



**BUILDING INDUSTRY ASSOCIATION  
OF CLARK COUNTY**

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**2024**

# **SPONSORSHIP & ADVERTISING GUIDE**

*Latest Update 3/18/24*



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# THANK YOU

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**FOR CONSIDERING US!**

The Building Industry Association of Clark County serves the interests of all businesses involved in land development and construction. Sponsoring an event gives you the opportunity to network and gain visibility among the companies that build our communities. Sponsorship provides a unique opportunity to expand your business, support our association, and strengthen the industry!

We hope that you will consider sponsoring one of our many events to gain access to our 700+ members and more than 20,000 attendees of our events.

Each sponsorship is tailored to each company's unique needs. If you're interested in sponsoring and have specific needs, please let us know and we will steer you in the right direction!

**Danielle Kilian**

*BIA Events Director*

# BIA OF CLARK COUNTY

*BUILDING UP THOSE WHO BUILD.*

Serving Southwest Washington, our association represents 700+ members and more than 12,000 employees. We have a collective power that is unbeatable. You can help us harness this energy while increasing your brand's visibility in the building industry by sponsoring an event. We will work tirelessly to protect and promote your business!

## We think CREATIVELY

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Whatever business goal you have, we have a sponsorship opportunity that fits your needs. It's as simple as inquiring!

## We stand for SIMPLICITY

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We offer simple solutions to your sponsorship needs by offering price transparency and answering every question thoroughly.

## We produce amazing EVENTS

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Our members and general public LOVE the events we produce each year, that's why our attendance rates are so high!

## We love our SPONSORS!

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We value the support and financial investment of our sponsors so we go above and beyond to make sure you're satisfied.

# HOME SHOWS

## *YOUR CONNECTION TO CONSUMERS.*

The BIA produces two signature home shows featuring our members' excellent craftsmanship. These shows target the general public who are buying, building or remodeling homes. With over 15,000 people passing through our Home Shows each year, your company will gain visibility among consumers and create lasting relationships with our builders, subcontractors, suppliers, and members

### **GRO PARADE OF HOMES**



Builders and sponsors get the opportunity to interact with qualified consumers in an engaged and active environment. This is a showcase of excellence in craftsmanship and design, as well as the latest and greatest in technology.

### **COLUMBIA CREDIT UNION TOUR OF HOMES**

*New & Remodeled*



Builders and remodelers, offer insights into these new homes and remodeled homes, while also providing an exciting opportunity for consumers to establish relationships, ask questions and view completed projects.

### **CHEF HOP & VINE**



Be the first to explore select homes from our Columbia Credit Union Tour of Homes (new & remodeled), two days before the public tour date! Local wineries, breweries, bakeries and restaurants, all get a chance to share a taste of their craft during an evening of socializing in these lovely homes!



*“As I go about my business, I feel the strong support of the BIA behind me. This organization wants my business to succeed and I can't tell you how much I appreciate that simple and genuine fact.”*

-Erin Wriston | Kingston Homes, LLC.

## **GRO PARADE OF HOMES**

*September 6 - 22*

~~Presenting Sponsor: \$10,000~~

Platinum Sponsor: \$7,500

Gold Sponsor: \$5,000

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,500

~~V.I.P. Night Sponsor: \$2,500 (4 Available)~~

~~Builder & REALTOR® Day Sponsor: \$3,000~~

~~Designer Day Sponsor: \$2,000~~

~~Voting Booth Sponsor: \$2,500~~

Ticket Sponsor: \$2,500

~~Family Day Sponsor: \$2,000~~

~~Hero Day Sponsor: \$2,000~~

## **COLUMBIA CREDIT UNION TOUR OF HOMES**

**NEW & REMODELED**

*May 4 - 5*

~~Title Sponsor: \$6,000~~

~~Presenting Sponsor: \$3,000~~

Supporting Sponsor: \$1,500

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## **CHEF, HOP & VINE**

*May 2*

~~Title Sponsor: \$5,000~~

Presenting Sponsor: \$2,500

Supporting Sponsor: \$1,000

# NETWORKING

*YOUR CONNECTION TO INDUSTRY PROFESSIONALS.*

The BIA's association events provide opportunities to network with members so you can create lasting relationships to help scale your business. With a half a dozen Dinner Meetings that focus on different topics, frequent Nothing But Networking events, and two competitive events (Golf Tournament and Turkey Shoot), you will surely find your favorite networking niche!

*Each sponsorship is customized to fit your individual company needs. Contact Danielle Kilian to inquire about sponsorship levels, what's included in each package, and choose what will work best for your goals.*

## **DINNER MEETINGS**



## **NOTHING BUT NETWORKING**



## **GOLF TOURNAMENT & TURKEY SHOOT**



Five dinner meetings throughout the year allow you to connect with 150+ BIA members. Whether we're giving you an update about the economy or showcasing award winners from our Home Shows, you will always find a way to build lasting connections!

If you're looking to get your network on, you can't miss a Nothing But Networking event! These meetings are held at various locations throughout Clark County so members from every corner of the County have a chance to attend. Attracting 50+ BIA members, you're surely going to build relationships!

Get a little competitive with your colleagues at the BIA Golf Tournament, allowing companies to connect with 150+ BIA members. The Turkey Shoot attracts over 100 shooting enthusiasts. These events are the perfect opportunity to show your support of the industry while having competitive fun!

**"Through our BIA membership, we've not only forged valuable business connections but also nurtured growth within our community, proving that collaboration is the cornerstone of success."**

-Laura | Lifetime Exteriors



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## **GOLF TOURNAMENT**

July 12

- Title Sponsor: \$5,000**
- Presenting Sponsor: \$3,000**
- Lunch Sponsor: \$2,000**
- Photography Sponsor: \$2,500**
- Promotional Sponsor: \$1,500**
- Greeter Sponsor: \$500**
- Registration Sponsor: \$500**
- Beverage Cart Sponsor: \$750**
- Coffee Cart Sponsor: \$750**
- Keg Sponsor: \$1,000** (2 available)
- Goodie Bag Sponsor: \$500** (plus bags)
- Driving Range Sponsor: \$1,000**
- Putting Contest Sponsor: \$1,000**
- Hole Sponsor: \$750**
- Gold Ball Game Prize Sponsor: \$500**
- Long Drive/KP Sponsor: \$1,000** (plus prizes)
- Player Cart Sponsor: \$1,000**
- Cart Path Sponsor: \$250**
- 1st Place Prize Sponsor: \$300** (plus prizes)
- 2nd Place Prize Sponsor: \$250** (plus prizes)
- 3rd Place Prize Sponsor: \$200** (plus prizes)

## **DINNER MEETINGS**

- Presenting Sponsor: \$2,000**
  - Social Hour Sponsor: \$750**
  - Podium Sponsor: \$400**
  - Centerpiece Sponsor: \$400**
  - Program Sponsor: \$250**
  - Trade Table Sponsor: \$200**
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## **NOTHING BUT NETWORKING**

- Presenting Sponsor: \$500**
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## **TURKEY SHOOT**

November 23

- Presenting Sponsor: \$2,000**
- Breakfast Sponsor: \$2,000**
- Cage Sponsor: \$500**
- Donut Sponsor: \$500**
- Registration Sponsor: \$500**
- Ear Plug Sponsor: \$350**
- Turkey Sponsor: \$35** (100 available)
- Coffee Cart Sponsor: \$750** (1 available)

# B.I.G. PAC

*MAKE YOUR VOICE HEARD IN POLITICAL ACTION.*

The Building Industry Group, a Political Action Committee, is crucial to ensuring construction and development-friendly candidates are elected. You can make your voice heard by sponsoring a B.I.G. event or by donating directly to the organization.



## **AUCTION FOR POLITICAL ACTION**

*May 23*

**Co-Presenting Sponsor: \$3,000**

**Live Auction Sponsor: \$2,000**

**Silent Auction Sponsor: \$1,500**

**Wine Sponsor: \$1,000**

**Best of Live Sponsor: \$1,000**

**Bid Card Sponsor: \$1,000**

**Event Sponsor: \$1,000**

**Dessert Dash Sponsor: \$1,000**

**Heads or Tails Sponsor: \$1,000**

**Table Sponsor: \$750**

This event is critical for the fundraising goals of the Building Industry Group. With over 150 people in attendance, including elected officials, you will not only gain visibility among some of the most influential individuals locally, you'll also support causes that keep the industry alive.



# FOUNDATION

*HELP BUILD THE INDUSTRY'S WORKFORCE.*

The Building Futures Foundation is a 501(c)(3) with the goal of providing \$70,000 worth of scholarships and tool grants to local students and apprentices pursuing a career in construction. All contributions are 100% tax-deductible, #71-0886468.

## CASINO NIGHT

*August 2, 2024*

**Presenting Sponsor:** \$5,000  
**Supporting Sponsor:** ~~\$3,000~~  
**Dinner Sponsor:** \$5,000  
**Prize Sponsor:** \$1,000  
**Game Sponsor (x5):** \$1,000  
**Beverage Sponsor:** \$1,000  
**Wine Wall Sponsor:** \$1,000  
**Dessert Sponsor:** \$1,000  
**Entertainment Sponsor:** \$1,000  
**Photo Booth Sponsor:** ~~\$1,000~~  
**Cashier Table Sponsor:** \$1,000  
**Super Raffle Sponsor:** \$500

## GREEN TIE GALA

*February 23, 2024*

**Presenting Sponsor:** \$10,000  
**VIP Sponsor:** \$7,000  
**Silent Auction/Platinum Sponsor:** \$6,000  
**Gold Sponsor:** \$5,000  
**Silver Sponsor:** \$3,000  
**Bronze Sponsor:** \$1,500  
**Patron Sponsor:** \$450



**BUILDING FUTURES  
FOUNDATION**

## CASINO NIGHT & GALA

These events raises money for the scholarship and tool grant fund. In 2023, the Building Futures Foundation awarded \$28,000 in scholarships to local students and apprenticeships pursuing a career in construction.

## SCHOLARSHIPS

Scholarships for those entering the construction industry are important in incentivizing and supporting those that want to work in our great industry!

*2024 BIA Event Opportunities*

## DOZER DAY® CAREER DAY

Dozer Day is a national annual event, with our very own one here in Clark County Washington, where kids and families can operate heavy machinery like bulldozers, excavators, and cranes in a safe environment. It introduces kids to the construction industry and allows them to experience it hands-on. It's a great way to spark their interest in construction.

## TOOL GRANTS

Tool grants help first and second year apprentices succeed, while reducing barriers to entry in apprenticeships. We're proud to offer these grants to local apprentices.

# ADVERTISING

WE HAVE THE AUDIENCE YOU NEED.



ACTIVE  
MEMBERS



ANNUAL WEBSITE  
VISITORS



SOCIAL MEDIA  
FOLLOWERS

## DIGITAL ADVERTISING OPTIONS

### **MONTHLY NEWSLETTER**

For just \$100 a month, you can access all of our membership with your digital ad.

- 1080px X 1080px graphic
- .jpg or .png accepted
- Must include URL link
- Due first week of the month

### **BIA WEBSITE**

For just \$100 a month, you can get your ad in front of a bulk of our 30,000 website visitors.

- Side Bar Ad: 1200px X 2400px graphic
- .jpg or .png accepted
- Must include URL link
- Due one week prior to ad run date

### **WEEKLY BUILDER BRIEF**

For just \$100 a week, you can access all of our membership with your digital ad.

- 1080px X 1920px graphic
- .jpg or .png accepted
- Must include URL link
- Due the Friday prior to the Tuesday morning of desired week

### **SOCIAL MEDIA POST**

For just \$50 a post, you can access all of our membership with your digital ad, on Facebook or Instagram.

- 1080px X 1080px graphic
- .jpg or .png accepted
- Must include URL link & verbiage
- Due one week prior to ad run date

**Need an ad designed?** We can help you. Ad design rates are \$50 per hour. Contact Elsa Temme at [etemme@biaofclarkcounty.org](mailto:etemme@biaofclarkcounty.org) | 360-946-7974.