



**GREATER
FORT WORTH
BUILDERS
ASSOCIATION**

2019

MARKETING GUIDE

This guide is accurate as of print date

Where would you like to take your association membership in the upcoming year? Are you looking to target custom home builders? Remodelers? Single family builders? Would you like to be present at large formal events such as Municipal Awards Night, Economic Forecast, or the Installation and Awards Banquet? Do you prefer to network in a more casual setting, such as one of our golf tournaments, the Clay Shoot Challenge, a Young Professionals event, or a Business After Hours?

This Marketing Guide will serve as your road map on how to add value to your membership, build relationships, and generate recognition for your company in front of your industry peers. The association provides members an abundance of ways to achieve professional development and recognition.

But the sheer number of events and opportunities can be overwhelming, so we have produced this guide to help you plan your involvement for 2019 in advance. The GFWBA Marketing Guide highlights the majority of events produced by your association throughout the course of the year.

All opportunities featured are accompanied by descriptions to give you a better idea of what the event/publication/seminar is all about. Each marketing opportunity not only includes an investment amount, but also the recognition you can expect in return. Getting the most from your membership also means getting involved. We invite you to consider joining a committee that will lead you to that pivotal next step of building relationships and potential leadership positions at the local, state and national levels.

We hope that you look to 2019 with as much anticipation as we do. If you have questions regarding an opportunity published in this guide, please contact **Kimberly Eaton-Pregler at 817-284-3566.**

Corporate Partnerships

Have you noticed other companies' logos on your letters, association emails, and online? Did you wonder how your competition was getting so much recognition from the association?

The GFWBA offers competitive opportunities to get more from your sponsorship dollars by becoming a "GFWBA Corporate Partner." Companies that commit at least \$7,500 per year will receive special value-added bonuses!

Perks can include print and online advertising, monthly billing, early access to the most popular sponsorships before they sell out, and recognition at association events. Partnerships are first-come, first-served. Some exclusions apply, including but not limited to dues, fees, event tickets, booth fees, charitable contributions.

To get the full scoop on how to get started contact **Kimberly Eaton-Pregler at 817-284-3566.**

Platinum Partner \$10,000 *

- Named as host of up to 3 Builder Only events (may include Dinner, Luncheons, Receptions, other social outings – only the Platinum Partners, builder guests, GFWBA staff will attend. GFWBA arranges and pays for event. GFWBA determines the date—Right of First Refusal to 2020 Platinum Partners
- Complimentary team (4 shooters) at the Clay Shoot
- Platinum Partner receives the benefits under Corporate Partner

Corporate Partner \$7500*

- Recognition at all GFWBA events as a partner
- Logo on GFWBA electronic mail from staff
- Logo on GFWBA letterhead
- Logo on electronic mail from website – gfwbtx.com
- Recognition in the monthly newsletter
- “Corporate Spotlight” in one newsletter per year
- Recognition in the printed GFWBA directory when next published
- May place brochures at the GFWBA office
- 4 complimentary seats at Installation and Awards Banquet
- 2 complimentary seats at Municipal Night
- 1 complimentary team (4 golfers) in the Golf Tournament
- Some right of first refusal on sponsorships for many of our events
- Logo with link to your business will appear on the landing page of our website – gfwbtx.com
- One free rotating ad on the GFWBA website – when that function is available
- One free rotating ad on GFWBA subpages – when that function is available
- Upon request, partners will have access to the GFWBA mailing list or email list (1 per month – some restrictions apply)

Membership Underwriters \$2500 each—NAHB Touch Program *

- Two available
- Logo to appear on all mailing pieces from the NAHB Touch Program 2019
- Right Of first refusal to renew this sponsorship for 2020
- Recognition at Membership meetings and events
- Logo recognition on GFWBA website calendar listings for Membership events
- Underwriters may attend all New Membership Mixers
- Recognition in monthly newsletter
- Rotating ad on the Membership page of gfwbtx.com
- Logo recognition on event & meeting reminders for Membership related events and meetings



* Information is current at time of printing. 2018 Corporate Partners have Right of First Refusal

2018

Platinum Corporate Partners



BUSH | *rudnicki* | Shelton
trusted. driven. personal.



Corporate Partners



JamesHardie



TO BECOME A 2019 CORPORATE PARTNER

CONTACT

**Kimberly Eaton Pregler,
GFWBA Executive Vice President**

817.284.3566

OR

kimberly@fortworthbuilders.org

Education Underwriters \$1000 EACH*

- Three available
- Recognition at all Education Events and meetings
- Logo recognition on GFWBA website calendar listings for Education events
- Rotating ad on the Education and Events page on www.gfwbatx.com. Logo recognition on event and meeting reminders for Education related events and meetings
- Recognition in monthly newsletter

Young Professionals Underwriters \$1000 EACH*

- Recognition at all YP events and meetings
- Logo recognition on the GFWBA website calendar listing for YP Events
- Logo recognition on event and meeting reminders for YP related events and meetings
- Logo recognition on the YP page of www.gfwbatx.com
- Recognition in monthly newsletter

Government Affairs Underwriters \$1000 EACH*

- Unlimited number
- Recognition at all GA events and meetings
- Logo recognition on the GFWBA website calendar listing for GA Events
- Logo recognition on event and meeting reminders for YP related events and meetings
- Logo recognition on the GA page of www.gfwbatx.com
- Recognition in monthly newsletter



*Information current at time of printing.

BUSINESS AFTER HOURS 2019

Business After Hours is held each month on the first or second Thursday from 5pm—7pm. This event is free for members of the Greater Fort Worth Builders Association. Non-members are welcome to attend one Business After Hours event.

GFWBA member businesses may host this event in their facilities, or the GFWBA will help members coordinate a Business After Hours at another venue. There is no fee to host Business After Hours. The Host company is responsible for providing food and beverages. Host company will supply a jpeg format event flyer to the GFWBA with event details.

Hosting opportunities will be assigned on a first come, first served basis.

Here are the steps to reserve your hosting opportunity:

Visit www.gfwbatx.com

Click the Events and Education tab

Choose from the available Business After Hours dates and Register online.

January 10, 2019

February 7, 2019

March 14, 2019

April 11, 2019

May 9, 2019

June 13, 2019

July 11, 2019

August 1, 2019

October 10, 2019

November 14, 2019

December 12, 2019

GOVERNMENT AFFAIRS COMMITTEE



The GFWBA Government Affairs committee covers local city, county, state, and federal issues, and works to protect the industry from onerous regulations that could raise the cost of housing in our 7 county area (Tarrant, Johnson, Parker, Wise, Hood, Somervell, Palo Pinto). In coordination with the GFWBA staff, the committee works hard to:

- Monitor and review codes, ordinances and legislation which directly impacts the homebuilding industry.
- Communicate with elected officials and policy makers regarding our industry issues.
- Formulate and advocate for needed changes.
- Educate members of the association about current issues, new laws, regulatory and administrative matters.

The committee works closely with the Texas Association of Builders on state issues and has direct contact with the state legislators in our area, as well as county and city officials. Although the program's primary focus is at the state and local levels, the committee monitors and provides input on federal legislation and agency activity directly to our Federal officials and through the National Association of Homebuilders.

The GFWBA Government Affairs Committee meets on the second Tuesday of each month. To get involved, contact **Kimberly Eaton-Pregler (817) 284-3566**.

MARKETING OPPORTUNITIES

Government Affairs Underwriters \$1000 EACH



GA Underwriters will be entitled to provide promotional materials at each regularly scheduled monthly meeting and have their logo featured on the website for each listing of the Government Affairs meetings for 12 months.



Have your voice be heard.

Join the Hammer & Nails Political Action Committee (PAC) today!!!

What is the PAC?

The PAC is an important element of GFWBA's government affairs program. It is the political voice for the Greater Fort Worth home building industry which consists of the following counties: Tarrant, Johnson, Hood, Wise, Parker, Somervell and Palo Pinto. The purpose of the Hammer & Nails PAC is to contribute money to local and state candidates who understand and **support** the efforts of the building industry and organize effective political action on behalf of our members.

The Hammer and Nails Committee meets on the second Tuesday of each month.

You can have a voice in electing candidates that support the building industry. For a minimum \$100 membership contribution per year, you can be a part of the Hammer & Nails PAC.

Make sure the Hammer & Nails PAC speaks for you! Don't miss your opportunity to have a voice in electing candidates that support the building industry.

Corporate Contributions - corporate contributions are used to pay for events that raise funds for local and state candidates.

\$250 Corporate Bronze Key

\$500 Corporate Silver Key

\$1000 Corporate Gold Key

Personal Contributions - contributions to local and state candidates who support the efforts of the building industry.

\$250 Bronze Key

\$500 Silver Key

\$1000 Gold Key

\$100 General Membership



The Young Professionals (YP) Committee offers an environment for educational, philanthropic, networking and career growth opportunities for Young Professionals (under 45) affiliated with the development, remodeling and homebuilding industries. The YP group meets monthly, and events contain an educational component often in the form of presentations by the Greater Fort Worth Builders Association members or industry leaders or networking events.

AVAILABLE 2019 MARKETING OPPORTUNITIES

LUNCH SPONSOR

\$200 PER MONTH

January
February
March
April
May
June
July
August
September
October
November
December

2018 MUNICIPAL AWARDS NIGHT

Date for this event is determined by the schedule of the Keynote Speaker

Platinum Partner \$5000

- 8 complimentary tickets for dinner and private reception for Keynote speaker
- Inclusion in all printed marketing materials – includes printed invitation*
- Logo on event signage
- Full page ad in program
- Listing in program
- Recognition at ceremony

Gold Partners \$2000

- 4 complimentary tickets for dinner and private reception for Keynote speaker
- Inclusion in all printed marketing materials – includes printed invitation*
- Logo on event signage
- 1/2 page ad in program
- Listing in program
- Recognition at ceremony

Silver Partners \$1000

- 2 complimentary tickets for dinner and private reception for Keynote Speaker
- Inclusion in all printed marketing materials – includes printed invitation*
- 1/4 page ad in program
- Logo on event signage

Advertiser \$1000

- 2 complimentary tickets for dinner and private reception for Keynote Speaker
- Full page ad in program

Bronze Partners \$500

- 1 complimentary ticket for dinner and private reception for Keynote Speaker
- Inclusion in all printed marketing materials – includes printed invitation*
- Company Name on signage
- Company listing in program

Friends \$250

- 1 complimentary ticket for dinner and reception for Keynote Speaker
- Listing in all printed marketing materials – includes printed invitation*
- Listing in program

*** Partnerships must be reserved before print date**

ECONOMIC FORECAST LUNCHEON

JANUARY 2019

We will share current market data and economic perspectives and opinions for those interested in residential construction. A printed handout of the presentation will be available to attendees. Attendees will also receive an electronic copy of the presentation upon request.

Marketing Opportunities

PRESENTING PARTNERS \$2500

- **Exclusive**
- **16 Complimentary Tickets (2 reserved tables)**
- **Title of event will include "Presented by" with your name and logo on event invitations and marketing materials (if partnership is secured by print date)**
- **Full page ad on inside cover of the handout**

GOLD PARTNERS \$1500

- **8 Complimentary Tickets (1 reserved table)**
- **Full page ad in handout**
- **Logo on event invitations (if partnership is secured by print date)**
- **Logo on marketing materials**

SILVER PARTNERS \$750

- **4 Complimentary Tickets**
- **1/2 page ad in handout**
- **Logo on event invitations (if partnership is secured by print date)**
- **Logo on marketing materials**

BRONZE PARTNERS \$500

- **2 Complimentary Tickets**
- **Logo in handout**
- **Logo on event invitations (if partnership is secured by print date)**
- **Listing in marketing materials**

SIP, SUP & PUFF



Sip, Sup and Puff is an event that is organized by the Hammer and Nails PAC to raise funds to support pro-building candidates. This event, held in a private event space and patio at the Lonesome Dove Western Bistro, provides participating members of the GFWBA a rare chance to spend one-on-one time with elected officials from the local and state levels. If you have a relationship with an elected official in the area where you do business, invite them to Sip, Sup and Puff. A discounted rate of \$50 is available for your elected official guests.

PARTNERSHIP OPPORTUNITIES

Partnerships may be paid for with corporate checks. Event Tickets must be paid for with personal checks, personal credit cards, or cash.

HOST \$2500

8 Complimentary Tickets
Your company logo & "Hosted by" on program cover
Opportunity to address guests at dinner
Full page ad—inside front cover
Listed as Host on all promotional materials

ADVERTISERS \$1000

4 Complimentary Tickets
Full page ad in program

COCKTAILS \$1000

4 Complimentary Tickets
Full page ad in program

CIGARS \$750

2 Complimentary Tickets
Half page ad in program

VALET \$750

2 Complimentary Tickets
Half page ad in program

EVENT PARTNERS \$500

1 Complimentary Ticket
Logo in program

2019 GFWBA GOLF TOURNAMENT

**April/May 2019
Texas Star Golf Course**

Some 2018 Tournament Sponsors have the right of first refusal on sponsorship opportunities

Presenting Partners

Johnson Supply/Armstrong Air

Hospitality Tent

Expressions Home Gallery

Golf Cart Partner

First Bank Texas

Lunch Partner

Futurian Systems

Dinner and Awards

First National Bank

Par 3 Hole Sponsors

Affiliated Bank

DFW Services

Roy OMartin

Pinnacle Bank

**Additional sponsorships will be available ranging from \$350 to \$1000.
Information on those sponsorships will be distributed to members by the golf committee.**

2019 CLAY SHOOT CHALLENGE



The following 2018 Partners have the right of first refusal for 2019 partnerships.

Title Partner—First National Bank Mortgage /Fort Worth Lighting

Mobile Cooling Units—Expressions

Lunch Partner—Johnson Supply

Hospitality Tent—James Hardie

Raffle Gun Partner—Bush, Rudnicki, Shelton, PC

Builder Award Gun—J & S Air, Inc.

Social Partner—Fox Energy Specialists

Top Shot Award Partner-Tile, Marble & Granite Works

Trophy & Award Partner—Owens Corning

Scoreboard Partner— True Grit Ready Mix

Social Partner—Fox Energy Specialists

Information on the following sponsorships will be provided to members at a later date.

Breakfast Partner

Golf Cart Partner

Award Gun Sponsor

Station Sponsors

ASSOCIATES APPRECIATION NIGHT

SEPTEMBER 12, 2019

Joe T. Garcia's

Every September the Greater Fort Worth Builders Association unites with the National Association of Home Builders (NAHB) to recognize the countless hours of volunteerism and support donated by our Associate members during the "Associate Members Appreciation Month".

Their unselfish sense of caring and desire to strengthen our industry has yielded untold direct and indirect benefits and returns to the Greater Fort Worth Builders Association, consumers, and home builders alike. The achievements of our Associate members have always, and will continue to be, an essential part of our proud history, tradition, and spirit.

Among the ranks of associate members are subcontractors, sales and marketing specialists, architects, interior designers, title and settlement experts, lawyers, people in the financial services industry, product suppliers and manufacturers, and many more who are essential to the challenging task of providing housing for a growing population.

Associate members are essential to the Greater Fort Worth Builders Association and NAHB through sponsorships, devoting countless hours at committee meetings and volunteering at special events, and strengthening our industry in the process. In fact, associate members are responsible for the largest amount of revenue brought into the Greater Fort Worth Builders Association.

Most importantly, our associate members help broaden our perspective so that we can assess issues more objectively in the context of our entire industry.

BUILDER DONATIONS NEEDED

We are calling upon Builder members of the Greater Fort Worth Builders Association to join us in recognizing the countless contributions of our Associate Members by donating at least \$100 to our 2019 Associates Appreciation Night at Joe T. Garcia's in Fort Worth, TX. This event is open to your attendance through sponsorship and is widely regarded as one of the best events during the year and the perfect opportunity to show our associate members how much our Builder community appreciates their work and support.

INSTALLATION AND AWARDS BANQUET

SEPTEMBER 26, 2019

The Installation and Awards Banquet is the annual installation of the Greater Fort Worth Builders Association's new leadership and Awards ceremony honoring distinguished members of the association.

Partnership Investment

Presenting Partner \$5,000 1 Available

- Presenting Partner Title for the 2019 Installation and Awards Banquet
- 16 reserved seating tickets (Two reserved Corporate Tables)
- Recognition as "Presenting Partner" for this event in all marketing and printed materials.
- Opportunity to have company ad included in the power point presentation
- Company logo inclusion in the power point presentation

Grand Partners \$2,500

- Grand Partner Title for the 2019 Installation and Awards Banquet
- 8 reserved seating tickets (One reserved Corporate Table)
- Recognition as "Grand Partner" for this event in all marketing and printed materials
- Company logo inclusion in power point presentation

Select Partners \$1500

- Select Partner Title for the 2019 Installation and Awards Banquet
- 6 reserved seating tickets
- Recognition as "Select Partner" for this event in all marketing and printed materials
- Company logo inclusion in power point presentation

Esteem Partners \$1,000

- Esteem Partner Title for the 2019 Installation and Awards Banquet
- 4 reserved tickets
- Recognition as "Esteem Partner" for this event in all marketing and printed materials
- Company logo inclusion in power point presentation

Friend Partners \$500

- Friend Partner Title for the 2019 Installation and Awards Banquet
- 2 reserved tickets
- Recognition as "Friend Partner" for this event in all marketing and printed materials
- Company logo inclusion in power point presentation

Supporters \$250

- Supporter Title for the 2019 Installation and Awards Banquet
- 1 reserved ticket
- Recognition as "Supporter" for this event in all marketing and printed materials
- Company name inclusion in power point presentation