

# 2010 Gold Sponsorship

## \$10,000 Investment (Value \$30,000)

See footnotes on the bottom of page 3.

### Exposure at MABA Public Events to tens of thousands of consumers!<sup>1</sup>

- Shared & rotated TV ID's<sup>6</sup> (Logo & Audio) & radio mentions<sup>2</sup>  
(Approx. 9,000,000 touches in 2009)
- Company name listed in print ads<sup>2</sup>
- One standard booth at the Home Products Show<sup>TM</sup> (2009 attendance was 12,000)
- Company logo recognition in Home Products Show Guide listing of sponsors
- 50 Parade of Homes<sup>TM</sup> & Parade of Condos<sup>TM</sup> admission tickets
- One stall in a Parade home garage for your company at the Parade of Homes (2009 attendance was 15,000)
- Company logo within the first 10 pages of the Parade of Homes Plan Book<sup>8</sup>
- \$2,500 Ad Reimbursement<sup>4,7</sup>
- Link from the online Home Products Show Exhibitor List to your company's website (if applicable)

### Exposure at MABA Social Events!<sup>1</sup>

- Admission for two to the Brew, Brats and the Builders Association<sup>TM</sup> event
- Golf & Dinner for two at the Golf Outing
- Sponsorship of a Tee & Green at the Golf Outing
- Four Registrations to the Holiday & Installation Dinner

### Get Extra Exposure!

For an additional \$2,500 investment, MABA will place your company's 468x60 pixel banner ad<sup>5</sup> at the top of the MABA homepage, rotating with other Gold Sponsors who choose this option. You may supply a new ad<sup>5</sup> quarterly.

### Exposure to MABA members & the public!

- One 1/2 page (b/w) ad in the Membership Directory<sup>3,5</sup>
- Company logo on the homepage of the MABA website with link to your company website (if applicable)
- 1/2 page (b/w) ad<sup>5</sup> in every issue of the Right Angle newsletter
- Recognition with logo in every issue of the Right Angle newsletter
- Link from the online MABA Membership Directory to your company's website (if applicable)
- Three sets of MABA membership mailing labels
- Use of the sponsor logo
- Recognition as a Gold Sponsor in the Membership Directory
- Three additional categories in the Membership Directory Classified Buyers Guide ★ **NEW** ★
- Company name listing on a shared banner displayed at Evening Membership Meetings
- One display at an Evening Membership Meeting (Non-exclusive; MABA provides one 6' table)

### Extra benefits just for you!

- Two Drink Tickets for each Evening Membership Meeting ★ **NEW** ★
- Choice of three of the following A La Carte Sponsorship options: # 8,9,10,11 ★ **NEW** ★

See pages 1-2 of the Sponsorship Details Packet!

# 2010 Silver Sponsorship

## \$4,500 Investment (Value \$12,500)

See footnotes on bottom of page 3.

### Exposure at MABA Public Events to tens of thousands of consumers!<sup>1</sup>

- Shared & rotated radio mentions<sup>2</sup>  
(Approx. 4,100,000 touches in 2009)
- Company name listed in print ads<sup>2</sup>  
(Parade of Condos<sup>TM</sup> only)
- Company name recognition in Home Products Show<sup>TM</sup> Guide listing of sponsors  
(2009 attendance was 12,000)
- 50 Parade of Homes<sup>TM</sup> & Parade of Condos admission tickets
- One stall in a Parade home garage for your company at the Parade of Homes  
(2009 attendance was 15,000)
- Company name recognition within the first 10 pages of the *Parade of Homes Plan Book*<sup>8</sup>
- \$1,000 Ad Reimbursement<sup>4,7</sup>
- Link from the online Home Products Show Exhibitor List to your company's website (if applicable)

### Exposure at MABA Social Events!<sup>1</sup>

- Admission for two to the Brew, Brats and the Builders Association<sup>TM</sup> event
- Golf & Dinner for two at the Golf Outing
- Sponsorship of a Tee or Green at the Golf Outing
- Two Registrations to the Holiday & Installation Dinner

### Exposure to MABA members & the public!

- Recognition in every issue of the *Right Angle* newsletter
- Link from the online MABA Membership Directory to your company's website (if applicable)
- Three sets of MABA membership mailing labels
- Use of the sponsor logo
- Recognition as a Silver Sponsor in the Membership Directory<sup>3</sup>
- Two additional categories in the Membership Directory Classified Buyers Guide ☆ **NEW** ☆
- Company name listing on a shared banner displayed at Evening Membership Meetings
- One display at an Evening Membership Meeting (Non-exclusive; MABA provides one 6' table)

### Extra benefits just for you!

- Two Drink Tickets for each Evening Membership Meeting ☆ **NEW** ☆
- Choice of two of the following A La Carte Sponsorship options: # 8,9,10,11 ☆ **NEW** ☆  
See pages 1-2 of the Sponsorship Details Packet!

# 2010 Bronze Sponsorship

## \$1,000 Investment (Value \$2,000)

See footnotes below.

### Exposure at MABA Public Events to tens of thousands of consumers!<sup>1</sup>

- 10 Parade of Homes™ & Parade of Condos™ admission tickets
- \$250 Ad Reimbursement<sup>4,7</sup>
- Link from the online Home Products Show™ Exhibitor List to your company's website (if applicable)

### Exposure at MABA Social Events!<sup>1</sup>

- Admission for two to the Brew, Brats and the Builders Association™ event
- Golf & Dinner for two at the Golf Outing
- Sponsorship of a Door Prize at the Golf Outing ★ NEW ★
- Two Registrations to the Holiday & Installation Dinner

### Exposure to MABA members and the public!

- Recognition in every issue of the *Right Angle* newsletter
- Link from the online MABA Membership Directory to your company's website (if applicable)
- Three sets of MABA membership mailing labels
- Use of the sponsor logo
- Recognition as a Bronze Sponsor in the Membership Directory<sup>3</sup>
- One additional category in the Membership Directory Classified Buyers Guide ★ NEW ★
- Company name listing on a shared banner displayed at Evening Membership Meetings
- One display at an Evening Membership Meeting (Non-exclusive; MABA provides one 6' table)

### Extra benefits just for you!

- Two Drink Tickets for each Evening Membership Meeting ★ NEW ★
  - Choice of one of the following A La Carte Sponsorship options: #8,9,10,11 ★ NEW ★
- See pages 1-2 of the Sponsorship Details Packet!

## Footnotes

These footnotes are applicable to all sponsorship levels.

1. Sponsorship packages do not include any ad production.
2. If there are no ads of this type for this event, your other media rotations will increase.
3. MABA must receive your sponsorship contract by October 31, 2009.
4. All requests for reimbursement must be submitted by December 31, 2010.
5. All ad components are subject to MABA approval. Your company supplies the ad to meet MABA specifications.
6. Excludes TV ID's that are shorter than 15 seconds in length.
7. Reimbursement by MABA is for ads placed in one or more of the 2010 MABA-sponsored event publications. The Home Products Show™ Guidebook, Parade of Homes™ Plan Book, and the Parade of Condos™ Guidebook were all produced in 2009; subject to change in 2010.  
No agency commission will be granted.
8. Shared with other Gold & Silver Sponsors.

# A La Carte Sponsorship Opportunities

See sponsorship details on the attached pages. For additional information, contact Kathryn at MABA (608) 288-1133, ext. 16 or [ksundquist@maba.org](mailto:ksundquist@maba.org).  
Members only. Exceptions subject to MABA approval.

Choose from the following options based on your target audience

## If your target audience is the general public

- |  |  |
|--|--|
| 1. Ticket Sales Outlet (\$200)         | 5. Giveaways at Home Products Show™ (\$500)  |
| 2. Parade of Condos™ Ticket (\$250)    | 6. Parade of Homes™ Ticket (\$500)           |
| 3. Builders After Hours™ Event (\$300) | 7. Welcome Sign at Parade of Homes (\$2,000) |
| 4. Website Ad (\$500)                  |  |

## If your target audience is all MABA members and is internet-based

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|--|--|
| 8. Website Calendar of Events (\$25)                   | 14. Website Ad (\$500)   |
| 9. Website News & Announcements (\$25)                 | 15. Holiday/Installation Dinner Email Invite (\$500)           |
| 10. Logo and link with Online Directory Listing (\$50) | 16. Ad on the <i>Find a Member</i> section of MABA.org (\$500) |
| Company ID during 2010 in:                             | 17. Search Results Ad on MABA.org (\$1,000)                    |
| 11. Email to all Members (\$25)                        |  |
| 12. Government Affairs Email Updates (\$125)           |  |
| 13. New Member Newsletters (\$125)                     |  |

## If your target audience is a specific group of MABA members

- |  |   |
|--|---|
| 18. Promotional Item Giveaways (\$50)          | 23. Builders After Hours Event (\$300)          |
| 19. Evening Membership Meeting Tabletop (\$50) | 24. Spike Golf Outing and Spike Dinner (\$500)  |
| 20. Work Group Luncheon (\$125)                | 25. Coaster Sponsor (\$500)                     |
| 21. New Member Reception (\$150)               | 26. Do Business with a Member Drawing (\$1,000) |
| 22. New Member Orientations (\$150)            |   |

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## If your target audience is members who attend MABA social events

### Brew, Brats and the Builders Association

- 27. Napkin Sponsor (\$200)
- 28. Table Tent Sponsor (\$200)
- 29. Cup Sponsor (\$600)

### Golf Outing

- 30. Secret Wristband Monitor (TBD)
- 31. Door Prize Sponsor (\$50)
- 32. Tee or Green Sponsor (\$125)
- 33. Tee AND Green Sponsor (\$350)
- 34. Beverage Cart Sponsor (\$500)
- 35. Dinner Sponsor (\$1,000)
- 36. Wristband Sponsor (\$1,000)

### Holiday & Installation Dinner

- 37. Dessert Sponsor (TBD)
- 38. Email Invitation Sponsor (\$500)
- 39. Powerpoint Slide Show Sponsor (\$500)



# A La Carte Sponsorship Details

**Act Quickly! First Come, First Served**  
Members Only. Exceptions subject to MABA approval.

1. Your company may sell tickets & advertise that it is a ticket sales outlet for advance ticket sales to the Parade of Homes™, & Parade of Condos™ within a timeframe to be specified by MABA prior to each event. MABA will include your company name on the corresponding MABA website event page indicating advance ticket availability. Non-exclusive. Advertising language subject to MABA approval. A maximum of three outlets will be available. Sponsorship cost is per company. Request for Parade of Condos due to MABA by February 1, 2010 and Parade of Homes due to MABA by March 30, 2010.
2. Your company name on the back of the Parade of Condos admission tickets. Exclusive. Excludes online tickets. Request due to MABA by February 1, 2010.<sup>2,4</sup>
3. Your company can host a Builders After Hours™ event at your place of business or at your favorite venue. MABA will promote the event to MABA members.
4. Your company's ad<sup>1</sup> appears on one public event page of the MABA website for one year. For example, your ad could be on the first page of the Parade of Homes section of the MABA website.<sup>3</sup>
5. Your company name and/or logo on an at-the-door giveaway to Home Products Show™ attendees. Non-exclusive. You supply the item for distribution & provide staff to distribute the item. Item, quantity, location, & distribution schedule subject to MABA approval.
6. Your company's name on the back of the adult Parade of Homes admission ticket. Exclusive. Excludes online tickets. Request due to MABA by March 30, 2010.<sup>2,4</sup>
7. Your company may apply to have its name & logo displayed on a sandwich board sign welcoming the public to the Parade of Homes. Sign will be placed near the public entrance. Includes one sign. This opportunity is limited to Associate members who are not builders/remodelers, and to 2010 Parade of Homes developers, with the understanding that if a Parade developer applies to participate, the developer may sponsor a sign only for his/her development(s) that is/are in the event.<sup>2</sup> Application is subject to the approval of the Parade of Homes Executive Committee and the Board of Directors.
8. Your company's event listed in the Calendar of Events on the MABA website for up to one month before your event.
9. Your company's press release included in the News & Announcements section of the MABA website for one month.

10. Your company's logo and a link to your website appears with your listing in the results page when a consumer searches the *Find a Member* section of the MABA website in 2010.
11. Your company's logo & link to your website on one MABA blast email. MABA sends blast emails to all members approximately two times each month.
12. Your company's logo & link to your website on all MABA Government Affairs Update email MABA sends to all members (approximately one per month). Exclusive.<sup>2</sup>
13. Your company logo on the monthly New Member Newsletter that MABA emails to first-year new members. Exclusive. MABA emails an average of 125 newsletters per month.<sup>2</sup>
14. Same as item #4.
15. Your company name on the invitation MABA emails to all members for the Holiday & Installation Dinner. Exclusive.<sup>2</sup> Request due to MABA by October 1, 2010.
16. Your company's ad<sup>1</sup> appears on the Find a Member page of the MABA website for one year.<sup>3</sup>
17. Your company's ad<sup>1</sup> appears on the *Find a Member* Search Results Page. For example, if you are an attorney, when someone searches the MABA online Membership Directory for a list of members that are attorneys, the list of attorney members will display. Your name will be in the list as usual but your company's ad will appear at the top of the list.<sup>3</sup>
18. You may place promotional items with your company name and/or logo on tables at one Evening Membership Meeting, or MABA Continuing Education Program. Non-exclusive.
19. An exhibit at one Evening Membership Meeting. Non-exclusive. MABA provides one 6-ft. table.
20. Your company may provide promotional materials for each attendee at a MABA work group (committee, task force) luncheon meeting.
21. Your company may attend one New Member Reception to welcome attendees, provide handout materials, & speak to the group for two minutes. Each reception attendee receives two drink tickets that include your company name and/or logo. Receptions occur in April and November. Historical attendance per reception averages 20-35 new members & 10-15 Committee/Board of Directors members. Non-exclusive.

22. Your company logo on the introductory screen of the PowerPoint presentation shown at every 2010 New Member Orientation & verbal recognition as the Pizza Sponsor of the Orientations. Non-exclusive. At least six Orientations will be scheduled.<sup>2</sup>
23. Same as item #3.
24. Your company logo on the invitations MABA sends to Spikes for both the Spike Golf Outing/Dinner and Spike Dinner with the opportunity to greet Spikes as they arrive at each dinner & speak for two minutes at each dinner. Exclusive. (Historical average Spike attendance is 35-50).<sup>2</sup> As the sponsor, you may also choose to dine with the Spikes with payment of the event's registration fee.
25. Your company's black and white logo on coasters used at the bar during the social hour at all Evening Membership Meetings. Exclusive. You provide your logo to MABA specifications.<sup>2</sup>
26. Naming rights to the Do Business with a Member drawing. Your company mentioned from the podium at each Evening Membership Meeting as the sponsor of the drawing. Your company name appears on the drawing forms and on the instruction poster. Exclusive.<sup>2</sup>
27. Your company's name and/or logo on dinner napkins at the Brew, Brats and the Builders Association event<sup>TM</sup>. You supply 500 napkins per MABA specifications.<sup>2</sup> Average attendance is 300+.
28. Your company's name and/or logo on table tents at the Brew, Brats and the Builders Association event. Non-exclusive. Average attendance is 300+.
29. Your one-color company logo on 500 MABA-provided cups at the Brew, Brats and the Builders Association event. Exclusive.<sup>2</sup> Average attendance is 300+.
30. Your company can be the Secret Wristband Monitor at the MABA Golf Outing. A representative from your company will provide drink tickets with your company logo to golfers at their discretion, provided that the golfer is wearing a wristband. Your company is responsible for creating and printing the drink tickets. Your company determines the number of drink tickets distributed and the value of each drink ticket. The cost of the sponsorship is equal to the cost of the drink tickets redeemed at the course. MABA will bill your company after the event. If there is no Golf Outing Wristband Sponsor, this sponsorship is not available. Exclusive.<sup>2</sup> Average attendance is 150.
31. Your company name listed on dinner table tents and in the *Right Angle* newsletter as a Door Prize Sponsor at the MABA Golf Outing. Non-exclusive. Average attendance is 150.

32. MABA provides one sign & places it on a tee or green at the MABA Golf Outing. Your company name listed on dinner table tents and in the *Right Angle* newsletter as a Tee or Green Sponsor at the MABA Golf Outing. Non-exclusive. Average attendance is 150.
33. MABA provides two signs & places them on a tee and green at the MABA Golf Outing. Your company name listed on dinner table tents and in the *Right Angle* newsletter as a Tee and Green Sponsor at the MABA Golf Outing. Each hole is exclusive. Average attendance is 150.
34. Your company provides & displays signs/banners with your company name and/or logo on one of the beverage carts at the MABA Golf Outing. Your company name is listed in the *Right Angle* newsletter as a Beverage Cart Sponsor. One sponsor per beverage cart. Average attendance is 150.
35. You supply your company's banner or sign for display at the MABA Golf Outing dinner. MABA supplies disposable cups with your one-color company name or logo to be used at the Golf Outing and Dinner. Your company name listed in the *Right Angle* newsletter as the Dinner Sponsor at the MABA Golf Outing. Exclusive.<sup>2</sup> Average attendance is 150.
36. MABA supplies a wristband with your company name to all golfers at the MABA Golf Outing. Your company name listed in the *Right Angle* newsletter as the Wristband Sponsor at the MABA Golf Outing. Exclusive.<sup>2</sup> Average attendance is 150.
37. Your company name on the table tents & recognized from the podium as a Dessert Sponsor for the Holiday & Installation Dinner. Non-exclusive. Average attendance is 250+.
38. Same as item #15.
39. Your company name and/or logo appear on all screens of a PowerPoint slide show shown at the Holiday & Installation Dinner. Non-exclusive.<sup>2</sup> Average attendance is 250+.

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#### Footnotes

1. All ad components are subject to MABA approval. Your company supplies the ad to meet MABA specifications & may supply a new ad quarterly.
2. Includes first right of refusal for subsequent years.
3. A maximum of 4 rotating ads will be allowed within the same ad space or public event page.
4. Subject to Board of Directors approval.

# A La Carte Sponsorship Contract



My company will Sponsor the following items in 2010 (example 1, 5, 10): (include date as applicable)

\_\_\_\_\_

Sponsor Company Name \_\_\_\_\_

**Select A or B:** All communication regarding this sponsorship should go to:

A. The MABA Member-of-Record listed as the Contact Person below.

B. The Contact Person listed below rather than to the MABA Member-of-Record.

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

**As an authorized signatory for the company, I submit this contract.**

Authorizing Name (Print or Type) \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Method of Payment (Check one):

(See payment terms below before completing the payment section.)

Payment enclosed:  MC /  VISA / Check # \_\_\_\_\_ -OR-  Please invoice my company

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC #: \_\_\_\_\_

First Come, first served. Each of the A La Carte Sponsorships is for 2010 only and carries its own benefit. The benefits that MABA Gold, Silver or Bronze Sponsorships receive are not benefits that the A La Carte Sponsorships receive. Payment and/or logos, materials, etc. for all A La Carte Sponsorships are due upon contract submission and must be submitted to MABA not later than the specified time frame or 60-days prior to the event or activity, whichever comes first to receive the benefit.

MABA reserves the right to require modification of any sponsor-related advertising that MABA considers not to be in the best interests of the Association. Sponsorship advertising that, in MABA's judgment, could cause misunderstanding or confusion regarding general activities, actual locations or actual participants in MABA activities or events is strictly prohibited.

Benefits will cease if sponsor no longer holds an Association membership.

Questions? Call Kathryn at (608) 288-1133, ext. 16  
Return this contract to: MABA, 5936 Seminole Centre Ct, Madison, WI 53711 or fax to (608) 288-1136

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# Gold, Silver & Bronze 2010 Sponsorship Contract



Gold

Gold+*extra exposure*

Silver

Bronze

Sponsor Company Name \_\_\_\_\_

**Select A or B:** All communication regarding this sponsorship should go to:

\_\_\_ A. The MABA Member-of-Record listed as the Contact Person below.

\_\_\_ B. The Contact Person listed below rather than to the MABA Member-of-Record.

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

**As an authorized signatory for the company, I submit this contract.**

Authorizing Name (Print or Type) \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Method of Payment (Check one): (See payment terms below before completing the payment section.)

Payment enclosed: \_\_\_MC / \_\_\_VISA / Check # \_\_\_\_\_ -OR- \_\_\_Please invoice my company

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC #: \_\_\_\_\_

MABA will invoice Gold and Silver sponsors in three equal payments due January 1, April 1, and June 1, 2010. MABA will invoice Bronze Sponsors with full sponsorship payment due by January 31, 2010. MABA reserves the right to discontinue all benefits upon failure to make timely payments. Loss of benefits will not result in cancellation of the balance due on this contract. No agency commission will be granted. Sponsorship packages do not include any ad production. Benefits will cease if sponsor no longer holds Association membership.

MABA reserves the right to require modification of any sponsor-related advertising that MABA considers not to be in the best interests of the Association. Sponsorship advertising that, in MABA's judgment, could cause misunderstanding or confusion regarding general activities, actual locations or actual participants in MABA activities or events is strictly prohibited.

Sponsors for 2010 who choose to identify their sponsorship in their own advertising may use the following promotional statements during the 2010 calendar year:

“(Company name) is a (gold/silver/bronze) sponsor of the Madison Area Builders Association (Home Products Show™/Parade of Homes™/ Parade of Condos™.”

OR

“(Company name) is proud to be a (gold/silver/bronze) sponsor of the Madison Area Builders Association.”

In all cases, any deviation from these two statements and any other language or usage requires the advance written approval of MABA.

**Deadline: Friday, November 13, 2009**

Questions? Call Kathryn at (608) 288-1133, ext. 16

Return this contract to: MABA, 5936 Seminole Centre Ct, Madison, WI 53711 or fax to (608) 288-1136

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