

hbacharlotte.com



HOME BUILDERS
ASSOCIATION
OF GREATER CHARLOTTE

service | advocacy | networking | education

2026 Sponsorship & Marketing Opportunities



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service | advocacy | networking | education

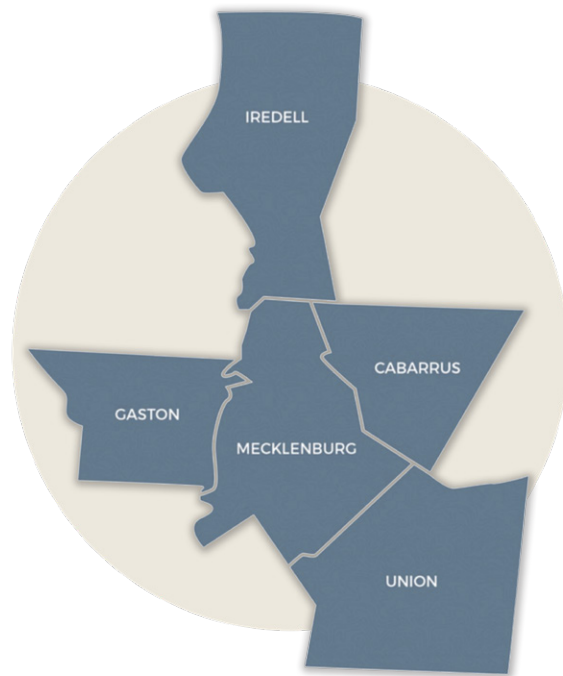
Home Builders Association of Greater Charlotte | 417 East Blvd, Suite 201 Charlotte, NC 28203
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As one of the top 5 largest home builder associations in the United States, **The Home Builders Association of Greater Charlotte** is comprised of builders, developers, and housing professionals from associated builder support industries throughout the region. Since 1945, we have been the voice of the Charlotte housing industry. We are proud to now represent Cabarrus, Gaston, Iredell, Mecklenburg and Union Counties. Currently with 1,700+ members we represent over 500,000 employees in the local housing industry.

The Region We Serve



Our core values include
Service, Advocacy,
Networking and Education.

Signature Events



April 23, 2026

The MAME Awards (*Major Achievement in Market Excellence*) is our largest attended event of the year, and offers great visibility for sponsors!

This prestigious celebration draws over 500 home building industry professionals who will be recognized as top innovators in Sales, Marketing and Design. Over 100 sales and key team members are honored for their outstanding achievements in new home sales performance. The ceremony concludes with the announcement of Developer of the Year, Community of the Year, and Builder of the Year.

Presenting Sponsor - \$10,000

- 1 VIP Table of 10 Guests
- Event Speaking Opportunity
- Award Presenter Opportunity
- Video Commercial during event
- Full page ad in Award Winners Magazine
- Presenting recognition on event invitation, program, signage, website, and finalist announcement

Platinum Sponsor - \$5,000

- 1/2 Table of 5 Guests
- Award Presenter Opportunity
- Ad included in Event Presentation
- 1/2 page ad in Award Winners Magazine
- Recognition on event program, signage, website, and finalist announcement

Gold Sponsor - \$2,500

- 2 Guests
- Ad included in Event Presentation
- 1/4 page ad in Award Winners Magazine
- Recognition on event program, signage website, and finalist announcement

Silver Sponsor - \$1,000

- 1 Guest
- 1/8 page ad in Award Winners Magazine
- Recognition on event program, signage website, and finalist announcement

Bronze Sponsor - \$500

- Recognition on event signage, website, and finalist announcement

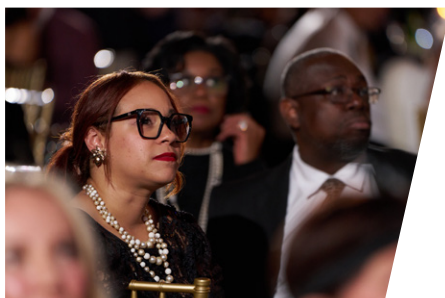
Specialty Sponsors:

Reception Sponsor - \$2,000

Dessert Sponsor - \$1,000

Décor Sponsor - \$1,000

Contact sarah@hbcharlotte.com for details on specialty sponsorships



Signature Events

As the Charlotte Region's largest open house, the 2026 Parade of Homes showcases the area's most beautiful new homes. This tour puts innovative design and top craftsmanship on display across the region. Sponsorships provide you with unmatched exposure. Be noticed by the area's most prominent home builders, as well as thousands of potential home buyers who look forward to this exceptional tour each fall.



September 19-20, 26-27, 2026

Annual Partner Levels include the following sponsorship recognition:

- Parade of Homes Website
- Parade of Homes Magazine
- Parade of Homes Mobile App
- HBAGC Website
- HBAGC Member Newsletter
- Social Media Posts

Contact sarah@hbacharlotte.com for details on event-only Parade of Homes sponsorship opportunities.



Signature Events

Our popular **Golf Tournaments**, held each spring and fall, bring HBAGC members together for a day of connection and good fun. Enjoy casual networking on the greens at the beautiful courses around the Greater Charlotte Region. Our attendees include both Associate and Builder members, so it's a great opportunity to build relationships and promote your business!



Spring & Fall

GOLF TOURNAMENTS: **June 8 and November 9, 2026**

Presenting Sponsor - \$5,000

- 2 Foursome Teams
- Marketing display at hole of choice
- Hole and registration signage recognition
- Logo recognition on website and newsletter
- Custom logo pin flags on course
- Logo branded player gift bag option
- Option to include item in player gift bags

Platinum Sponsor - \$2,500

- 1 Foursome
- Marketing display option on course
- Hole and registration signage recognition
- Logo recognition on website and newsletter
- Option to include item in player gift bags

Gold Sponsor - \$1,500

- 2 Players
- Marketing display option on course
- Hole and registration signage recognition
- Logo recognition on website and newsletter
- Option to include item in player gift bags

Silver Sponsor - \$1,000

- Marketing display option on course
- Hole and registration signage recognition
- Logo recognition on website and newsletter
- Option to include item in player gift bags

Bronze Sponsor - \$500

- Hole signage recognition
- Logo recognition on website and newsletter
- Option to include item in player gift bags

Reception Sponsor: 2,000 (Spring Only)

Breakfast Sponsor: \$1,000 (Fall Only)

Lunch Sponsor: \$1,000

Rental Cart Sponsor: \$1,000

Beverage Cart Sponsor: \$600 (2)

Contest Sponsor: \$500 (2)

Signature Events

Builder Games

3rd Annual: October 13, 2026

Enjoy a unique and exciting field day where builders face off in team building challenges. Our **3rd Annual Builder Games** highlight the talent, teamwork, and spirit of our industry, offering a lively environment for brand engagement between Associates and Builders.



Presenting Sponsor - \$5,000

- 1 Team 10 players or spectators
- Trophy presentation to winners
- Presenting logo on t-shirt
- Presenting logo recognition on website and event signage
- Marketing booth options

Premier Sponsor - \$2,000

- 6 players or spectators
- Logo included on t-shirt
- Logo recognition on website and event signage
- Marketing Booth Option

Platinum Sponsor - \$1,000

- 4 players or spectators
- Logo included on t-shirt
- Logo recognition on website and event signage
- Marketing Booth Option

Gold Sponsor - \$500

- 2 players or spectators
- Logo included on t-shirt
- Logo recognition on website and event signage
- Marketing Booth Option

After Social Sponsor - \$800

- Exclusive After Social Signage Recognition
- Logo included on t-shirt
- Logo recognition on website and event signage
- Marketing Booth Option

Education & Advocacy Programs

Our **Educational Luncheon Series** events are where industry professionals gather for networking, lunch, and learning. Each month, a different HBA council takes the lead to host relevant topics featuring expert speakers that offer timely insights to help you stay informed. This is a great opportunity for sponsors to receive exposure by showcasing your products and services, by building relationships and partnerships, and by gaining recognition as a supporter of industry education and member growth.



Monthly Member Lunches

Featured Luncheon Sponsor - \$1,500

- Speaking opportunity prior to presenter
- 2 guest tickets
- Marketing booth option
- Featured sponsor recognition on website, Newsletter and during the presentation

Booth Sponsor - \$500

- Marketing booth option
- 1 guest ticket
- Logo included on website and in our Newsletter



Land Development Council Member Lunches

LDC Monthly Sponsorship - \$1,500

- Speaking opportunity with short presentation option and speaker introduction
- Exclusive sponsor recognition in Newsletter
- Exclusive sponsor recognition on Event Website
- Option for marketing item giveaway to attendees

The **Land Development Council** hosts monthly luncheons to exchange information and ideas relating to land use within the development industry. These advocacy focused meetings allow for the exchange of ideas to promote high standards within the development industry. Attendees can engage with experts by discussing opportunities and addressing obstacles to development. The sponsorship opportunities here offer exclusive access to our LDC Members, from which 75 to 100 attend each month.



Networking & Advertising

Our **Monthly Networking Socials** are lively, informal gatherings that unite members across all sectors of the building industry. Held after hours, these events are designed to help members build relationships, share ideas, and connect in a relaxed setting. A different HBA council takes the lead each month, offering a fresh experience, a new audience, and a unique event theme. Sponsorships provide you with a platform of diverse member engagement, so you can highlight your company in a more intimate group setting giving you the ability to engage with each individual member.

Want to be seen by our entire membership? We offer **advertising opportunities** to showcase your brand in our monthly newsletter or email blasts!

Monthly Member Socials

Monthly Social Sponsorship - \$1,000

- Speaking opportunity
- 2 guests
- Logo recognition on website and Newsletter
- Marketing giveaway option for attendees

Monthly Host Sponsorship - \$500

Interested in hosting an HBA Social at your design center or office? Please contact sarah@hbacharlotte.com for more information!

Advertising Opportunities

Monthly Newsletter Ads:

- Full Page: \$500
- Half Page: \$250

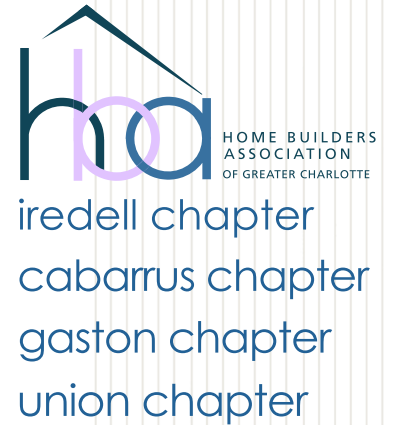
Monthly E-Blast Ads

- All: \$500



Workforce Development

This event supports the **Career & Technical Education (CTE) Programs for Cabarrus, Gaston, Iredell & Union Counties.** The goal is to prepare the next generation of skilled trade professionals to meet the needs of our future. A Sponsorship here is a great way to align your company with workforce development and community impact. (Choose to support Cabarrus, Gaston, Iredell and/or Union County's Educational Socials.)



County Quarterly Chapter Career & Technical Education Socials

Trade Program Sponsor - \$1,500

- Speaking opportunity
- 2 tickets
- Marketing giveaway option for attendees
- Featured sponsor recognition on website, newsletter and presentation

Classroom Sponsor - \$500

- 1 ticket
- Marketing giveaway option for attendees
- Logo on website and newsletter



Community Events

Our Professional Women in Building Council hosts a **Girl's Construction Camp** each summer for young girls interested in getting involved in the housing industry. Participants explore multiple career pathways in the industry, while enjoying fun, hands on instruction!



Girl's Construction Camp

Presenting Sponsor - \$2,000

- Presenting table display and signage
- Prominent logo recognition on t-shirt
- Featured social media post
- Newsletter recognition
- Option to include item for camper gift bag

Gold Sponsor - \$1,000

- Logo on t-shirt
- Social Media recognition
- Newsletter recognition
- Option to include item for camper gift bag

Silver Sponsor - \$500

- Social Media recognition
- Newsletter recognition
- Option to include item for camper gift bag

Camper Sponsor - \$150

- Social Media recognition
- Newsletter recognition

Annual Partner Packages

Want to get the most out of your HBAGC membership investment? Consider an Annual Partnership for maximum brand visibility and sponsorship benefits throughout the entire year! Annual Partner levels correspond with event sponsorship levels, so please reference event pages for a full list of benefit details.

SPONSORSHIP BENEFIT	PREMIER \$40,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
SIGNATURE EVENTS					
MAME AWARDS	Presenting	Platinum	Gold	Silver	Bronze
PARADE OF HOMES	Platinum	Platinum	Gold	Silver	Bronze
SPRING GOLF	Platinum	Platinum	Gold	Silver	Bronze
FALL GOLF	Premier	Platinum	Gold	Silver	Bronze
BUILDER GAMES	Premier	Platinum	Gold		
EDUCATIONAL PROGRAMS					
MONTHLY MEMBER LUNCHEONS	3 guests	2 guests	1 guest	1 guest	✓
NETWORKING					
MONTHLY MEMBER SOCIALS	2 guests	2 guests	2 guests	2 guests	1 guest
WORKFORCE DEVELOPMENT					
QUARTERLY CHAPTER SOCIALS	✓	✓	✓	✓	✓
MARKETING & ADVERTISING					
MONTHLY NEWSLETTER	Full Page Ad	Half Page Ad	✓	✓	✓
HBAGC WEBSITE	✓	✓	✓	✓	✓
MEMBERSHIP DIRECTORY	✓	✓	✓	✓	✓
SOCIAL MEDIA	2 featured posts	1 featured post			
MEMBERSHIP					
ANNUAL MEMBERSHIP DUES	✓	✓	✓	✓	✓

✓ includes level recognition

Sponsorship Selections

Please use this form to select your individual event sponsorship involvement.

HBA Signature Events

MAME Awards

- ☐ Presenting \$10,000
- ☐ Platinum \$5,000
- ☐ Gold \$2,500
- ☐ Silver \$1,000
- ☐ Bronze \$500
- ☐ Reception \$2,000
- ☐ Dessert \$1,000
- ☐ Décor \$1,000

Spring Golf Tournament

- ☐ Presenting \$5,000
- ☐ Platinum \$2,500
- ☐ Gold \$1,500
- ☐ Silver \$1,000
- ☐ Bronze \$500
- ☐ Reception \$2,000
- ☐ Lunch \$1,000
- ☐ Cart \$1,000
- ☐ Beverage \$600
- ☐ Contest \$500

Fall Golf Tournament

- ☐ Presenting \$5,000
- ☐ Platinum \$2,500
- ☐ Gold \$1,500
- ☐ Silver \$1,000
- ☐ Bronze \$500
- ☐ Breakfast \$1,000
- ☐ Lunch \$1,000
- ☐ Cart \$1,000
- ☐ Beverage \$600
- ☐ Contest \$500

Builder Games

- ☐ Presenting \$5,000
- ☐ Premier \$2,000
- ☐ Platinum \$1,000
- ☐ Gold \$500
- ☐ After Social \$800

Education and Advocacy

Monthly Member Luncheons

- ☐ Luncheon \$1,500
- ☐ Booth \$500

Monthly LDC Meetings

- ☐ Program \$1,500

Networking and Advertising

Monthly Member Socials

- ☐ Social \$1,500
- ☐ Host \$500

Monthly Newsletter

- ☐ Full Page Ad \$500
- ☐ Half Page Ad \$250

Weekly Eblast

- ☐ Eblast Ad \$500
(2 emails)

Workforce Development

Quarterly Chapter CTE Socials

Circle One (Cabarrus, Gaston, Iredell, Union)

- ☐ Trade \$1,500
- ☐ Classroom \$500

Community Events

Girls Construction Camp

- ☐ Presenting \$2,000
- ☐ Gold \$1,000
- ☐ Silver \$500
- ☐ Camper \$150

Sponsorship Agreement

Annual Partner Level

- ☐ Premier Annual Partner \$40,000
☐ Platinum Annual Partner \$25,000
☐ Gold Annual Partner \$10,000
☐ Silver Annual Partner \$5,000
☐ Bronze Annual Partner \$3,000

Individual Event Participation (Please Include Selection Page if Applicable)

Individual Event Involvement Amount:
Annual Partner Package Amount:
Total Investment:

Company Name _____

Contact Name _____

Email Address _____ Main Phone Number _____

Payment Arrangements:

Please make checks payable to HBAGC. Contact our office to make ACH or quarterly payment arrangements.

***Sponsorship Agreement forms due by December 15th, 2025. Full payments (or first quarterly payment) due by January 15, 2026.**

☐ Pay By Check (Choose Option)

☐ Pay In Full

☐ Quarterly Payments

☐ Pay By ACH (Choose Option)

☐ Pay In Full

☐ Quarterly Payments

I certify that I am an authorized representative of the company listed herein and have read and understand the above contract, and agree to the terms and conditions outlined above.

Name and Company Title _____ Date: _____

Signature:

Deadlines: Annual Partner packages & individual sponsorships are based on a first come, first served basis. Sponsor commitments due December 15, 2025. Final payment for Annual Partners due September 30, 2026. Final payment for individual sponsorships due 30 days prior to event.

Sponsor Recognition: Promotions and recognition for HBAGC events available January 1, 2026 through December 31, 2026.

Billing Terms: Contracts must either be paid in full at time of reservation or set up with payment arrangements. For quarterly payments, the first payment is drafted the day contract is executed. Subsequent 2nd, 3rd, and 4th quarterly payments will be scheduled for March 31, June 30, September 30.

Cancellations: This contract is binding and cancellations will not be accepted. Sponsorship dollars are non-transferable within 90 days of selected event. Subject to review and approval.

Name/Logo Changes: If a company changes names or logos during the contracted year, the HBAGC will update Annual Partner promotions with the new name within reasonable expectations (particularly digitally). No printed signage will be changed during the contracted year.

Please email forms to Sarah Mitchell sarah@hbacharlotte.com by December 15th 2025



Thank you for your support!



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2025 Annual Partners

PREMIER PARTNER

Galbreath | Costner

PLATINUM



GOLD

MEDIA PARTNERS



SILVER



SHERWIN-WILLIAMS



BRONZE



MOEN

