



American 1 Event Center
OCT 8-10, 2021

SPONSORSHIP REGISTRATION FORM

Consider becoming a sponsor of the Home Builders Association of Jackson Home & Garden Show 2021. These are great opportunities to promote your business!

Please check the box next to the sponsorship your company would like to reserve for the 2021 show.

Show Guide FRONT COVER Sponsor \$1800 - Only 1 Available

- ★ Unique opportunity for HBA Builder MEMBERS ONLY! One of your recent projects will be featured on the FRONT COVER of the Show Guide with builder recognition on the guide. Sponsor supplies Exterior Elevation Photo of finished home. This will be the "face" of the 2021 Show and will also be used as the website Home page banner, in Facebook ads, posters and other advertising. This is an awesome opportunity to showcase your business! First Come, First Serve so reserve this sponsor TODAY!

Gold Sponsor \$3500 Includes 10'x 10' PREMIUM BOOTH SPACE (up to \$900 value) plus these benefits:

- ★ Logo on all Home Show 2021 television spots
- ★ Voice mention on all Home Show 2021 radio spots
- ★ Full page, full color back cover advertisement in official Show Guide.
- ★ Recognition posters, one on each end of the show venue, hanging directly beneath the WELCOME and THANK YOU for COMING show banners, as well as posters at the entrance and other locations in the show venue.
- ★ Logo on all printed Home Show 2021 newspaper ads.
- ★ Space in the new Outdoor Plaza to park 2 company vehicles visible to show attendees

BOOTH PREFERENCE: 1st CHOICE(S) ___ 2nd CHOICE(S) _____ 3rd CHOICE(S) _____

LICENSE REQUIRED IS ENCLOSED (See Rule #2) WATER will be used in our booth (Rule #10)

TIME NEEDED to SET UP BOOTH: _____ Hours (Rule #7)

Silver Sponsor \$1300 - 8 Available - Includes 10' x 10' Standard Booth Space (up to \$800 value)

- ★ 1/2 page full color advertisement inside the official Home & Garden 2021 Show Guide
- ★ Recognition on posters located inside the venue as Silver Sponsor
- ★ Listing by company name in all Home Show 2021 newspaper ads
- ★ Space in the new Outdoor Plaza to park 1 company vehicle visible to show attendees

BOOTH PREFERENCE: 1st CHOICE(S) ___ 2nd CHOICE(S) _____ 3rd CHOICE(S) _____

LICENSE REQUIRED IS ENCLOSED (See Rule #2) WATER will be used in our booth (Rule #10)

TIME NEEDED to SET UP BOOTH: _____ Hours (Rule #7)

Bronze Sponsor - Free for HBAJ MEMBERS ONLY - Become a member

CHECK HERE IF YOU WOULD LIKE MORE INFO ABOUT BECOMING AN HBAJ MEMBER

- ★ Bold listing with HBA logo in Show Guide and on website with link to exhibitor website

What if you could pay for your HBAJ membership with the savings from all the benefits?

Become an HBAJ member and receive the following benefits:

- ★ Discounted Member pricing on your Home & Garden Show Booth - Save hundreds!
- ★ Networking opportunities all year long
- ★ Superfleet Fuel, GM Rebates on vehicles and Meijer Discounts
- ★ Referrals from HBA of Jackson to homeowners
- ★ Manufacturer Rebates
- ★ 3 Memberships in 1, Local, State & National
- ★ Advocacy at the Local, State and National level to protect and grow the building industry



Bag Sponsor \$1200 - 1 SOLD CP FINANCIAL - 1 AVAILABLE

Sponsor Logo & contact info printed on one side of bags, Home Show logo printed on opposite side of bag

- ★ HBA supplies bags - 2000 re-usable bags printed

Seedling Sponsor - \$1100 for all 3 Days

- ★ First 100 attendees each day will receive a tree seedling provided by that day's sponsor. Sponsor provides 100 business cards or coupons which will be attached to each bagged seedling
- ★ Full page full color ad inside the official Show Guide
- ★ Recognition on the HBAJ website by name

Ticket Sponsor - \$700.

- ★ 1/4 page full color advertisement inside the official Show Guide
- ★ Promote your business with an ad printed on the reverse of admission tickets (5000 printed), distributed by all show exhibitors, sponsors, and local media outlets
- ★ Ticket sponsor receives 500 free tickets

Wood Carver Sponsor \$600 (1 available)

- ★ 1/2 page full color advertisement inside the official Show Guide
- ★ Recognition on the HBAJ website by name
- ★ Sign placement (sponsor provides banner) outside by the wood carver's station
- ★ Sponsor receives a wood carving valued at \$300

Balloon Sponsor \$500 (1 available)

- ★ 1/2 page full color advertisement inside the official Show Guide
- ★ Logo on the HBAJ website
- ★ Sign placement (sponsor provides banner) next to Ballooney Bin table during Balloon creations

"PAWS" Sponsor \$500 Detroit Tiger Mascot Appearance

- ★ 1/4 page, full color advertisement inside the official Show Guide
- ★ Logo on HBAJ website

Please return this form by email: EO@HBAJMI.COM. All sponsors must be committed by AUGUST 5, 2021 to get all promotional value. Please CALL US first to make sure the sponsorship you want is still available. Call Susie Mulvaney at 517-783-4800.

2021 HOME SHOW SPONSORSHIP REGISTRATION FORM

- ★ WE ACKNOWLEDGE READING, and agree to abide by, the rules/ regulations governing this show as printed on the Home Show 2021 CONTRACT SUPPLEMENT, which is SIGNED, DATED and RETURNED WITH THIS ORIGINAL CONTRACT.
- ★ We agree to provide the HBAJ with a certificate of insurance, listing HBAJ as the additional insured, as described in Rule #5 of the Contract Supplement. (This insurance certificate may be emailed to EO@HBAJMI.COM at the time you pay your booth balance.)
- ★ We accept and agree to this Contract and its conditions. **All business/correspondence relating to Home Show 2021 will be the responsibility of the following company representative:** (PLEASE PRINT)

Business Name: _____

Contact Person: _____

Phone: _____ Cell: _____ Email: _____

Authorized Signature: _____ Date: _____

Do you need an invoice? Yes No Call us if you want to pay by credit card. A 3.5% processing fee applies.

How do you want your company listed? PRINT _____

Email a high-resolution logo to EO@HBAJMI.COM no later than AUGUST 5, 2021.