



2026

Partnership Blue Print

*Thriving communities
Lasting Values
Quality Craftsmanship*

hbaglbr.com



Our Mission

We advocate for the building and remodeling industry by promoting :

Supporting Home Ownership

High Professional Standards

Empowering Skilled Trades through education and workforce development in our communities.

Who we Are

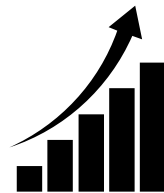
We are a trade association that serves as the top resource for the residential skilled trade professional in the Great Lakes Bay Region and the communities that they serve.



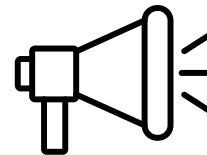
**Connection +
Engagement**



Education



Business Growth



Advocacy



Savings

Membership Programing Support

Help us host monthly networking and learning opportunities that remain free for members, encourages education and connection

Available Programs

Each Program has 10 planned events, with a break in March and December

Member Connects- *Opportunities to Host*

Monthly after-hours networking event (25–30 attendees).
Includes beverages and light hors d'oeuvres.

Lunch & Learn- *Opportunities to Host*

Monthly lunchtime educational session featuring member experts.

Builders Round Table

Morning discussions with builders, contractors, and local agencies to address housing challenges.

Investment Options

- \$2,500 – Support 3 programs
- \$1,000 – Support 1 program

Benefits

- Color logo on event banner- that is present at each chosen program
- Logo on HBAGLBR.com program page
- Social media mention
- Logo on event flyers/marketing

*Custom Packages are available contact
office@hbaglbr.com*



Special Meetings

These are annual events that are free for members to attend. Donation/Partnerships helps off set the cost to continue to offer these programs at no cost.

Annual Meeting

Celebrate the year's achievements, set goals, and elect new directors. Takes Place in Sept.

Donation Levels:

Executive – \$350: Logo on table agenda + verbal acknowledgement

Board – \$250: Business name on table agenda + verbal acknowledgement

Director – \$100: Verbal acknowledgement

Christmas Casino Party

Celebrate the holidays with dinner, open bar, casino games, and charity donations.

Donation Levels:

Garland – \$350: Logo on table agenda + verbal acknowledgement

Tinsel – \$250: Business name on table agenda + verbal acknowledgement

Star – \$100: Verbal acknowledgement



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Event Partnerships

Golf Outings

Two scramble style annual tournaments:

June: Tony Bosco Scramble –Twin Oaks Golf Course- Twin Oaks Freeland

August: Connie Valliere Tournament Sandy Ridge Golf Course

Title Partner - \$4000 2 Outings/\$2000 1 Outing (1 Available per event)

-Logo Recognition

- Event Flyers, Notices, Event Signage- Website/Event Page-Sign on Greenway

-Newsletter Recognition

-Social Media Mention

-Tee or Hole partnership- *opportunity to sit at sponsored hole and engage with golfers with giveaways/raffles (\$200 Value)*

-1 (Foursome) Team Entry (\$400 value)

--Display Table during event to provide products/giveaways and information

Dinner - \$1500 -2 Outings/850 1 Outing (2 available per event)

-Logo Recognition on:

-Website -Table Top - Sign on Greenway

-Social Media Mention

- Tee/Hole sponsorship *with opportunity to sit at sponsored hole and engage with golfers with giveaways/raffles*

-HBAGLBR will provide food

Beverage- \$1500 -2 Outings/850 1 Outing (2 available per)

-Logo Recognition on:

-Website -Beverage Carts -Sponsor Sign on Greenway

-Social Media Mention

- Tee/Hole sponsorship with opportunity to sit at sponsored hole and engage with golfers with giveaways/raffles

-Opportunity provide Logoed Cozies/drinkware- need to be at HBA 2 days prior

Golf Carts- \$1300- 2 Outings/ \$750 1 Outing (2 available per outing)

-Logo Recognition on:

-Website -All carts -Sponsor sign on Greenway

-Social Media Mention

- Tee/Hole sponsorship- *opportunity to sit at sponsored hole and engage with golfers with giveaways/raffles (\$200 Value)*

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Event Partnerships

Golf Outings

Continued

Lunch - \$1100 -2 Outings/\$650 1 Outing (2 available)

-Logo Recognition on:

-Website -Sponsor Sign at Lunch Area

-Social Media Mention

- Tee/Hole sponsorship *with opportunity to sit at sponsored hole and engage with golfers with giveaways/raffles*

-HBAGLBR will provide food

Breakfast + Bloody Mary- \$1000 2 outings/ \$650 1 outing (2 available)

Logo Recognition on:

-Website -Table Top Sign at Breakfast and Bloody Mary Area

Social Media Mention

- Tee/Hole sponsorship *opportunity to sit at sponsored hole and engage with golfers with giveaways/raffles (\$200 value)*

Opportunity to provided branded plastic drinkware to serve bloody marys- have to HBA 2 days prior to event

-HBA will provide bloody mary + breakfast items

Contest Hole Sponsor- \$1000 2 Outings/ \$750 1 Outing (1 Available)

Longest Drive/Closest To Pin/Putting Contest

-Logo Recognition on:

- Special Hole Signage at each contest holes

-Social Media Mention

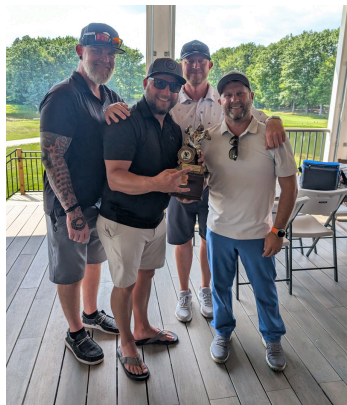
- Opportunity to engage with golfers at sponsored hole with giveaways/raffles

HBA will provide Prizes

Tee/Hole Sponsorship- \$300 2 outings/ \$175 1 outing

-Logo on Sign at Tee or Hole (HBA Choice)

-Opportunity to sit at sponsored hole and engage with golfers with giveaways/raffle



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Event Partnerships

Flannel +Camo Fest

A lively fundraising event supporting the HBAGLBR Charitable Foundation (Skilled Trades Education) Taking Place in October.

Includes dinner, drinks, entertainment, and raffles. (200-300 attendees)

Event Partner- \$3500 (2 available)

- Logo Recognition
 - Website/Event Page -All Marketing Material -All event Signage -Agenda
- Social Media Mention
- Special Recognition Throughout event by Host
- VIP Table of 8 (\$1000 value)

Refreshments- \$2500 (3 available)

- Logo recognition:
 - Website - Agenda -Special Sign At Bar Area
- Signature Namesake Cocktail
- Social Media Mention
- Special Recognition through out event by event Host
- 1- VIP Table of 8 (\$1000)

Entertainment \$2500 (3 available)

- Logo recognition:
 - Website - Agenda -Special Sign At Entertainment Area
- Social Media Mention
- Special Recognition through out event by event Host
- 1- VIP Table of 8 (\$1000)



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Event Partnerships

Flannel +Camo Fest

Food Plots - \$3500 All Food Plots/ \$1000 per plot (4 available)

- Naming rights of Strolling Buffet Station- with sign in front of Food Station
- Logo Recognition
 - o Agenda
- Social Media Mention
- Special Recognition by Host throughout event
- 2 tickets to event- open seating

Games - \$2000 all games/\$600 per game (4 Available)

- Business name- Naming rights of raffle games with sign in front of Games
- Logo Recognition -Agenda
- Social Media Mention
- Special Recognition by Host throughout event
- 2 tickets to event- open seating

VIP Table Sponsorship \$1000

- Reserved Table with tickets for up to 8 people
- Company Name Recognition
 - On Reserved Table - Agenda
- Special Recognition during event
- Entry to VIP Table only raffle including a prize for host and guests

Prize Partner \$500

Donation to major prizes including/not limited to firearms.

Also Accept In-Kind Donation of products/services/ gift cards valuing \$500 or more

- Logo Recognition
 - Agenda -Table Top Prize/Raffle Tables

**FLANNEL +
CAMO FEST**



FUNDRAISER FOR SKILLED TRADES EDUCATION

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Event Partnerships

Home Show: Frankenmuth + Midland

Annual trade show for members to offer their services and goods for home betterment to the local and surrounding communities. Both Shows held in March. Average 3000 attendees per show.

Title Partner- \$18,000 Both Shows/ \$10,000 1 show (1-2 per show)

- Logo as title partner on all Home Show Marketing
- Opportunity to speak on-air or any pre-recorded marketing for Home Show promotion
- up to 4 Booths Included/First choice booth selection (\$3600 value)
- 30 second no audio, sponsor produced commercial on 80' digital board (Midland)
- Entrance Sign (Frankenmuth)
- Multiple Verbal Acknowledgement during show Weekend
- Social media mention
- Advertising Parking Spots (2)
- 100 complimentary tickets

Support Partnership- \$9000 2 shows/ \$5000 1 show

- Listed as support sponsor on all Home show Marketing
- Opportunity to speak on-air/ pre-recorded marketing for Home Show promotion
- Up to 2 booths included (\$1800 value)
- Entrance Sign (Frankenmuth only)
- 30 second no audio, sponsor produced commercial on 80' digital board (Midland only)
- Multiple Verbal Acknowledgement during show Weekend
- 1 Advertising Parking spot
- Social media mention
- 50 complimentary tickets

Welcome Partner- \$7000 2 Shows/ \$3500 1 Show (1 available)

- 2 Booths- Premier Location & Partner Sign At booth (\$1800 value)
- Option to hand out logoed welcome bags at entrance
- Logo On Related signage at entry/check in
- Social Media mention
- Entrance Sign (Frankenmuth)
- Mention on 80' digital board during show (Midland Only)
- Verbal Acknowledgement during show Weekend
- Logo on website as partner
- 25 Complimentary tickets to show

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Event Partnerships

Home Show: Frankenmuth + Midland

Student Showcase Partner \$5000 2 shows/ \$3000 1 show (3 available)

Logo included on all Student Showcase Marketing

- Up to 2 booths included (\$1800 value)
- Social Media Mention
- Entrance Sign (Frankenmuth Only)
- 80' digital board during expo (Midland Only)
- Verbal Acknowledgement during show Weekend
- 25 complimentary tickets to show

Family Funday Partner \$5000 2 shows/ \$3000 1 show (3 available)

Logo included on all Student Showcase Marketing

- Up to 2 booths included (\$1800 value)
- Social Media Mention
- Entrance Sign (Frankenmuth Only)
- 80' digital board during expo (Midland Only)
- Verbal Acknowledgement during show Weekend
- 25 complimentary tickets to show

Ticket/Wristband Partner- \$3500 2 shows/ \$2000 per show

- 1 booth Included (\$900 value)
- Full color Logo on Entry Wristband
- Full color Logo on Tickets
- Social Media Mention
- Logo on website as partner

Vendor Partner - \$2500 2 Shows/ \$1500 1 Show

- Logo on marketing for Friday Night Vendor Reception
- Logo featured on on Vendor Welcome and Move out Letters
- Logo on related signage at Friday Night Vendor Reception and at Vendor Hospitality area during the show weekend
- Opportunity to hand out logoed items/interact with vendors at Friday Night Reception and during Show Weekend

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Advertising Options

Home Show: Frankenmuth & Midland

2 Trade Shows that has over 100 vendors per show and 2000-3000 customers walk thru in a single weekend.

Entrance Partner - \$400 2 Shows/1- \$250

Partner Produced Yard sign with Logo (Add \$200 if HBAGLBR is to produce sign)

Placed on the walking path leading to the Home Show Entrance

Sign no bigger than 18" height x 24" wide

Shop Local Partner - \$250 (Midland show Only)

- Mention on 80' digital board during expo
- Signage in elevator & on show floor

Trailer/Wrapped Vehicle Parking

Entrance- \$350

- 1 Premier Parking spot with Logoed Trailer or Truck located close to the entrance of Home Show.

Frankenmuth- *Located in front of fenced green area and off to side of entrance*

Midland- *Located on top of the ramp on the walk way to show from back field*

Parking Lot- \$250 Midland Only

- 1 Premier Parking spot with Logoed Trailer or Truck located on walking path to home show entrance. Infield and out outfield parking lots.

HBAGLBR Member Pride Supporter- \$300

Show your HBAGLBR pride by having your logo included on shared proud to be a member banner. Participation on this will be included in both shows and displayed as followed

Frankenmuth- On a Printed Banner at The Entrance

Midland- On The Big Outfield Digital Screen and the Inside digital screens thru out the Concourse

Digital Billboard Ad Share- \$500

Include your company Logo in our Digital Billboard Marketing Promoting our Home Shows. Your logo will be prominently featured on 3 Digital Boards in 3 different high traffic locations (I-75/off I-75) that equals to combined 500,000 impressions across all 3 locations.

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Event Partnerships

Parade of Homes

Biannual open house tour that features builder members newer built homes featuring associate members goods. Free for community members to come and experience. Runs May and October.

Platinum Partner - \$5000 2 Season / \$2700 1 Season (1available)

- Name/Logo Recognition
 - On all printed and digital marketing materials as presenting partner
 - Event Signs at Each Home
 - Sponsor Page on HBAGLBR.com Parade of Homes Page
 - Sponsor Page in digital and printed magazine
 - Front Cover of Digital and Print Magazine as sponsor
- Choice of Back Cover or premium inside 1st page of digital & print magazine
- Social Media Highlight during Parade Week
- May choose to include separate yard sign.

Gold Partner- \$4000 2 Season/ \$2200 1 Season

- Name/Logo Recognition
 - On all printed materials
 - Sponsor Page on HBAGLBR.com Parade of Homes Page
 - Sponsor Page in digital and printed magazine
 - Full page ad in digital and printed magazine
 - Social Media Highlight during Parade Week
 - May choose to include separate yard sign.
- Showcase specialty listing on vendor page in magazine and website

Silver Partner- \$3000 2 Season/ \$1700 1 Season

- Name/Logo Recognition
 - Sponsor Page on hbaglbr.com parade of homes page
 - Sponsor Page in digital and printed magazine
- Full page ad in digital and printed magazine
- May choose to include separate yard sign.
- Specialty listing on Sponsor Page of Magazine

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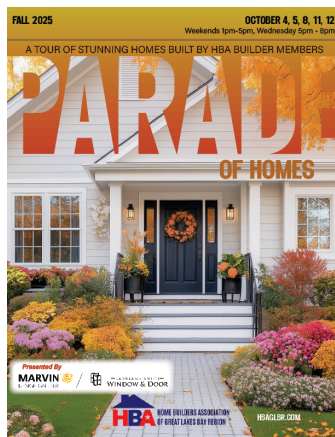
Bronze Partner- \$2200 2 Season/ \$1200 1 Season

- Full page ad in digital and printed magazine
 - May choose to include separate yard sign.
- Showcase specialty listing on vendor page in magazines and website.

Giveaway Partner \$500 2 Season/ \$250 1 Season

- Give away entry listing on websites and magazines
- Social media mention
- ¼ page ad in magazine
- Provide a prize valued at \$150 +.

Add a Giveaway partnership to any other Parade of Homes partnership for only \$150 per season



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Event Partnerships

Skilled Trades Fundraiser

An annual fundraiser for Midland community school's skilled trades programs. The evening includes food, drinks, raffles, silent auction. Students and their families are invited with special raffles for the students. Held in January

Donations

Construction Complete- \$600

- Company name/Logo Recognition
 - At the event
 - Social media
 - HBAGLBR.com Skilled Trades Fundraiser Page
- 4 Tickets to event
- Opportunity to purchase Partnerships

Framing -\$400

- Company name/Logo Recognition
 - Social media
 - HBAGLBR.com Skilled Trades Fundraiser Page
- 2 Tickets to event
- Opportunity to purchase Partnerships

Foundation \$200

- Company name/Logo Recognition
 - Social media
- 1 Ticket to event

Partnerships

These can only be purchased with a Construction Complete or Framing donation

Food Partner- \$400

- Business Logo displayed at Food Areas

Drink Partner- \$400

- Business Logo displayed at beverage areas



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Advertising Options

Membership Directory

Annually printed member and community resource book that lists member contact information

Membership Directory

Advertisements

1/4 Page 4"x 5" \$300

1/2 Page 8"x 5" \$500

Full page 8"x10" \$800

Inside front cover 8"x10" \$975

Inside Back cover 8"x10" \$975

Back Cover 8"x10" \$1200

Directory Sponsor- \$2500

- Logo on Front cover
- Full inside page ad
- Logo prominently displayed on member directory page at HBAGLBR.com
- Ad on HBAGLBR.com directory page

Bundle & Save

Bundle A-\$1150 -\$150 savings!

Full Page Directory Ad

Ad on HBAGLBR.com Directory Page

Bundle B- \$900- \$100 savings!

1/2 page directory ad

Ad on HBAGLBR.com Directory Page

HBAGLBR.COM

HBAGLBR.com ADS-2.6" square (250px)

This stays on the page for 12 months Jan-Dec

Includes linked click to your website

Membership Directory Page-\$500

Home/Landing Page - \$1000

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Advertising Options

Parade Of Homes

A catalogue printed bi annually and featured online showing off the maps and featured homes on the route.

Advertisements

Inside Front cover (8"x10.25") \$2100 2 Seasons/ \$1150 1 Season

Inside Back Cover (8"x10.25") \$2100 2 Seasons/ \$1150 1 Season

Full Page (8"x10.25") \$1700 2 Seasons/ \$900 1 Season

Half Page(8"x5") \$950 2 Seasons/ \$500 1 Season

¼ Page (4"x5") \$600 2 Seasons/ \$350 1 Season

HBAGLBR.com- Parade of Homes Website- 2.6" square (250px) - \$1000

This ad will stay on the website March 2026-April 2027

Add on HBAGLBR.com Parade of home Ad for only \$500 for 2 seasons

*(only valid with magazine ad purchase)

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Thriving Communities

Lasting Values

Quality Craftsmanship

HBAGLBR.COM

Advertising Opportunities

Membership Directory + Website

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