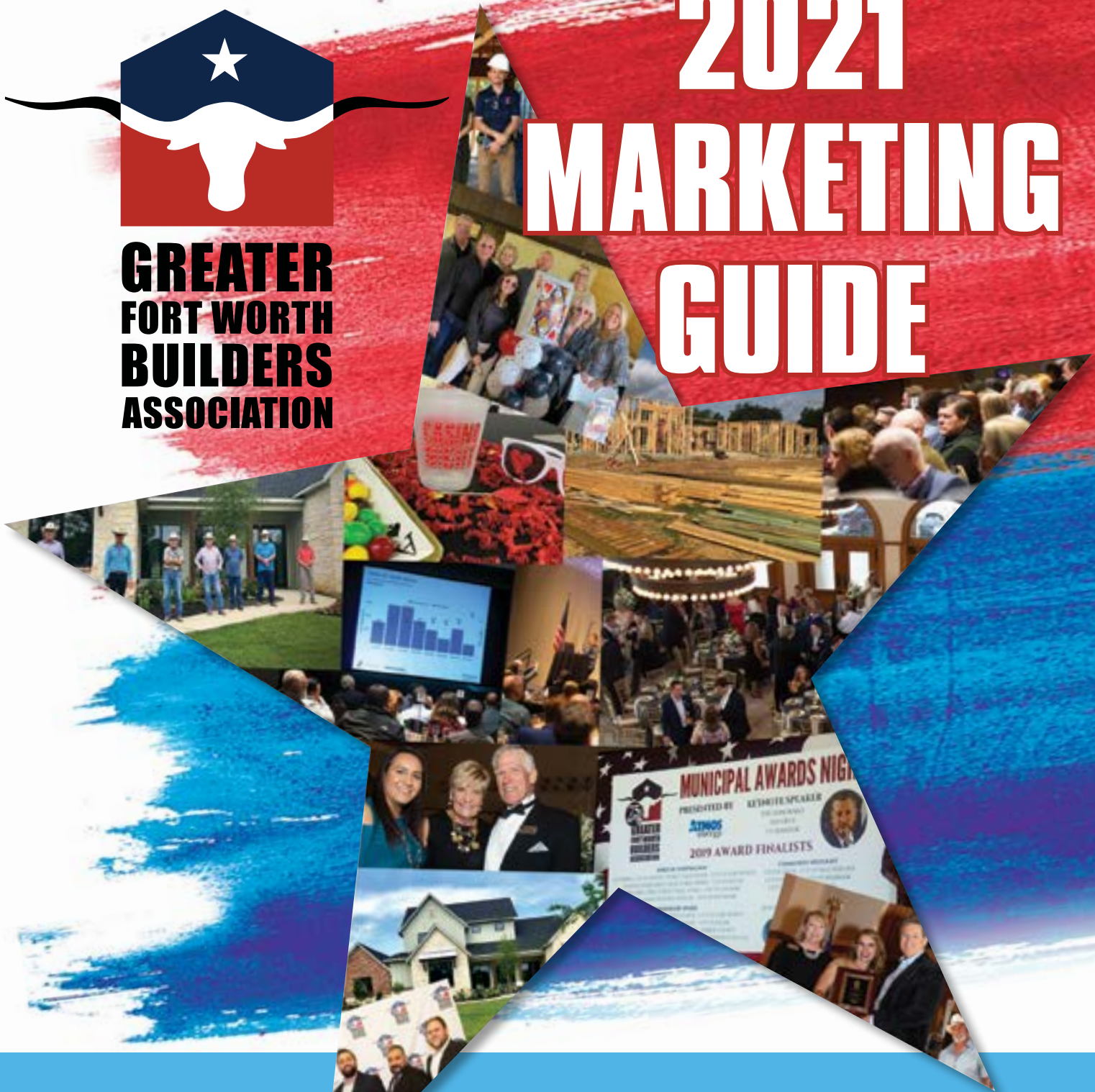




**GREATER  
FORT WORTH  
BUILDERS  
ASSOCIATION**

# 2021 MARKETING GUIDE



**A RESOURCE FOR ENHANCING  
YOUR MEMBERSHIP**

**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?**

The GFWBA 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. The GFWBA offers a variety of sponsorship opportunities starting at \$100.

We have produced this guide to help you plan your involvement for 2021 in advance. The GFWBA Marketing Guide highlights most of the 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 2021 with as much anticipation as we do.

**To reserve a sponsorship opportunity in advance, please email [kimberly@fortworthbuilders.org](mailto:kimberly@fortworthbuilders.org) and include the event name, date and level of sponsorship desired.**

**Sponsorships will be reserved on a first come, first served basis.**

**If you have questions regarding an opportunity published in this guide, please contact Kimberly Eaton-Pregler at 817-284-3566.**



**ADVANCE MEMBERSHIP VALUE • BUILD NEW RELATIONSHIPS • DRAW COMPANY RECOGNITION**



## Corporate Partnerships

**Have you noticed other companies' logos on your letters, association emails and highlighted on our website? 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 \$9,000 to our corporate sponsorship program this 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. Complimentary tickets to some of our most popular events are also provided to Platinum and Corporate Partners. Partnerships are first-come, first-served and must be approved by the GFWBA and continuing Platinum and Corporate partners.

### Platinum Partner \$12,000

- Recognition as a Platinum Partner
- Newsletter ad
- Complimentary team (4 shooters) at the Clay Shoot
- Two complimentary tickets to the Economic Forecast
- All benefits under Corporate Partner

**Thank You to 2020  
Platinum Partners**



### Corporate Partner \$9,000

- Recognition at all GFWBA events as a corporate partner
- Logo on GFWBA electronic mail from staff
- Logo on GFWBA letterhead
- Logo on electronic mail from website GFWBA website
- 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 Awards 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 GFWBA website
- One free rotating ad on the GFWBA website
- One free rotating ad on some GFWBA subpages
- Upon request, partners will have access to the GFWBA mailing list or email list (1 per month – some restrictions apply)

**Thank You to 2020  
Corporate Partners**



## 2021 Underwriter Opportunities

GFWBA members may underwrite any of the following groups, committees or councils for one year. The funds will be dedicated to the group, committee or council selected.

### Membership Underwriters \$2,500 – NAHB Touch Program (2 available)

Throughout the year, the GFWBA together with NAHB sends out a variety of communications to all members. These communications are co-branded with NABH and TAB. The logos of the two Membership Underwriters will appear on these communications. The goals of the Touch program are to recruit new members and retain current members. Communications help members realize the value in their three-in-one membership (GFWBA, TAB & NAHB).

#### Benefits

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Logo to appear on all mailing pieces from the NAHB Touch Program 2021</li> <li>• Right of first refusal to renew this sponsorship for 2022</li> <li>• Recognition at membership meetings and events</li> <li>• Logo recognition on GFWBA website calendar listings for membership events</li> </ul> | <ul style="list-style-type: none"> <li>• Recognition in monthly newsletter</li> <li>• Rotating ad on the membership page of GFWBA website</li> <li>• Logo recognition on membership related event and meeting reminders</li> </ul> |
|--|--|

### Government Affairs Underwriters \$1,000

The Government Affairs Committee is charged with overseeing and coordinating the government affairs activities and programs of the GFWBA and to execute the objectives of the Association. The Government Affairs Committee meets monthly to discuss issues from our seven-county jurisdiction. This committee continually works to foster good working relationships with all elected officials. The Government Affairs Committee also plans and executes our annual Municipal Awards Night.

#### Benefits

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Recognition at all government affairs events and meetings in 2021</li> <li>• Logo recognition on the GFWBA website calendar listing for government affairs events</li> <li>• Logo recognition on government affairs related event and meeting reminders</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on the government affairs page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|---|---|

### Education Underwriters \$1,000

The Education Committee works to develop a calendar of educational events of interest to GFWBA members. Educational events are typically held once a month and include lunch. Topics may include building codes, legal information, business development, feature new materials or methods, etc.

#### Benefits

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Recognition at all education events and meetings in 2021</li> <li>• Logo recognition on GFWBA website calendar listings for education events</li> <li>• Rotating ad on the education page of GFWBA website</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on education related event and meeting reminders</li> <li>• Recognition in monthly newsletter</li> </ul> |
|--|--|

### Young Professionals Underwriters \$1,000

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 Committee meets monthly, and events contain an educational component often in the form of presentations by the GFWBA members, industry leaders or networking events. The YP Committee is active in all areas of the association and hosts several events (Chili Cookoff, Fall Social and Santa Claus Project – provides Christmas gifts and a party for area youth in need).

#### Benefits

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Recognition at all YP events and meetings in 2021</li> <li>• Logo recognition on the GFWBA website calendar listing for YP events</li> <li>• Logo recognition on YP related event and meeting reminders</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on the YP page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|---|---|

### Women's Council Underwriters \$1,000

The GFWBA Women's Council began meeting in June 2019. Current plans are for the council to meet every other month. Areas of focus will be professional development, member support and philanthropic projects.

#### Benefits

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Recognition at all Women's Council events and meetings in 2021</li><li>• Logo recognition on the GFWBA website calendar listing for Women's Council Events</li></ul> | <ul style="list-style-type: none"><li>• Logo recognition on the Women's Council page of GFWBA website</li><li>• Recognition in monthly newsletter</li><li>• Logo recognition on Women's Council related event and meeting reminders</li></ul> |
|--|---|

### Associate's Council Underwriters \$1,000

Associate's Council fosters the relationship between associate members and builder members, improves the visibility of associate members and increases recognition of their products and services among builders. Currently, the Associate's Council is planning a poker tournament that will take place in February.

#### Benefits

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Recognition at all Associate's Council events and meetings in 2021</li><li>• Logo recognition on the GFWBA website calendar listing for Associate's Council events</li><li>• Logo recognition on Associate's Council related event and meeting reminders</li></ul> | <ul style="list-style-type: none"><li>• Logo recognition on the Associate's Council page of GFWBA website</li><li>• Recognition in monthly newsletter</li></ul> |
|--|---|

## Monthly Sponsorship Opportunities

The GFWBA has several meetings, events and lunches each month that offer sponsorship opportunities starting at just \$100. To secure one of these sponsorships, contact Kimberly at [kimberly@fortworthbuilders.org](mailto:kimberly@fortworthbuilders.org) after September 25, 2020. Be sure to include the event and date that you would like to sponsor. Opportunities will be filled on a first come, first served basis.

### Business After Hours \$100

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

GFWBA member businesses may host this event in their facilities, or the GFWBA will help members coordinate a Business After Hours at another venue. The \$100 fee is added to the Builder Prize Drawing to encourage our builder members to attend. 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. The GFWBA will provide the host with beverage tickets for guests. GFWBA policy dictates that guests receive no more than two beverage tickets per event. Member companies may not host Business After Hours more than one time per calendar year.

### Board Meeting Social Host \$500

The board of directors is the governing body of the Association and performs those duties prescribed by the Texas Business Organizations Code and the duties prescribed by our bylaws. The Board is responsible for establishing general policies for the management and ongoing operations of the Association. The Board consists of builder and associate members, past presidents of the GFWBA, and GFWBA Life Directors.

The GFWBA Board of Directors meets on the fourth Tuesday each month. All members are invited to attend the meeting. After the meeting, the group adjourns to a nearby restaurant to enjoy food, beverages and fellowship (GFWBA makes dining arrangements and pays expense). This is a great opportunity to get to know other members.

#### Benefits

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Recognition at the GFWBA Board Meeting of your choice in 2021</li><li>• Opportunity to introduce yourself/company at the meeting</li><li>• Opportunity to distribute marketing materials at the meeting</li><li>• Logo recognition on the GFWBA website calendar listing for the meeting</li></ul> | <ul style="list-style-type: none"><li>• Logo recognition on event and meeting reminders for the meeting</li><li>• Logo recognition on the board of directors page of GFWBA website</li><li>• Recognition in monthly newsletter</li></ul> |
|--|--|

## Monthly Sponsorship Opportunities (cont'd.)

### Government Affairs Lunch Sponsor \$250

The Government Affairs (GA) Committee meets on the second Tuesday each month. Food and beverages proved by GFWBA. As a member, you can choose which Government Affairs meeting you would like to sponsor.

#### Benefits

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Recognition at the GA meeting of your choice in 2021</li> <li>• Opportunity to introduce yourself/company at the meeting</li> <li>• Opportunity to distribute marketing materials at that meeting</li> <li>• Logo recognition on the GFWBA website calendar listing for the meeting</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on event reminders for the meeting</li> <li>• Logo recognition on the GA page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|---|--|

### Education Lunch Sponsor \$250

The Education Committee arranges monthly educational offerings for members. Lunch is typically provided by GFWBA. As a member, you can choose which education lunch you would like to sponsor.

#### Benefits

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Recognition at the education meeting of your choice in 2021</li> <li>• Opportunity to introduce yourself/company at the education meeting</li> <li>• Opportunity to distribute marketing materials at the meeting</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on the GFWBA website calendar listing for the education meeting</li> <li>• Logo recognition on event reminders for the meeting</li> <li>• Logo recognition on the board of directors page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|---|--|

### Young Professionals Lunch Sponsor \$250

The Young Professions (YP) Committee has monthly meetings for members. Lunch or beverages are proved by GFWBA depending upon time and location of the meeting. As a member, you can choose which YP meeting you would like to sponsor.

#### Benefits

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Recognition at the YP meeting of your choice in 2021</li> <li>• Opportunity to introduce yourself/company at the meeting</li> <li>• Opportunity to distribute marketing materials at that meeting</li> <li>• Logo recognition on the GFWBA website calendar listing for the YP meeting</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on the GFWBA website calendar listing for the YP meeting</li> <li>• Logo recognition on event reminders for the YP meeting</li> <li>• Logo recognition on the YP page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|--|--|

### Women's Council Lunch Sponsor \$250

The Women's Council (WC) meets every other month. Food and beverages are proved by GFWBA depending upon time and location of the meeting. As a member, you can choose which Women's Council meeting you would like to sponsor.

#### Benefits

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|--|--|
| <ul style="list-style-type: none"> <li>• Recognition at the WC meeting of your choice in 2021</li> <li>• Opportunity to introduce yourself/company at the WC meeting</li> <li>• Opportunity to distribute marketing materials at that meeting</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on the GFWBA website calendar listing for the meeting</li> <li>• Logo recognition on event reminders for the meeting</li> <li>• Logo recognition on the WC page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|--|--|

### Associate's Council Lunch Sponsor \$250

The Associate's Committee (AC) meets every other month to discuss Associate Council business and plan association events and philanthropic projects. Food and beverages are proved by GFWBA depending upon time and location of the meeting. As a member, you can choose which Associate's Council meeting you would like to sponsor.

#### Benefits

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Recognition at the AC meeting of your choice in 2021</li> <li>• Opportunity to introduce yourself/company at the AC meeting</li> <li>• Opportunity to distribute marketing materials at that meeting</li> </ul> | <ul style="list-style-type: none"> <li>• Logo recognition on the GFWBA website calendar listing for the meeting</li> <li>• Logo recognition on event reminders for the meeting</li> <li>• Logo recognition on the AC page of GFWBA website</li> <li>• Recognition in monthly newsletter</li> </ul> |
|--|--|

## Hammer & Nails Political Action Committee – 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 candidates who understand and support the efforts of the building industry and organize effective political action on behalf of our members.



This 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 \$25 membership contribution per year, you can be a part of the Hammer & Nails PAC.

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

- |   |  |  |   |
|---|--|--|---|
| <ul style="list-style-type: none"> <li>• <b>Capitol Club</b><br/>\$5,000 annually</li> <li>• <b>Diamond Key</b><br/>\$3,000 annually</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Platinum Key</b><br/>\$1,500 annually</li> <li>• <b>Gold Key</b><br/>\$1,000 annually</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Silver Key</b><br/>\$500 annually</li> <li>• <b>Bronze Key</b><br/>\$250 annually</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Lone Star</b><br/>\$100 annually</li> <li>• <b>Hammer and Nails PAC Member</b><br/>\$25 annually</li> </ul> |
|---|--|--|---|

## 2021 Municipal Awards Night

The GFWBA presents its annual Municipal Awards Night, a celebration recognizing our community partners. The event is attended by representatives of as many as 25 cities and three counties, as well as local and state-wide elected officials.

Members nominate individuals and government entities for the following awards. The winners are announced during the evening event.

**Spirit of Cooperation Award** recognizes a municipal employee who cooperates with homebuilders to benefit the consumers.

**Community Spotlight Award** recognizes a community that advocates for the homebuilding industry and the consumer.

**Individual Spotlight Award** recognizes an individual who advocates for the homebuilding industry and the consumer.

**Partnership Award** recognizes an elected official who fosters a strong partnership between homebuilders and the community.

**Lifetime Achievement Award** recognizes the contributions of an individual for the many ways he or she has helped North Texans attain the great American dream of homeownership through years of public service.

## Sponsorship Opportunities

### Platinum Partners \$5,000

- 8 complimentary tickets for dinner – reserved premium table
- Inclusion in all printed marketing materials (includes printed invitation\*)
- Logo on event signage
- Full page ad in program
- Logo listing in program
- Recognition at ceremony

### Gold Partners \$2,500

- 4 complimentary tickets for dinner
- Inclusion in all printed marketing materials (includes printed invitation\*)
- Logo on event signage
- 1/2 page ad in program
- Logo listing in program
- Recognition at ceremony

### Silver Partners \$1,000

- 2 complimentary tickets for dinner
- Inclusion in all printed marketing materials (includes printed invitation\*)
- ¼ page ad in program
- Logo listing in program
- Logo on event signage

### Bronze Partners \$500

- 1 complimentary ticket for dinner
- Inclusion in all printed marketing materials (includes printed invitation\*)
- Company name on signage
- Company listing in program

*Partnerships must be reserved before print date.*

## Economic Forecast

### January 2021

We will share current market data and economic perspectives and opinions for those interested in residential construction.



## Sponsorship Opportunities

### PRESENTING PARTNER \$5,000

#### Benefits

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Exclusive</li><li>• 16 Complimentary Tickets (2 reserved tables)</li></ul> | <ul style="list-style-type: none"><li>• 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)</li><li>• Full page ad on inside cover of the handout</li></ul> |
|--|---|

### GOLD PARTNERS \$2,500

#### Benefits

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Complimentary Tickets (1 reserved table)</li><li>• Full page ad in handout</li></ul> | <ul style="list-style-type: none"><li>• Logo on event invitations (if partnership is secured by print date)</li><li>• Logo on marketing materials</li></ul> |
|--|---|

### SILVER PARTNERS \$1,500

#### Benefits

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|--|---|
| <ul style="list-style-type: none"><li>• 4 Complimentary Tickets</li><li>• ½ page ad in handout</li></ul> | <ul style="list-style-type: none"><li>• Logo on event invitations (if partnership is secured by print date)</li><li>• Logo on marketing materials</li></ul> |
|--|---|

### BRONZE PARTNERS \$500

#### Benefits

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• 2 Complimentary Tickets</li><li>• Logo in handout</li></ul> | <ul style="list-style-type: none"><li>• Logo on event invitations (if partnership is secured by print date)</li><li>• Logo on marketing materials</li></ul> |
|---|---|



## 2<sup>nd</sup> Annual Associate's Council Poker Tournament February 2021

### Sponsorship Opportunities



#### Title Sponsor \$3,500 (1 available)

##### Benefits

- Name and recognition on all advertisement
- Final Poker Table – option to leave swag at each player's seat
- 4 players comp

#### Dinner Sponsor \$1,500 (2 available)

##### Benefits

- Name and recognition on all advertisement
- 1 player comp

#### Beverage Sponsor \$1,000 (1 available)

##### Benefits

- Name and recognition on all advertisement
- 1 player comp

#### Poker Table Sponsor \$350 (15 available)

##### Benefits

- Poker Table – option to leave swag at each player's seat

#### Awards Sponsor \$1,500 (1 available)

##### Benefits

- Name and recognition on all advertisement
- 1 player comp

**GFWBA Golf Tournament**  
**Presented by First National Bank**  
**April 2021**  
**Texas Star Golf Course**  
**Sponsorship Opportunities**

**PRESENTING PARTNER \$5,000**

- 2 Complimentary Golf Teams
- Recognized as Presenting Partner in all promotions
- Presenting Partner to appear on all signage
- Recognition in all event promotion
- Recognition at the event

**Hospitality Tent \$2,500**

- 1 Complimentary Golf Team
- Sponsor may set up two 10x10 or one larger pop up tent at a designated place on the course. GFWBA will provide a keg of beer at that location. GFWBA will provide a golf cart for sponsor use to and from the clubhouse. Sponsor may bring table and chairs and distribute promotional materials at that location.
- Recognition in all event promotion
- Recognition at the event

**Golf Cart Partner \$2,500**

- 1 Complimentary Golf Team
- Sponsor may place non-damaging decal on all golf carts (sponsor must provide and remove)
- Sponsor may place promotional materials or gift bags in each golf cart – no alcohol.
- Recognition in all event promotion
- Recognition at the event

**Dinner & Awards Partner \$2,000**

- 1 Complimentary Golf Team
- Recognition in all event promotion
- Recognition at the event

**Lunch Partner \$1,500**

- Sponsor may place promotional materials at the tables during registration and lunch
- Sponsor may have up to 4 company representatives present during lunch
- Sponsor may set up a table in the pavilion to display product (partner provides table)
- Recognition in all event promotion
- Recognition at the event

**Social Partner \$1,000**

**Benefits**

- Sponsor may set up a table in the pavilion to display product or distribute marketing materials
- Recognition in all event promotion
- Recognition at the event

**Beverage Cart Partners \$800 (2 available)**

- Logo sign on front of the beverage carts
- Golf cart provided for company reps to traverse the course with the beverage cart
- Recognition in all event promotion
- Recognition at the event

**Registration Partner \$750**

- Sponsor may have representatives at the registration table to assist sign in, greet attendees, etc.
- Sponsor may set up a table in the pavilion to display products or distribute marketing materials
- Recognition in all event promotion
- Recognition at the event

**Par 3 Hole Sponsor \$750 (4 available)**

- Sponsor may set up one pop up tent with a table and chairs at the designated hole
- Sponsor may distribute marketing materials, snacks, beverages (no alcohol)
- One golf cart will be provided to transport your items to the hole
- Recognition in all event promotion
- Recognition at the event

**Hole Sponsor \$550 (14 available)**

- Sponsor may set up one pop up tent with a table and chairs at the designated hole
- Sponsor may distribute marketing materials, snacks, beverages (no alcohol)
- One golf cart will be provided to transport your items to the hole
- Recognition in all event promotion
- Recognition at the event

**Chipping Green Partner \$350**

- Logo sign at the chipping green
- Sponsor may set up a pop-up tent, table and chairs at chipping green
- Sponsor may distribute marketing materials at chipping green
- Recognition in all event promotion
- Recognition at the event

**Driving Range Partner \$350**

- Logo sign at the driving range
- Sponsor may set up a pop-up tent, table and chairs at driving range
- Sponsor may distribute marketing materials at driving range
- Recognition in all event promotion
- Recognition at the event

**Putting Green Partner \$350**

- Logo sign at the putting green
- Sponsor may set up a pop-up tent, table and chairs at putting green
- Sponsor may distribute marketing materials at putting green
- Recognition in all event promotion
- Recognition at the event

# GFWBA Clay Shoot Challenge

## Presented by First National Bank

### August 2021

#### Sponsorship Opportunities

#### PRESENTING PARTNER \$6,000

- (3) complimentary shooting teams (4 shooters each team)
- Sponsor may set up a pop-up tent or display area to distribute marketing or promotional materials
- Recognition as Presenting Partner on all promotional materials
- Recognition on all event signage as Presenting Partner
- Recognition on all shooter numbers as Presenting Partner
- Recognition on all scorecards as Presenting Partner
- Recognition at the event

#### Mobile Cooling Station Partner \$3,000

- (1) complimentary shooting team (4 shooters)
- (2) eight-person golf carts provided for your reps to traverse the course during the shoot to distribute water
- Custom label water provided by GFWBA
- Ice/Ice chests provided by the GFWBA
- Recognition on all scorecards as Presenting Partner
- Recognition at the event

#### Lunch Partner \$3,000

- (1) complimentary shooting team (4 shooters)
- Sponsor may set up a pop-up tent near pavilion to distribute marketing materials
- Sponsor logo sign in pavilion
- Recognition on all scorecards as Presenting Partner
- Recognition at the event

#### Hospitality Partner \$2,000

- (1) complimentary shooter team (4 shooters)
- Logo sign at pavilion
- Sponsor may set up 1 pop up tent near the pavilion to distribute marketing materials
- Recognition on all scorecards as Presenting Partner
- Recognition at the event

#### Breakfast Partner \$2,000

- Sponsor may set up a pop-up tent near the pavilion to distribute breakfast to attendees
- GFWBA will provide breakfast and beverages
- Sponsor may display products or distribute marketing materials
- Breakfast and lunch provided for your company representatives
- Recognition at the event
- Recognition on all event promotions

#### Golf Cart Partner \$2,000

- Sponsor may place marketing materials in each golf cart
- Sponsor sign provided for each golf cart
- Sponsor may set up a pop-up tent near pavilion to distribute marketing materials
- Recognition at the event
- Recognition on all event promotions

#### Raffle Gun Partner \$1,750

- Logo signage at the raffle gun display
- Company representatives can present the raffle guns to the winners
- Recognition at the event
- Recognition on all event promotions

#### Scoreboard Partner \$1,500

- Signage in the pavilion
- Sponsor may set up one pop up tent near the pavilion to display marketing materials
- Recognition at the event
- Recognition on all event promotions

#### Trophy and Award Partner \$1,500

- Company representative may present the trophies and awards to the winners
- Logo signage in awards area
- Sponsor may set up a pop-up tent near the pavilion to distribute marketing materials
- Recognition at the event
- Recognition on all event promotions

#### Builder Award Gun Partner \$1,200

- Company logo on signage with the Builder Award Gun
- Company representative can present the gun to the winning builder
- Recognition at the event
- Recognition on all event promotions

#### Award Gun Partners \$750 (9 available)

- Company logo will be displayed with an award gun
- Company representative can present that award gun to recipient
- Recognition on event promotion
- Recognition at event

#### Social Partner \$500

- Sponsor may set up a pop-up tent near the pavilion to distribute marketing materials
- One keg will be provided by the GFWBA after the shoot is over and the announcements, lunch and awards have begun
- Recognition on event promotion
- Recognition at event

#### Station Sponsor (2 courses) \$600

- Sponsor may set up a pop-up tent on each of their two stations (one on red course & one on black course)
- Logo signs provided by GFWBA
- Sponsor may distribute snacks, promotion material, etc. to shooters – no water or alcohol
- Golf cart will be provided for company reps to take materials to station
- Recognition on event promotion
- Recognition at event

#### Top Shot Award Buckle Partner \$500

- Sponsor may present the award buckle to the Top Shot
- Signage at buckle display
- Recognition on event promotion
- Recognition at event

#### Station Sponsor (1 course) \$400

- Sponsor may set up a pop-up tent their station
- Logo signs provided by GFWBA
- Sponsor may distribute snacks, promotion material, etc. to shooters – no water or alcohol
- Golf cart will be provided for company reps to take materials to station
- Recognition on event promotion
- Recognition at event

# Installation & Awards Banquet

## September 2021

The Installation and Awards Banquet is the annual installation of the Greater Fort Worth Builders Association’s new leadership and the awards ceremony honors distinguished members of the Association.

### Sponsorship Opportunities

#### PRESENTING PARTNER \$7,500

- “Presenting Partner” title for the 2021 Installation and Awards Banquet
- Recognition as “Presenting Partner” for event in all marketing and printed materials
- (16) reserved seating tickets (two reserved corporate tables)
- 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 2021 Installation and Awards Banquet
- Recognition as “Grand Partner” for event in all marketing and printed materials
- (8) reserved seating tickets (one reserved corporate table)
- Company logo inclusion in power point presentation

#### Select Partners \$1,500

- “Select Partner” title for the 2021 Installation and Awards Banquet
- Recognition as “Select Partner” for event in all marketing and printed materials
- (6) reserved seating tickets
- Company logo inclusion in power point presentation

#### Esteem Partners \$1,000

- “Esteem Partner” title for the 2021 Installation and Awards Banquet
- Recognition as “Esteem Partner” for the event in all marketing and printed materials
- (4) reserved seating tickets
- Company logo inclusion in power point presentation

#### Friend Partners \$500

- “Friend Partner” title for the 2021 Installation and Awards Banquet
- Recognition as “Friend Partner” for the event in all marketing and printed materials
- (2) reserved seating tickets
- Company logo inclusion in power point presentation

#### Supporters \$250

- “Supporters” title for the 2021 Installation and Awards Banquet
- Recognition as “Supporter” for the event in all marketing and printed materials
- (1) reserved seating tickets
- Company logo inclusion in power point presentation



## MISSION STATEMENT & GUIDING PRINCIPLES

Our primary purposes are to provide information exchange, communication and education for members; to interact with local, state and federal legislative bodies to foster a positive building climate; to provide a forum to implement policies that affect the building industry; and to promote professionalism among our members.

