

HOME BUILDERS ASSOCIATION OF FARGO-MOORHEAD &

HOME BUILDERS CARE OF F-M FOUNDATION

Advertising & Sponsorship Opportunities





Bryce Johnson
HBA CEO

HBA & Home Builders Care offer endless opportunities to build your brand

There is no doubt that we need your engagement and support as members now more than ever. Our power is in our members' thoughts, voices and actions.

As an Association, we face administrative challenges in generating income streams to meet a changing marketplace. This revenue is what helps us serve our industry through advocacy, public affairs, education and so much more.

One of these opportunities is our Very Invested Partner program (VIP). This annual sponsorship program is a way to support your local association while outlining exclusive benefits you'd like to receive throughout the year.

Outside of VIP, there are many other investments and opportunities to reach your target market through our public events like the Red River Valley Home & Garden Show and Parade of Homes. We also have member-to-member engagement through our Golf Outings, member meetings, picnics, advertising and much more.

This booklet showcases the endless opportunities you have to connect. Schedule a meeting with Business Development Coordinator Spencer Carlson to pinpoint your needs and what we can deliver to assist in your goals.

In addition to sponsorship and advertising, we'd love to connect with you on a more personal level through a committee or volunteer engagement. Please reach out!

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Very Invested Partners

Want an inclusive sponsorship? Become an HBA of F-M Very Invested Partner. VIPs are the top supporters of advocacy and workforce development efforts the HBA accomplishes every day. Sponsorship customizations are available!



Platinum

\$20,000

- (\$4,800) Credit on account to apply to something not already included (event registrations, education classes, job postings, etc.)
- (\$745) One year local, state and national Builder/Associate membership investment
- Advocacy efforts on your behalf at the local, state and national levels
- Logo recognition
 - › on HBA website
- Name recognition
 - › at the HBA office (banner stand)
 - › at HBA member events (program, slideshow, verbally where applicable)

Gold

\$10,000

- (\$1,800) Credit on account to apply to something not already included (event registrations, education classes, job postings, etc.)
- (\$745) One year local, state and national Builder/Associate membership investment
- Advocacy efforts on your behalf at the local, state and national levels
- Name recognition:
 - › at the HBA office (banner stand)
 - › on HBA website
 - › at HBA member events (program, slideshow, verbally where applicable).

Silver

\$5,000

- (\$600) Credit on account to apply to something not already included (event registrations, education classes, job postings, etc.)
- (\$745) One year local, state and national Builder/Associate membership investment
- Advocacy efforts on your behalf at the local, state and national levels
- Name recognition:
 - › at the HBA office (banner stand)
 - › on HBA website
 - › at HBA member events (program, slideshow, verbally where applicable).

2022 Very Invested Partners



Red River Valley Home & Garden Show

Each year, the HBA of F-M hosts the largest building trade showcase in the region – the Red River Valley Home & Garden Show. Held at the Fargodome, the show is the premier way for local building experts to showcase their products and services to thousands of consumers. Allowing them to find ideas and inspiration for home remodeling, landscaping, building and more.

* Information below is taken from averages over five years.



February 24-26, 2023
Fargodome

7,000
attendees

300+
exhibitors

Have an idea?

Custom Sponsorships Available

Past Examples

- Beer Garden
- Beer Walk
- Dog Day
- Treasure Hunt

Title

\$10,500 (Exclusive)

- 700 sq. ft. of exhibit space
- Opportunity to host a workshop
- 30-second ad in workshop area
- Company Logo:
 - › Select TV advertising
 - › Select static and digital billboards
 - › On the cover of the official Show Guide
 - › Event posters
 - › Jumbotrons and TVs at Fargodome
 - › Event webpage
 - › Select printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › Media kits
 - › Select radio advertising
- Dedicated social media post
- 1 page advertorial in Show Guide **ANEY'S**
- Complimentary admission tickets (50 total)

Parking

\$8,000 (3 Available)

- Company vehicle on display in lobby
- 30-second ad in workshop area
- Company Logo:
 - › In official Show Guide
 - › Jumbotrons and TVs at Fargodome
 - › Event webpage
 - › Select printed signage at event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › In one version of TV ad
 - › In one version of radio ad
 - › Select social media promoting the event
- Dedicated social media post

Presenting

\$7,500 (Exclusive)

- 400 sq. ft. of exhibit space
- 30-second ad in workshop area
- Company Logo:
 - › In the official Show Guide
 - › Event posters
 - › Jumbotrons and TVs at Fargodome
 - › Event webpage
 - › Select printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › Media kits
- Dedicated social media post
- Complimentary admission tickets (30 total)



RRV HOME & GARDEN SHOW SPONSORSHIPS CONTINUED

Preferred

\$4,500 (Exclusive)

- 100 sq. ft. of exhibit space
- Company Logo:
 - › In the official Show Guide
 - › Jumbotrons and TVs at Fargodome
 - › Event webpage
 - › Select printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › Media kits
- Complimentary admission tickets (20 total)

Kids Area

\$2,000 (2 Available)

- Company Logo:
 - › In the official Show Guide
 - › Jumbotrons and TVs at Fargodome
 - › Select printed signage at the event
- Company Recognition:
 - › Event webpage
 - › Select electronic and printed communications regarding the event
 - › Media kits
- Complimentary admission tickets (10 total)

Supporting

\$900 (3 Available)

- Company Logo:
 - › In the official Show Guide
 - › Jumbotrons and TVs at Fargodome
 - › Select printed signage at the event
- Company Recognition:
 - › Event webpage
 - › Select electronic and printed communications regarding the event
 - › Media kits
- Complimentary admission tickets (10 total)

Choice

\$2,500 (2 Available)

- Company Logo:
 - › In the official Show Guide
 - › Jumbotrons and TVs at Fargodome
 - › Select printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Event webpage
 - › Select social media promoting the event
 - › Media kits
- Complimentary admission tickets (20 total)

Exhibitor Reception

\$2,000 (2 Available)

- Opportunity to introduce entertainment at reception
- Company Logo:
 - › Daily exhibitor flyers
 - › On entertainment stage
 - › Select printed signage in beer garden during reception
- Company Recognition:
 - › Select electronic and printed communications regarding the event
- Complimentary admission tickets (10 total)

Exhibitor Lounge

\$900 (3 Available)

- Option to provide promotional items to all exhibitors in Exhibitor Lounge and all exhibits.
- Company Logo:
 - › Daily exhibitor flyers
- Company Recognition:
 - › Select electronic and printed communications regarding the event
- Complimentary admission tickets (10 total)

Workshop

\$2,000 (2 Available)

- 30-second ad in workshop area
- Company Logo:
 - › Select printed signage at the event
- Company Recognition:
 - › Event webpage
 - › In the official Show Guide
 - › Jumbotrons and TVs at Fargodome
 - › Select social media promoting the event
 - › Select electronic and printed communications regarding the event
 - › Media Kits
- Complimentary admission tickets (10 total)

Show Guide

\$1,500 (Exclusive)

- Company Logo:
 - › On the cover of the official Show Guide
- Company Recognition:
 - › Event webpage
 - › Select electronic and printed communications regarding the event
 - › Media kits
- Complimentary admission tickets (10 total)

Exhibitor Beverage

\$500 (Exclusive)

- Name printed on water bottles distributed to all exhibitors in Exhibitor Lounge and all booths. (Sponsor company provides the water bottles. Approx. 600)
- Company Logo:
 - › Daily exhibitor flyers
- Company Recognition:
 - › Select electronic and printed communications regarding the event
- Complimentary admission tickets (10 total)



Spring and Fall Parade of Homes

The Spring and Fall Parade of Homes offers a scattered-site tour of homes throughout the F-M area. New for 2023, the events welcome renovated homes and Downtown Living, all under the “Parade of Homes” brand. These entries will cover a wide variety of price ranges, including options for those age 55 and better, first-time buyers, people needing more space and those wanting to downsize.

* Information below is taken from averages over five years.



May 6-8 and 13-15, 2023
September 16-18 & 23-25, 2023

105

homes featured
over both Parades

2,225

customers purchased
tickets for Featured Homes

**Sponsorship cost
is per event**

Title

\$7,500 (Exclusive)

- Company Logo:
 - › Select TV advertising
 - › Select digital billboards
 - › On the cover of the official Parade magazine and map
 - › Event posters
 - › Hbafm.com event webpage and parafm.com site
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select radio advertising
 - › Select social media promoting the event
 - › Media kits
- Dedicated social media post
- 1 page Advertorial in Parade magazine

Presenting

\$4,000 (Exclusive)

- Company Logo:
 - › Official Parade magazine
 - › Event posters
 - › Hbafm.com event webpage and parafm.com site
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › Media kits
- Quarter page ad in official Parade magazine
- Dedicated social media post
- Web ad

Preferred

\$2,500 (2 Available)

- Company Logo:
 - › Official Parade magazine
 - › Hbafm.com event webpage and parafm.com site
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › Media kits

Choice

\$1,000 (2 Available)

- Company Logo:
 - › Official Parade magazine
 - › Hbafm.com event webpage and parafm.com site
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Media kits



New Year Celebration

Cheers! Let's ring in 2023, make connections and mingle with our city and community leaders. Hear industry-specific updates from area cities' dignitaries. Meet Home Builders Care Foundation's latest scholarship recipients. It's the place to be to make industry connections and start your year off right!



January 26, 2023
Courtyard by Marriott

Title

\$2,000 (Exclusive)

- Opportunity to provide a door prize
- Opportunity to hand out marketing materials
- Company Logo:
 - › On event invitation
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › During presentation
- Electronic attendee follow-up list
- Complimentary event tickets (2 total)
- Dedicated social media post

Drink Ticket

\$1,200 (Exclusive)

- Complimentary drink tickets to hand out to attendees at event
- Opportunity to place signage near bar
- Company Logo:
 - › On drink tickets
 - › On bar signage
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media about the event
 - › During presentation

Preferred

\$750 (2 Available)

- Company Logo:
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media about the event
 - › During presentation

Presenting

\$1,000 (2 Available)

- Company Logo:
 - › On event invitation
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media about the event
 - › During presentation

Dessert

\$650 (2 Available)

- Opportunity to place signage near dessert station
- Opportunity to deliver desserts
- Company Logo:
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media about the event
 - › During presentation



Golf Outings

The HBA of F-M's Golf Outings are the favorite social event of the year! With a July and August date each year, both outings routinely sell out with 144 golfers each. The outings include prizes, entertaining games on a hole, lunch and dinner, cold drinks and fun with fellow members.



July 20 & August 17, 2023
Hawley Golf Club

Tournament

\$5,000 (Exclusive)

- Naming rights to event (HBA Golf Outings, presented by 'Company')
- Opportunity to speak during opening announcements or at dinner
- Opportunity to staff a hole
- Opportunity to provide 'swag bags' for each player
- 8 complimentary golfer registrations
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page
 - › Player cart signage
 - › Team registration Form
- Name Recognition:
 - Signage at a hole
- Dedicated social media post

Eagle

\$3,000 (Exclusive)

- 8 complimentary golfer registrations
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page
- Dedicated social media post

Beer / Beverage

\$2,000 (2 Available)

- Opportunity to be on a hole distributing beer
- Includes the cost of the beer
- 2 complimentary golfer registrations
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Birdie

\$2,000 (2 Available)

- 4 complimentary golfer registrations
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Lunch

\$2,000 (2 Available)

- Opportunity to hand out lunch to golfers and sponsors in provided golf cart
- Opportunity to decorate golf cart
- Includes cost of lunch
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page





GOLF OUTING SPONSORSHIPS CONTINUED

Dinner

\$2,000 (3 Available)

- Opportunity to speak at dinner
- Opportunity to place signage and materials at dinner
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Snack Cart

\$900 (Exclusive)

- Opportunity to hand out snacks to golfers and sponsors in provided golf cart
- Opportunity to decorate golf cart
- Includes cost of snacks
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Golf Hole

\$550 (Unlimited)

- Name on signage at a hole
- Early team registration
- Opportunity to provide a door prize
- Opportunity to staff hole and host a game
- Two lunches (additional lunches available for \$10 each)
- Company Recognition
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Photo Cart

\$1,500 (2 Available)

- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On printed photos for each golfer
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Dessert

\$650 (2 Available)

- Includes cost of dessert
- Early team registration
- Opportunity to provide a door prize
- Company Logo
 - › On materials in cart
 - › HBA of F-M member communications regarding event
 - › Hbafm.com event page

Remodelers Council Picnic

This free picnic is a celebration held during National Remodeling Month hosted at the HBA of F-M. All HBA members and their employees are invited to partake in the event. With nearly 200 attendees, this appreciation lunch is the wrap-up of National Remodeling Month and a kick-off to a successful building season!



May 24, 2023

HBA of F-M Parking Lot

Title

\$1,250 (Exclusive)

- Opportunity to provide a door prize
- Opportunity to hand out marketing materials
- Company Logo:
 - › On event invitation
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media about the event
- Electronic attendee follow-up list
- Dedicated social media post

Beverage

\$250 (Exclusive)

- Company Logo:
 - › On cooler signage at event
 - › On event invitation
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event



High Noon Shootout

Don't wait to pull the trigger on this one! One of our fastest-growing and newest member events, the High Noon Shootout consists of two rounds of target shooting followed by dinner and socializing. Attendees also have the opportunity to win door prizes. Held at the Horace Shooting Park, it is a networking event like no other!



Sept. 18, 2023
Horace Shooting Park

Title

\$1,500 (Exclusive)

- Opportunity to hand out marketing materials
- Opportunity to provide a door prize
- Company Logo:
 - › On event invitation
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › During presentation
- Electronic attendee follow-up list
- Dedicated Social Media Post

Presenting

\$1,000 (2 Available)

- Company Logo:
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
 - › During presentation

Student Chapter Sponsor

\$500 (2 Available)

- Company Logo:
 - › Event webpage
- Company Recognition:
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › Select social media promoting the event
- Helps defray the cost for student chapter members to attend and network with members

Drink Ticket

\$500 (Exclusive)

- Company Logo
 - › On drink ticket provided to attendees
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › Select social media promoting the event

Prize

\$450 (2 Available)

- Company Logo:
 - › Event webpage
 - › On prize table
- Company Recognition:
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › Select social media promoting the event



HBA Happy Hour

The HBA Happy Hour is hosted up to four times at a member business. These cannot-miss events include new features every year such as food trucks, breweries and more! It is the perfect opportunity to connect with fellow members and grow your network.

Host All Inclusive

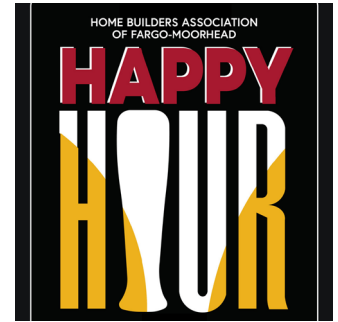
\$4,500 (Exclusive)

- Sponsor hosts the event at their place of business
- HBA provides pre-printed name tags and arranges and covers cost for meal, dessert, beer, additional beverages
- Opportunity to hand out marketing materials
- Opportunity to provide a door prize
- Company Logo:
 - › Event invitation sent postal mail
 - › Cover of official event program
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
- Electronic attendee follow-up list
- Dedicated social media post

Host Regular

\$2,250 (Exclusive)

- Sponsor hosts the event at their place of business
- HBA provides pre-printed name tags and beer.
- Sponsor arranges and covers cost for meal, dessert, additional beverages
- Opportunity to hand out marketing materials
- Opportunity to provide a door prize
- Company Logo:
 - › Event invitation sent postal mail
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
- Electronic attendee follow-up list
- Dedicated social media post



March 30, 2023

at Fargo Glass & Paint Company

Sept. 28, 2023

at Floor to Ceiling Carpet One



HBA Networking Night

HBA Networking Nights are an opportunity to invite fellow HBA members to your business. You choose the date and make your own food and beverage arrangements. The HBA will take care of the invites and name tags.

Host

\$500 (12 Available, 1 per Month)

- Sponsor hosts the event at their place of business
- Sponsor arranges and covers cost for food and beverages
- Opportunity to hand out marketing materials
- Opportunity to provide a door prize
- Company Logo:
 - › On electronic event invitation
 - › Event webpage
 - › Select electronic and printed communications regarding the event
- Company Recognition:
 - › Select social media promoting the event
- Electronic attendee follow-up list
- Dedicated social media post



Date TBD by Host
At Host's Business



Building Industry Connect

HBA leaders and decisionmakers are invited to participate in Building Industry Connect: an ongoing series of social events providing HBA members a platform to meet and interact with the government officials and administrators who shape housing policy. Building Industry Connect is an opportunity to learn leaders' visions for housing in our community and for members to introduce the association and its goals. No presentations, no agendas and no parliamentary procedures. Just the chance for officials and members to learn about each other.



Building Industry Connect

Series of six events
hosted at HBA of F-M

Series Sponsor

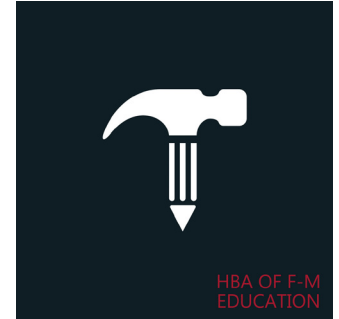
\$1,800 (2 Available)

- Company Logo:
 - › On event webpage
 - › Select electronic and printed communication regarding the event
 - › Select social media about the event
- Opportunity to hand out marketing materials
- Opportunity to get an electronic attendee follow up list
- One free registration at each event



Education

The HBA of F-M's education classes are the best way to satisfy required credits while experiencing new information on production and codes. We offer continuing education courses each January and February and breakfast/lunch sessions all year long!



MN Contractors

January 18, 2023

February 16, 2023

Breakfast/Lunch Sessions

All Year

Minnesota Building Contractors

\$1,320 (4 Available)

- Company Logo:
 - › On event registration form (Jan and Feb classes)
 - › Event webpage
 - › Select electronic and printed communication regarding the event
- Company Recognition:
 - › Select social media promoting the event
- Opportunity to hand out marketing materials
- Electronic attendee follow up list
- Complimentary web ad in January
- Complimentary weekly email ad Jan/Feb

Breakfast/Lunch Session Presenter

\$350 (6 Available, 1 per Month)

- Opportunity to present a class
- Company Logo
 - › Select electronic and printed communication regarding the event
 - › Event webpage
- Company Recognition:
 - › Select social media promoting the event
 - › Opportunity to hand out marketing materials



Herdina Camp

The Herdina Construction Trades Camp is the only camp in the Fargo-Moorhead area that provides a hands-on opportunities for students ages 15 and up to learn about a career in the building industry. Each June this two-week session opens the door to a possibility to a future in the construction trades and work to increase the future workforce of the Fargo-Moorhead community.

*Payments for Herdina Camp sponsorships must be made to Home Builders Care of Fargo-Moorhead Foundation.

HERDINA CONSTRUCTION TRADES CAMP

June 2023

hosted at Minnesota State
Community & Technical College

Title

\$12,000 (Exclusive)

\$500 covers the cost of roughly 1 student to attend the Camp. Attendance capped at 24.

- Opportunity to hand out marketing materials to students
- Opportunity to make comments at embedded events (Contractor Lunch and Graduation)
- Company Logo:
 - › On event-related invitations
 - › (Contractor Lunch and Graduation)
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › HBA Blog
- Company Recognition:
 - › During event
 - › Dedicated Social Media Post

Adopt-A-Camper

\$500 (24 Available)

Not available if Title sponsor is sold.

- Opportunity to provide marketing materials to students
- Company Logo:
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › HBA Blog
- Company Recognition:
 - › During the Contractors Lunch
 - › Select social media

Contractors Lunch

\$400 (Exclusive)

- Company Logo:
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › HBA Blog
- Company Recognition:
 - › During event
 - › Ad on screens during the event
 - › Select social media

Tool Box

Donation of tools

- Company Logo:
 - › Event webpage
 - › Select electronic and printed signage at the event
 - › Select electronic and printed communications regarding the event
 - › HBA Blog
- Company Recognition:
 - › During the Contractors Lunch
 - › Select social media

Event Partner

\$200 (Unlimited)

- Opportunity to hand out beverages and snacks to students during the Camp
- Company Logo:
 - › Event webpage
 - › Select social media
 - › HBA Blog
- Company Recognition:
 - › During the Contractors Lunch



Health, Tech & Trades Career Expo

The Expo is designed to promote your industry to 3,500+ high school students in Fargo, Moorhead, West Fargo and area rural public and private schools. We want to show the many opportunities in health, technology, transportation and trades through hands-on experiences.

*Payments for Health, Tech & Trades Career Expo sponsorships must be made to Fargo Public Schools.

career expo
HEALTH, TECH & TRADES

November or December 2023
Fargodome

Platinum

\$1,500

- Complimentary exhibit space
- Company Logo:
 - › Event webpage
 - › Jumbotrons at Fargodome
 - › Promotional materials sent to schools

Gold

\$1,000

- 1,000 sq. ft. of exhibit space
- Company Logo:
 - › Event webpage
 - › Jumbotrons at Fargodome
 - › Promotional materials sent to schools

Hospitality

\$400

- Company Logo:
 - › Event webpage
- Company Recognition:
 - › Promotional materials for exhibitors
 - › Signage in the exhibitor hospitality area

Silver

\$500

- 600 sq. ft. of exhibit space
- Company Logo:
 - › Event webpage
- Company Recognition:
 - › Jumbotrons at Fargodome
 - › Promotional materials sent to schools

Bronze

\$250

- 400 sq. ft. of exhibit space
- Company Logo:
 - › Event webpage
- Company Recognition:
 - › Jumbotrons at Fargodome
 - › Promotional materials sent to schools



Permits Plus

The Permits Plus publication for HBA of F-M members covers building industry statistics and advocacy efforts. It is published six times per year, in black and white, to provide local building permit numbers and a timely update on Association advocacy efforts.

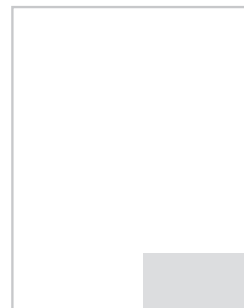
Permits Plus is also published online, where members can easily access the information.

Ad Size	Annual Rate
Business card	\$495
1/4 page	\$850
1/2 page	\$1,275

*Ad deadlines and monthly rates available upon request.

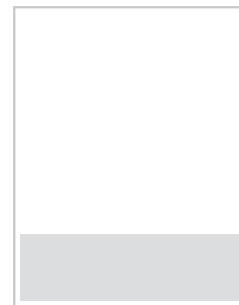
BUSINESS CARD

Print Size: 3.5" X 2"



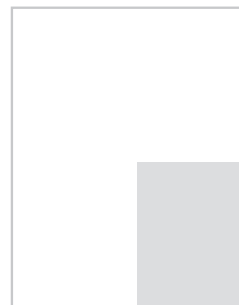
1/4 PG HORIZONTAL

Print Size: 7.5" X 2.375"



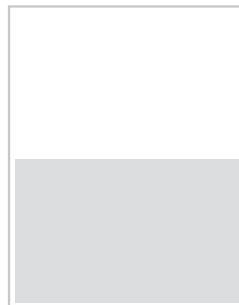
1/4 PG VERTICAL

Print Size: 3.625" X 4.875"



1/2 PG HORIZONTAL

Print Size: 7.5" X 4.875"



ISSUE 5 | OCT 31 2022

Permits PLUS

Published six times per year, Permits Plus aims to provide a concise report on building permit numbers and a timely update on Association advocacy efforts.

FOR YOUR CALENDAR

- Nov. 8 Election Day
- Nov. 9 Building Industry Connect with Casselton & Grand Farm (rescheduled)
- Nov. 16 Blower Door Lunch Session
- Nov. 30 Safety Conference by Northern Region Association of Safety Professionals
- Dec. 1 Health, Tech & Trades Career Expo
- Dec. 16 HBA Holiday Open House
- Jan. 18 Minnesota Building Contractor Continuing Education
- Jan. 26 New Year Celebration
- Feb. 16 Minnesota Building Contractor Continuing Education
- Feb. 24-26 RRV Home & Garden Show

Visit the calendar at hbafm.com to register.

Election ISSUE

Vote for housing Nov. 8

If you're in business, you're in politics. As business leaders, you must vote on Tuesday, Nov. 8. We must make our voices heard during this election season. The outlook of the housing industry depends on it.

Elected officials at all levels play a role in shaping the housing industry and small businesses. Your HBA of F-M along with our state associations and the National Association of Home Builders have resources to learn more about the upcoming election and to encourage housing industry stakeholders to vote. You can access it all by visiting hbafm.com/election-2022.

Your Association was engaged in preparing for the election by hosting events for members to meet candidates for the 2022 general election. Among these events were Cass County Commission, Moorhead Mayor, Moorhead City Council, Minnesota State Legislature, and North Dakota State Legislature, totaling 24 candidates.

Based on these forums, members in attendance chose which candidates they would like to endorse. Postcards summarizing our choices have been mailed to all HBA of F-M member businesses and we developed the webpage at hbafm.com/election-2022.

Please share this information with your employees as you see fit! HBA of F-M strives to be the voice of the industry. Please vote and make your voice heard.

See our endorsements on page 12.
Questions on how to vote? Turn to page 9.

David Reid

HBA President
Radiant Homes

Bryce Johnson

HBA CEO

VOTE NO

NORTH DAKOTA MEASURE 1

Term Limits

Constitutional Measure 1 implements term limits on the North Dakota State Legislators and Governor.

It would restrict legislators to serve eight years in the House and eight years in the Senate.

HBA of F-M urges a no vote on this measure because term limits would take away your power to vote for the legislative candidate of your choice.

ISSUE 5 | OCT 31 2022

local stats at a GLANCE

Single Family permits authorized ↓ 20% compared to 2021

July Top Cities For Housing Permits

FARGO	267
HORACE	199
WEST FARGO	96
MOORHEAD	38
CASSELTON	9

F-M & Surrounding Area Housing Activity

2022	642
2021	813
2020	593
2019	482
2018	566

Total Housing Starts

2022 APRIL 2022

Single Family 607

Multi-Family 42

Housing Permits Authorized Year-To-Date July 2018 - 2022

Issue 5 | Oct. 31, 2022

Online Member Directory

The HBA of F-M online member directory is the perfect spot for consumers to search HBA of F-M members by company and by business category. As a part of your membership investment, the first business category is free. Opt in to list your company under additional business categories to appear in online searches more frequently. Additional listings are available for a small fee so consumers can easily find you based on the services you provide. Other digital upgrades to your profile include website links, enhanced listings and website ads.

The online directory is a part of hbaofm.com, the go-to resource for consumers and members to find a pro. The HBA's website includes an electronic calendar of all HBA events as well as information about key leaders and resources for consumers looking to build or remodel.

To enhance your listing for 2023, send a high resolution logo to Kelly Hudson at kelly@hbaofm.com. Questions? Call (701) 232-5846.

Enhanced Listings

Stand out above the rest with an enhanced listing! Get priority positioning with your logo at the top of the page in directory searches at hbaofm.com, allowing consumers to find you faster! Enhanced listing also includes a website link. In addition, take advantage of options to add business information, photos and more to make your online listing the best it can be!

Enhanced Listing	\$260
Website Link Only	\$35

Business Categories

Each member company receives one free listing in a business category of their choice. Purchase additional categories for \$45 each, all of which are searchable. The more categories you choose, the easier it is for consumers to find your company!

Additional Business Categories	\$45
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Website Ad

The HBA's website serves consumers interested in building or remodeling and HBA of F-M members. Interior web ads see an average of 500 impressions per month and 125 clicks. Home page ads see an average of 2,000 impressions per month and 150 clicks. Only ten advertising spaces are available for the home page and ten on the interior pages. Advertisements will be linked to the advertiser's website. Monthly rates available upon request.

Ad Size	Annual Rate
400px X 400px (interior)	\$940
90px X 728px (home page)	\$1,550

HBA Happenings Email

The HBA of F-M email is sent every two weeks to nearly 2,000 HBA of F-M members and receives an average open rate of 28 percent. It includes important legislative updates, upcoming events and local news. Only one header and three body banners are available each week on a first-come-first-serve basis. Advertisements can be linked as you wish!

Ad Size	Per email
700px X 200px (header)	\$45
700px X 500px (body banner)	\$35
Reserve 6 spots, get 1 free	

To add categories, select them online or contact Kelly Hudson at kelly@hbaofm.com. Questions? Call (701) 232-5846.

RRV Home & Garden Show: Printed Guide + Digital

Be part of the official information sources for the Red River Valley Home & Garden Show! Reach your ideal audience. The 2023 Red River Valley Home & Garden Show guide and website include an exhibitor list, workshop schedule and details about fresh, new promotions like Lake Home Avenue, the Spring Market, Family Fun at Broadway Square plus the ever-popular Beer Garden. We also have a brand new option to advertise on jumbotrons at the Fargodome during the show!



February 24-26, 2023
Fargodome

5,000

copies of guide printed,
distributed at the show and
Hornbacher's

72,500

page views at
homeandgardenshowfm.com

7,000

show attendees

Guide 1/8 Page	\$375
Guide 1/4 Page	\$690
Guide 1/2 Page	\$1,050
Guide Full Page	\$1,675
Guide Inside Front Cover	\$2,100
Guide Inside Back Cover	\$2,100
Guide Page 1 (full page)	\$2,100
Guide Back Cover	\$2,450
Guide 2-Page Spread	\$3,000

Website (1,000px x 1,000px) \$300

Corner Fargodome Jumbotron Rotating Ad
During Show hours (8,000px x 4,500px) \$900



PRINTED SHOW GUIDE

- Distributed at all local Hornbacher's 1 week before the show and at the Fargodome.
- Digital copy posted online increases advertiser visibility.
- A resource for attendees, it includes a fold-out map, exhibitor list and classifieds as well as information on all show features.

Ad design specifications can be found on page 26.

PRINTED SHOW GUIDE ADS

TWO PAGE SPREAD WITH BLEED

17" X 11"

Live text area: 15.5" x 10.25"

FULL PAGE WITH BLEED

8.5" X 11" (includes bleed)

Live text area: 7.75" x 10.25"

HALF PAGE

Print Size: H 7.25" x 4.5"

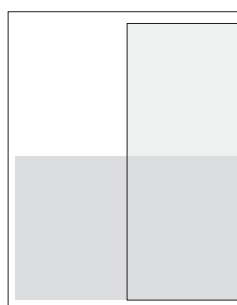
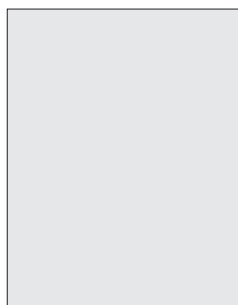
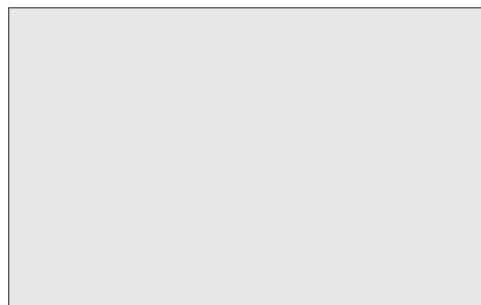
V 3.75" x 9.25"

QUARTER PAGE

Print Size: 3.75" X 4.5"

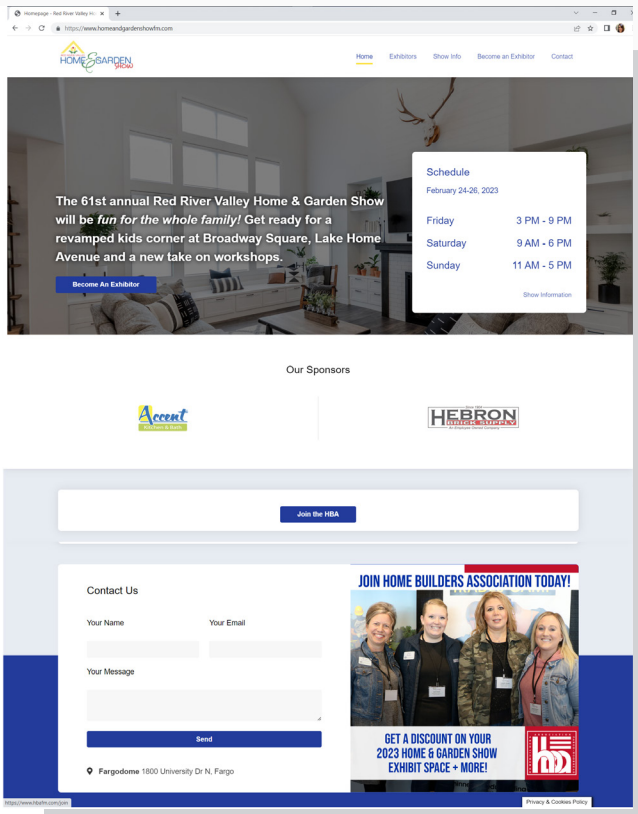
EIGHTH PAGE

Print Size: 3.75" X 2.25"



RRV HOME & GARDEN SHOW ADVERTISING CONTINUED

HOMEANDGARDENSHOWFM.COM



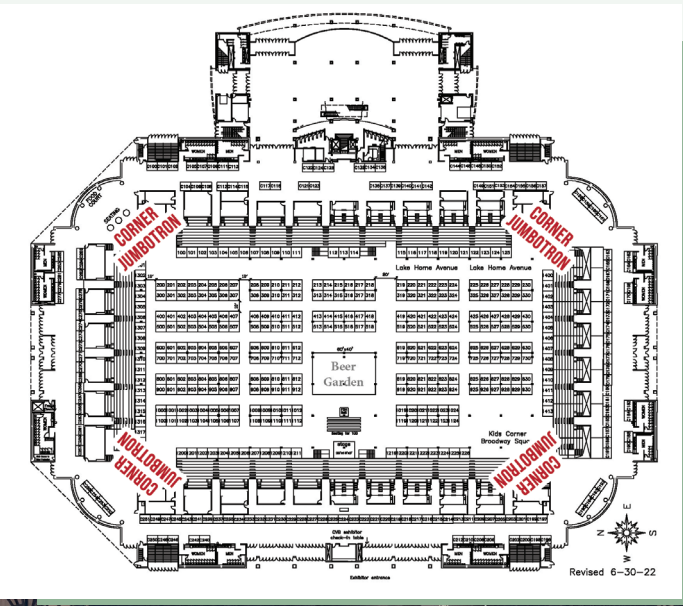
WEBSITE AD



WEBSITE

- Showcased on all content-based website pages
- Only 10 spaces available
- Links to your company website
- \$300
- 1,000px x 1,000px

CORNER FARGODOME JUMBOTRON AD



JUMBOTRON

- Rotates with show information for attendees during show hours
- Appears on four corner jumbotrons overlooking the field
- Only 3 spaces available
- \$900
- 8,000px x 4,500px



Spring & Fall Parade of Homes Magazine, Map + Digital

The Spring and Fall Parade of Homes offers a scattered-site tour of homes throughout the F-M area. New for 2023, the events welcome renovated homes and Downtown Living, all under the “Parade of Homes” brand. These entries will cover a wide variety of price ranges, including options for those age 55 and better, first-time buyers, people needing more space and those wanting to downsize.

7,000

copies of magazine printed

14,813

impressions at
paradefm.com homepage

**Advertising cost
is per event**

Ad Size	Rate per Event
Magazine 1/4 Page	\$725
Magazine 1/2 Page	\$1,100
Magazine Full Page	\$1,760
Magazine Inside Front Cover	\$2,200
Magazine Inside Back Cover	\$2,200
Magazine Page 1 (full page)	\$2,200
Magazine Back Cover	\$2,650
Magazine 2-Page Spread	\$2,650
Printed Map Half Page	\$1,115
Printed Map Full Page	\$1,785
Website Tile (400px x 340px)	\$1,050
Website Wide (1,090px x 175px)	\$1,050
Website Side (380px x 480px)	\$1,575

*Ad design specifications can be found on page 26.

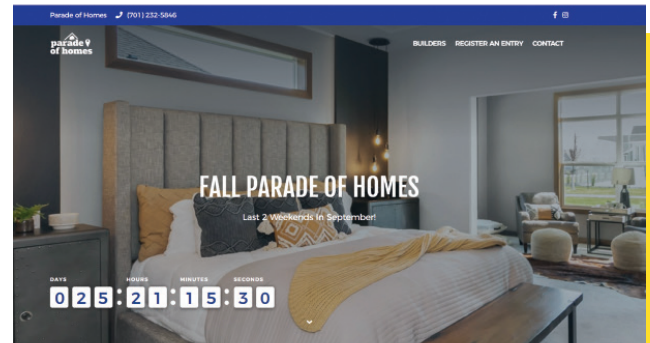


May 6-8 and 13-15, 2023
September 16-18 & 23-25, 2023



MAGAZINE & MAP

- Distributed at all local Hornbacher's 1 week before the Parade.
- Digital copy posted online increases advertiser visibility.
- A resource for attendees, it includes a removable map, listing of all the homes, plus indexes sorted by price, builder and location.

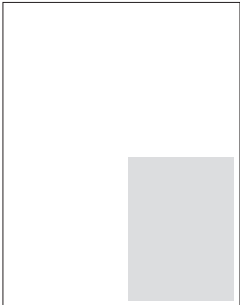


PARADEFM.COM

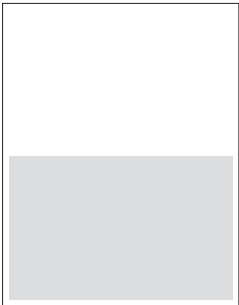
- Ads are showcased on all content-based pages or within home listings.
- Links to your company website

MAGAZINE AD SIZES

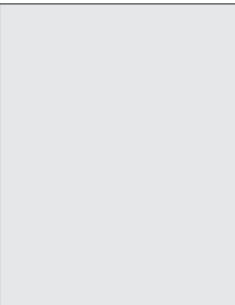
QUARTER PAGE
Print Size: 3.55" X 4.85"



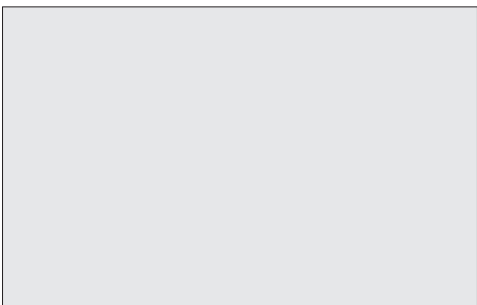
HALF PAGE
Print Size: 7.25" X 4.85"



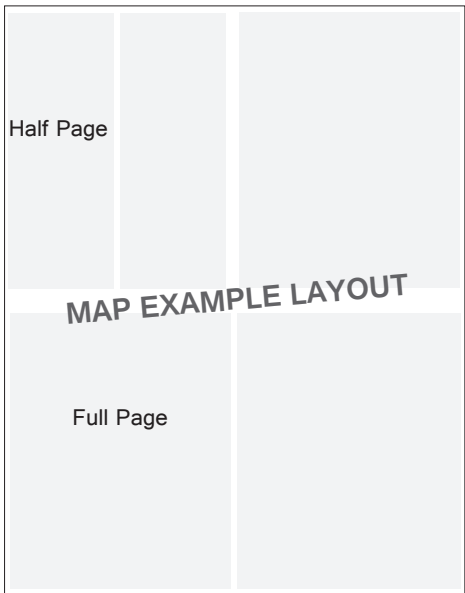
FULL PAGE
Trim size 8.375" X 10.875"
Bleed 8.625" X 11.125"
Live margins 0.25"



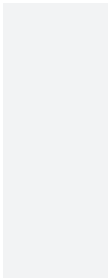
TWO PAGE SPONSORED CONTENT
Trim size 16.75" x 10.875"
Bleed 17.25" x 11.125"
Live margins 0.25"



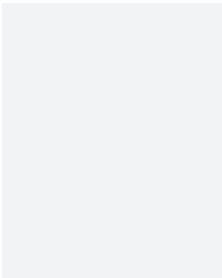
MAP AD SIZES




HALF PAGE
3.3125" X 8.9375"
No bleed



FULL PAGE
6.8125" X 8.9375"
No bleed



WEBSITE AD SIZES




WEBSITE TILE
400px X 340px

Rotating placement: Appears within the Parade home thumbnails on the "browse homes" page.

WEBSITE WIDE
1090px X 175px

Bottom placement: Appears on the homepage plus all other content-based pages.



WEBSITE SIDE
380px X 480px

Top placement: Appears on all content-based pages except home page.



2023 HBA of F-M

ADVERTISING & SPONSORSHIP CONTRACT

The undersigned hereby makes application for advertising space and/or event sponsorships indicated on this contract published by the Home Builders Association of Fargo-Moorhead. I understand that this contract is non-cancelable and payment is due as indicated on this contract for the advertising and sponsorship options selected.

- Company acknowledges that the HBA of F-M is not guaranteeing or warranting that the company will experience an increase in sales due to the sponsorship/advertisement.
- Company ultimately acknowledges that all decisions regarding media buys, layout and designs of print, video and audio promotion will remain with the HBA of F-M.
- The HBA of F-M reserve the right to sell additional sponsorships/advertisements or to change the dollar amount of other levels or ad sizes.
- Company will provide the appropriate materials to fulfill sponsor benefits prior to necessary deadlines.

Company: _____

Contact (first and last): _____ Ad Agency (if applicable): _____

Phone: _____ Email: _____ Website: _____

Contact Signature: _____ Date: _____

HBA of F-M Staff Signature: _____ Date: _____

Make your selection(s) below:

PAYMENT

*If you are sponsoring the Herdina Construction Trades Camp please make checks payable to Home Builders Care of F-M Foundation.

*If you are sponsoring the Health, Tech & Trades Career Expo please make checks payable to Fargo Public Schools.

If paying with credit card, the card will be charged in separate transactions.

- ☐ Check enclosed to Home Builders Association of Fargo-Moorhead
- ☐ Check enclosed to Home Builders Care of Fargo-Moorhead Foundation
- ☐ Please charge my credit card:

Credit Card #: _____ Exp. Date: _____ CVV Code: _____

Billing Address: _____ City, State, Zip: _____

Name on Card: _____ Email: _____ Phone: _____

Grand Total: \$ _____

Please return contract to:

Home Builders Association of Fargo-Moorhead | 1802 32nd Ave. S., Fargo, ND 58103 | spencer@hbafm.com

2023 SPONSORSHIP OPPORTUNITIES PG 3-17

Very Invested Partner

- Platinum \$20,000
- Gold \$10,000
- Silver \$5,000

Home & Garden Show

- Title \$10,500
- Parking \$8,000
- Presenting \$7,500
- Preferred \$4,500
- Choice \$2,500
- Workshop \$2,000
- Kids Area \$2,000
- Exhibitor Reception \$2,000
- Show Guide \$1,500
- Supporting \$900
- Exhibitor Lounge \$900
- Exhibitor Beverage \$500

Spring and Fall Parade of Homes

Select Event(s):

- Spring Parade of Homes
- Fall Parade of Homes
 - Title \$7,500
 - Presenting \$4,000
 - Preferred \$2,500
 - Choice \$1,000

Golf Outings

- Tournament \$5,000
- Eagle \$3,000
- Birdie \$2,000
- Beer/Beverage \$2,000
- Lunch \$2,000
- Dinner \$2,000
- Photo Cart \$1,500
- Snack Cart \$900
- Dessert \$650
- Golf Hole \$550

New Year Celebration

- Title \$2,000
- Drink Ticket \$1,200
- Presenting \$1,000
- Preferred \$750
- Dessert \$650

Remodelers Council Picnic

- Title \$1,250
- Beverage \$250

High Noon Shootout

- Title \$1,500
- Presenting \$1,000
- Drink Ticket \$500
- Student Chapter \$500
- Prize \$450

HBA Happy Hour

- Host All Inclusive \$4,500
- Host Regular \$2,250

HBA Networking Night

- Host \$500

Building Industry Connect

- Series Sponsor \$1,800

Education

- MN Contractors \$1,320
- Breakfast/Lunch Session Presenter \$350

Herdina Camp

- Title \$12,000
- Adopt-A-Camper \$500
- Contractors Lunch \$400
- Event Partner \$200
- Tool Box

Health, Tech & Trades Career Expo

- Platinum \$1,500
- Gold \$1,000
- Silver \$500
- Hospitality \$400
- Bronze \$250

2023 ADVERTISING OPPORTUNITIES PG 18-23

Permits Plus

- Business Card \$495
- 1/4 Page \$850
- 1/2 Page \$1,275

Online Member Directory

- Website link only \$35
- Business Categories \$45 each
- Enhanced listing (includes website link) \$260

HBA Website Ad

- Interior \$940
- Home Page \$1,550

HBA Happenings Email

- Body Banner \$35
- Header \$45

Home & Garden Show Printed + Digital

- Guide 1/8 Page \$375
- Guide 1/4 Page \$690
- Guide 1/2 Page \$1,050
- Guide Full Page \$1,675
- Guide Inside Front Cover \$2,100
- Guide Inside Back Cover \$2,100
- Guide Page 1 (full page) \$2,100
- Guide Back Cover \$2,450
- Guide 2-Page Spread \$3,000

- Website \$300
- Fargodome Corner Jumbotron \$900

Spring and Fall Parade of Homes Printed + Digital

Select Event(s):

- Spring Parade of Homes
- Fall Parade of Homes
- Magazine 1/4 Page \$725
- Magazine 1/2 Page \$1,100
- Magazine Full Page \$1,760
- Magazine Inside Front Cover \$2,200
- Magazine Inside Back Cover \$2,200
- Magazine Page 1 (full page) \$2,200
- Magazine Back Cover \$2,650
- Magazine 2-Page Spread \$2,650

- Printed Map Half Page \$1,115
- Printed Map Full Page \$1,785

- Website Tile Ad \$1,050
- Website Wide Ad \$1,050
- Website Side Ad \$1,575

FILE REQUIREMENTS

Submit all ads and logos to spencer@hbafm.com and kristam@hbafm.com.

LOGO ALLOWABLE FORMATS

- High resolution PDF
- Adobe InDesign
- Adobe Photoshop (.tif or .eps format)
- JPEG

All logos must be a minimum of 300 dpi and a minimum of 3.5" wide.

WEBSITE ALLOWABLE FORMATS

- JPEG preferred, PNG allowed.

All website advertisements must be a minimum of 72 ppi and no larger than 140 ppi. The file size must be less than 100 kb.

PRINT ALLOWABLE FORMATS

- High resolution PDF
- Adobe InDesign
- Adobe Photoshop (.tif or .eps format)

PRINT SPECS

- Include all fonts and supporting files (i.e., scans, logos, illustrations, photos, etc.).
- All images must be a minimum of 300 dpi.
- No application files such as QuarkXPress, Illustrator, Word will be accepted.
- Include bleeds only when creating your PDF. Please do not include page information, trim or printers' marks.
- All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi.
- Images used from a website are not acceptable as they are RGB and 72 dpi.
- All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.
- Content must read left to right and no sideways or upside down rotations will be allowed.



SPENCER CARLSON
Business Development
Coordinator

(701) 232-5846

spencer@hbafm.com