



# Marketing Opportunities

Wednesday, September 12, 2018  
Omni Charlotte Hotel



# SPONSORSHIP PACKAGES

## PRE-GALA RECEPTION & MEDIA SPONSOR – \$5,000

*(Reception co-sponsorships available;  
Media sponsorship is exclusive.)*

- ★ Tickets for up to a table of 10 with premium seating at the gala.
- ★ A company representative will announce award winners during the presentation and receive a STARS Awards keepsake in recognition of your sponsorship.
- ★ A company video (must be supplied by sponsor, no longer than 60 seconds) will be incorporated into the STARS Awards presentation.
- ★ Logo will be highlighted in the media presentation during the awards presentation.
- ★ Company logo in the STARS Awards program.
- ★ Logo recognition in the STARS Awards Gala “highlights” video to be distributed after the gala on the 21CBEC website, Facebook and by e-mail to event and future event participants.
- ★ Logo recognition on the STARS Awards Gala sponsorship banner.
- ★ Logo with hyperlink on the 21CBEC website .
- ★ Company name recognition in the 21CBEC on-site program guide.
- ★ Logo recognition in 21CBEC promotional pieces mailed to thousands of building professionals.
- ★ Logo recognition in issues of *NC Builder Magazine*, mailed to NCHBA builder and associate members (approx. 13,000).
- ★ Logo recognition in STARS Awards e-mails.
- ★ Mailing list of event winners/attendees available after the STARS Awards Gala.

## WHY SPONSOR? IT'S A GREAT MARKETING OPPORTUNITY

By sponsoring a portion of the STARS Awards Gala, you're promoting your business and brand to leaders in the home building industry.

The gala recognizes the best of the industry in categories ranging from marketing to remodeling to design.

What better way to promote your company to event attendees plus the thousands you will reach through pre and post event marketing.

Recognition at the STARS Awards Gala benefits your marketing strategy. In order to maximize your exposure, sign up early!

***For More Information Contact:***

Maureen Mullen  
(919) 676-9090  
mmullen@nchba.org

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## MEGA STAR – \$2,500

- ★ Tickets for up to a table of 10 with premium seating at the gala.
- ★ A company representative will present award winners during the presentation and receive a STARS Awards keepsake in recognition of your sponsorship.
- ★ A company video (must be supplied by sponsor, no longer than 60 seconds) will be incorporated into the STARS Awards presentation.
- ★ Logo will be included in the media presentation during the awards presentation.
- ★ Company logo in the STARS Awards program.
- ★ Logo recognition in the STARS Awards Gala “highlights” video to be distributed after the gala on the 21CBEC website, Facebook and by e-mail to event and future event participants.
- ★ Logo recognition on the STARS Awards Gala sponsorship banner.
- ★ Logo with hyperlink on the 21CBEC website .
- ★ Company name recognition in the 21CBEC on-site program guide.
- ★ Logo recognition in 21CBEC promotional pieces mailed to thousands of building professionals.
- ★ Logo recognition in issues of *NC Builder Magazine*, mailed to NCHBA builder and associate members (approx. 13,000).
- ★ Logo recognition in STARS Awards e-mails.

## SUPER STAR – \$1,500

- ★ Up to five gala ticket with preferred seating.
- ★ Company will be recognized from the podium during the gala and receive a STARS Awards keepsake in recognition of your sponsorship.
- ★ Logo will be included in the media presentation during the awards presentation.
- ★ Company logo in the STARS Awards program.
- ★ Logo recognition in the STARS Awards Gala “highlights” video to be distributed after the gala on the 21CBEC website, Facebook and by e-mail to event and future event participants.
- ★ Logo recognition on the STARS Awards Gala sponsorship banner.
- ★ Logo recognition on the 21CBEC website .
- ★ Company name recognition in the 21CBEC on-site program guide.
- ★ Logo recognition in 21CBEC promotional pieces mailed to thousands of building professionals.
- ★ Logo recognition in issues of *NC Builder Magazine*, mailed to NCHBA builder and associate members (approx. 13,000).
- ★ Logo recognition in STARS Awards e-mails.

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## SHINING STAR – \$1,000

- ★ Up to three gala ticket with reserved seating.
- ★ Company will be recognized from the podium during the gala and receive a STARS Awards keepsake in recognition of your sponsorship.
- ★ Logo will be included in the media presentation during the awards presentation.
- ★ Company name in the STARS Awards program.
- ★ Company name recognition in the STARS Awards Gala "highlights" video to be distributed after the gala on the 21CBEC website, Facebook and by e-mail to event and future event participants.
- ★ Logo recognition on the STARS Awards Gala sponsorship banner.
- ★ Company name recognition on the 21CBEC website .
- ★ Company name recognition in the 21CBEC on-site program guide.
- ★ Company name recognition in 21CBEC promotional pieces mailed to thousands of building professionals.
- ★ Company name recognition in issues of *NC Builder Magazine*, mailed to NCHBA builder and associate members (approx. 13,000).
- ★ Bolded company name recognition in STARS Awards e-mails.

## SHOOTING STAR – \$750

- ★ Up to two gala ticket with open seating.
- ★ Company name will be recognized from the podium during the awards presentation.
- ★ Logo will be included in the media presentation during the awards presentation.
- ★ Company name in the STARS Awards program.
- ★ Company name recognition in the STARS Awards Gala "highlights" video to be distributed after the gala on the 21CBEC website, Facebook and by e-mail to event and future event participants.
- ★ Company name recognition on the STARS Awards Gala sponsorship banner.
- ★ Company name recognition on the 21CBEC website .
- ★ Company name recognition in the 21CBEC on-site program guide.
- ★ Company name recognition in 21CBEC promotional pieces mailed to thousands of building professionals.
- ★ Company name recognition in issues of *NC Builder Magazine*, mailed to NCHBA builder and associate members (approx. 13,000).
- ★ Company name recognition in STARS Awards e-mails.

The Stars Awards Program is presented in conjunction with the 21st Century Building Expo & Conference, October 11-13, 2018 at the Charlotte Convention Center. Thousands of building industry professionals attend the three-day event, which includes a top-notch Educational Conference and expansive Expo Floor.

For more information visit: [www.21buildingexpo.com](http://www.21buildingexpo.com)



# SPONSORSHIP FORM



YES, I want to sponsor the 2018 STARS Awards at the following level:

Reception, Media Presentation or Theme - \$5,000

Mega Star - \$2,500

Super Star - \$1,500

Shining Star - \$1,000

Shooting Star - \$750

## ENTER CONTACT INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_

## ENTER PAYMENT INFORMATION

### THIS FORM WILL SERVE AS YOUR INVOICE

Make checks payable to: **North Carolina Home Builders Association**

Check Enclosed  Visa  MasterCard  AMEX

Card No. : \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card issued to: \_\_\_\_\_

Signature: \_\_\_\_\_

Amount Authorized to be Charged: \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: [mmullen@nchba.org](mailto:mmullen@nchba.org)

Mail to: Maureen Mullen  
PO Box 99090, Raleigh, NC 27624  
Phone: 919-676-9090  
Fax: 919-676-0402

### FOR NCHBA USE ONLY

Date Rec'd \_\_\_\_\_

Payee \_\_\_\_\_

Ck#/CC# \_\_\_\_\_

Amount Rec'd \$ \_\_\_\_\_