 available

Associate Council luncheons are held in February, April, August and October. Each luncheon includes a guest speaker covering a variety of topics such as the Oklahoma City economy, networking and relationship building, and social media and marketing tactics among other topics. Luncheons take place at either a local restaurant or the COHBA event center banquet room. Luncheon sponsors traditionally provide gift cards as prizes for ticket drawings and sponsorship helps offset the cost of room rental fees.

***Benefits:** Recognition in pre-event email communication; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to speak about your company to event attendees at the beginning of the program; complimentary lunch for two (2) company/member representatives*

Holiday Installation Luncheon – \$500 – 1 available

Held each December, the Associates Council Holiday Installation luncheon acts as the formal installation event (in an informal setting) of the incoming Associates Council Executive Team for the upcoming calendar year.

***Benefits:** Recognition in pre-event email communication; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to speak about your company to event attendees at the beginning of the program; complimentary lunch for four (4) company/member representatives*

Table Top Tradeshow – Various Opportunities

As COHBA's annual trade show event, Table Top features more than 50 Associate Members showcasing their products and services to Builder Members. The tradeshow also provides an opportunity to network and build relationships with Builder Members in an informal and lively atmosphere. Table Top is held in early June at the COHBA Event Center and incorporates a fun theme to the event. Sponsorships help offset the cost of producing the event.

Signature Sponsor – \$1,000 – 1 available

***Benefits:** Recognized as "Signature Sponsor"; Table in premier location + four (4) booth reps; Builder Grand Prize sponsor; "Signature Sponsor" table top sign; balloons*

at table; company name and/or logo on printed materials; company logo as “Signature Sponsor” on screens in event room; company name and/or logo on COHBA website and all electronic communication

Event Sponsor – \$500 – 10 available

Benefits: *Table in premier location + two (2) booth reps; “Event Sponsor” table top sign; balloons at table; company logo on screens in event room; company name and/or logo on COHBA website and electronic communication*

Standard Table Sponsor – \$300 – 40 available

Benefits: *Table + two (2) booth reps; company name on COHBA website and electronic communication*

Sales & Marketing Council – Various Opportunities

Open to all members of COHBA, the Sales & Marketing Council (SMC) equips members with the necessary tools to market and sell new homes through education and training. To be a part of SMC, members must pay an additional \$115 in annual dues, but may attend various SMC-sponsored events at no additional charge. Large-scale SMC events may require a registration fee.

SMC Education Sponsor – \$5000 – 1 available

As the exclusive SMC education sponsor, company will receive recognition at all SMC education programs throughout the year. SMC education opportunities include the annual appraisal summit, sales and marketing-focused seminars and half-day workshops, joint education opportunities with the COHBA education program, etc.

Benefits: *Recognition in pre-event email communication; company/member logo and/or name on printed marketing and promotional pieces; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to speak about your company to event attendees from the podium at the beginning of the program; opportunity to introduce guest speaker; complimentary registrations for company/member representatives (number of registrations based on length/structure of workshop)*

SMC Quarterly Luncheons – \$2,500 – 4 available

Held each quarter and featuring a guest speaker, SMC luncheons are free to attend for all SMC members. COHBA members and non-members may attend for a registration fee. Sponsorship helps offset the cost of food to allow SMC members to attend at no additional charge.

Benefits: *Recognition in pre-event email communication; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to speak about your company to event attendees at the beginning of the program; opportunity to introduce guest speaker; four (4) complimentary registrations for company/member representatives*

SMC Networking Sponsor – \$2,500 – 2 available

SMC networking events are held twice per year and are an opportunity for SMC members to network with each other and recruit new members to SMC. Events are held at off-site locations typically as a happy hour-style event. SMC members may attend free of charge.

***Benefits:** Recognition in pre-event email communication; company/member logo and/or name on printed marketing and promotional pieces; company/member logo and/or name on COHBA event calendar listing; opportunity to provide promotional items and/or informational brochures about your company/product(s)/services(s) to event attendees; opportunity to speak about your company to event attendees from the podium at the beginning of the program; two (2) complimentary registrations for company/member representatives*

COHBA EVENTS

Includes all COHBA event opportunities.

Parade of Homes – Various Opportunities

As COHBA's largest annual events, the Parade of Homes (POH) is held twice per year – the Spring Festival and the Fall Classic. The POH features more than 100 new construction homes across the central Oklahoma region from more than 60 COHBA Builder Members.

Spring Festival

In 2019, COHBA will celebrate the 7th annual Spring Festival. The Spring Festival Parade of Homes is only open on Friday, Saturday and Sunday of two consecutive weekends and traditionally held the last weekend of April and the first weekend of May.

Featured Builders – \$5,000 – 2 available

Exclusive recognition as a Spring Festival Featured Builder! Additional opportunities to promote and highlight your company to parade goers and the general public.

***Benefits:** Recognition as one of two “Featured Builders”; company logo on front cover of event publication; two-page feature spread in event publication; recognition in event email communication to COHBA membership; two complimentary home registrations for development builders; name and/or logo recognition on all marketing and advertising including television, radio, print, social media, etc.; dedicated social media posts; exclusive press coverage via The Oklahoman newspaper*

Corporate Sponsors – \$2,500 – 2 available

***Benefits:** Recognition as “Corporate Sponsor” of the Spring Festival; recognition in event email communication to COHBA membership; company name and/or logo on front cover of event publication; full-page advertisement in event publication; company name and/or logo on event website; name and/or logo recognition on all marketing and advertising including television, radio, print, social media, etc.*

Website Sponsor – \$1,000 – 1 available

With more than 10,000 unique sessions in 2017, the Parade of Homes website is *the* place to find event information, view home listings, download free ticket and view interactive maps.

Benefits: *Recognition as “Website Sponsor” for the Spring Festival; company logo listed on event website*

Website Area Sponsors – \$650 – 6 available (Builder Members Only)

Builder Members can sponsor the geographic area in which their parade home(s) are located: East, Edmond, Norman, Northwest, Southwest, West.

Benefits: *Recognition as “(Geographic Area) Sponsor”; company logo listed on event website; direct link to company website or registered parade home listing*

Advertising

Printed as a tabloid publication and distributed via The Oklahoman newspaper, the Spring Festival publication has a limited number of advertising opportunities. Starting in 2019, The Spring Parade Publication will be distributed throughout the metro to distribution partners in the community: like the Fall Parade.

Premium Positions Only

Back Cover – \$3,500

Inside Front Cover – \$2,500

Inside First Page – \$2,500

Last Page – \$2,500

Inside Back Cover – \$2,500

***Note: Should additional advertising space become available in the Spring Festival tabloid, pages will be sold on a first come, first served basis at the following rates:*

Full-page – \$2,025

2/3-page – \$1,350

1/3-page – \$675

Fall Classic

Entering in to its 74th year in 2019, the Parade of Homes Fall Classic is COHBA’s signature annual event with more than 100 homes featured each fall. The Fall Classic runs nine consecutive days in early/mid-September.

Title Sponsor – \$16,000 – 1 available – SOLD (next available in 2020)

*****Note: This is a 3-year commitment sponsorship***

As the Title Sponsor of the Parade of Homes Fall Classic, your company will be front and center throughout the event!

Benefits: *Recognition as “Title Sponsor” of the Fall Classic; recognition in event email communication to COHBA membership; company name and/or logo on front cover of event publication; full-page advertisement in event publication; company name and/or logo on event website; name and/or logo recognition on all marketing and advertising*

including television, radio, print, social media, etc.; company representative position on the Parade of Homes event planning committee

Featured Area Developments – \$15,000 – 4 available

Exclusive recognition as a Spring Festival Featured Area Development! Additional opportunities to promote and highlight your development and participating builders to parade goers and the general public.

Benefits: Recognition as a “Featured Area Development” of the Fall Classic; development name listed on front cover of event publication; two-page feature spread in event publication; full-page advertisement in event publication; Parade of Homes and Featured Area Development flags at the entrance to the development; recognition in event email communication to COHBA membership; two (2) complimentary home registrations for development builders; name and/or logo recognition on all marketing and advertising including television, radio, print, social media, etc.; dedicated social media posts featuring development and builders; exclusive press coverage via *The Oklahoman* newspaper

Distribution Sponsors – \$5,000 – 2 available

As a Distribution Sponsor for the Fall Classic, your business will distribute guidebook publications to the general public starting the week prior to the event. Distribution sponsors will provide an area for guidebooks to be housed and an accessible location for the general public to pick up a publication. Sponsors may either hand out publications at parade goers requests or may set up a rack near the front entrance of their business locations to distribute the publications. Delivery of publications to business will be coordinated by COHBA.

Benefits: Recognition as “Distribution Sponsors” for the Fall Classic; company logo on front cover of POH guidebook publication; full-page color ad in the guidebook publication; name and/or company logo included in media advertising including print, television, radio, social media, digital billboards, etc. (i.e. “Pick up your guidebook at all metro area _____!”); logo placement on event website; company logo in all pre-event communication to COHBA membership

Website Sponsor – \$2,000 – 1 available

With more than 31,000 unique users in 2017-2018, the Parade of Homes website is *the* place to find event information, view home listings, download free tickets and view interactive maps.

Benefits: Recognition as “Website Sponsor” for the Spring Festival; company logo listed on event website

Website Area Sponsors – \$850 – 6 available (Builder Members Only)

Builder Members can sponsor the geographic area in which their parade home(s) are located: East, Edmond, Norman, Northwest, Southwest, West.

Benefits: Recognition as “(Geographic Area) Sponsor”; company logo listed on event website; direct link to company website or registered parade home listing

Advertising

Printed as a magazine publication and distributed via POH distribution sponsors, the Fall Classic publication has an unlimited number of advertising opportunities. More than 10,000 copies are printed and distributed each year. Rate card with ad and artwork specs, deadlines, etc. will be distributed in June 2019 All advertisements are full color.

Premium Positions

Back Cover – \$5,000

Inside Front Cover – \$3,500

Inside First Page – \$3,500

Last Page – \$3,500

Inside Back Cover – \$3,500

Standard Advertisements

Full-page – \$2,025 – Unlimited Available

Half-page – \$1,260 – Unlimited Available

Quarter-page – \$795 – Unlimited Available

Annual Golf Tournament – Various Opportunities

Held each May at Oak Tree Country Club, the annual golf tournament is one of COHBA's most popular events. With more than 250 golfers, this event sells out each year and is one of the best opportunities to get your company's name and brand in front of Builder and Associate Members. **The 2019 event will be held on May 13, 2019.** ***Note: Team registration is separate from sponsorships. Registration to play in the tournament will open in March 2019.*

SEE ATTACHED GOLF TOURNAMENT SPONSORSHIP PACKET

Street of Dreams 2020 – Various Opportunities

The Street of Dreams is Oklahoma's premier single-site, luxury home tour event. Currently held every other year, the Street of Dreams features a new, unoccupied development selected by COHBA and showcases high-end, luxury homes built by COHBA Builder Members. COHBA Associate Members participate at the vendor/supplier level and COHBA staff provides all event planning logistics for the duration of the event.

Street of Dreams Development Partner – 1 available

The development partner will have his/her neighborhood featured as one of the premier communities in central Oklahoma. He/she will also immediately benefit from the sale of multiple lots to several different COHBA member builders.

Developer responsibilities include:

- Must be a member of the Central Oklahoma Home Builders Association, Inc.
- Must pay a developer fee and agree to a developer contract
- Lots must be identified and available for home construction to begin no later than August 1 of the year prior to the event
- Additional lots and/or areas must be available to use by show organizers for operational purposes such as ticket booth, food vendors, restroom facilities, VIP

- areas, etc.
- Have a representative willing to serve on an advisory committee to help select the participating builders and plan the event; Final decision on participating builders will be at the sole discretion of COHBA
 - Must be willing to allow area streets to be shut down completely for the duration of the event – including the days leading up to and following the event
 - Must provide access to parking for event attendees within development or at an off-site location no more than one (1) mile from event site; If off-site parking is the only option, developer will share in the cost of parking shuttles with COHBA

TO DISCUSS AVAILABLE STREET OF DREAMS 2020 SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT ELISA AT ELISA@COHBA.ORG OR 405.843.1508.