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**ADVERTISING,  
SPONSORSHIP  
&  
MARKETING  
OPPORTUNITIES**

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2009



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# SPONSORSHIP OPPORTUNITIES

## Parade of Homes™ Kick-Off & Awards Ceremony - Jan. 15 & May 14, 2009

Show your support and reap the benefit by becoming a sponsor of TBA's biggest community-wide event of the year! TBA's Parade of Homes™ is a widely recognized community event which has been in existence since 1955.

<b>Gold Level Sponsorship</b> .....	<b>\$2,000</b>
6 tickets to each event, signage, program recognition, TBA Today recognition, Website recognition, 10' X 10' premium booth space at Business Parade & Lifestylye Expo	
<b>Silver Level Sponsorship</b> .....	<b>\$1,000</b>
4 tickets to each event, signage, program recognition, TBA Today recognition, Website recognition	
<b>Bronze Level Sponsorship</b> .....	<b>\$500</b>
2 tickets to each event, signage, program recognition, TBA Today recognition, Website recognition	

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## Business Parade & Lifestylye Expo - Our Community on Display - April 25, 2009

This inaugural event will be held at the Tallahassee Leon County Civic Center and will feature 200 exhibits showcasing the business and lifestyle offerings of Tallahassee and the surrounding area. Exhibits, vendors and seminars will provide a sampling of what our area has to offer. This event will kick-off the Parade of Homes™ in grand style.

<b>Expo Title Sponsor</b> .....	<b>\$10,000</b>
10' x 20' premium booth space*, Parade of Homes Gold Level Sponsorship, company name/logo included as presenting sponsor on all collateral materials promoting the event, banner ad on website	
<b>Community Sponsor</b> .....	<b>\$5,000</b>
10' x 20' premium booth space*, Parade of Homes Silver Level Sponsorship, , company logo on all collateral materials promoting the event	
<b>Lifestyle Sponsor</b> .....	<b>\$2,500</b>
10' x 10' premium booth space*, Parade of Homes Bronze Level Sponsorship, company logo on all collateral materials promoting the event	

### Booth space:

<b>10'x 10 booth space*</b> .....	<b>\$600 member/\$650 non-member</b>
Reserve 2 or more booths and receive \$50.00 discount per booth	
<b>10' x 10' premium booth space* - with home entry in Parade of Homes</b> .....	<b>\$500.00</b>

\*Each booth space will be furnished with 8' high back wall drape, 3' high side rail drape, 6' draped table, 2 chairs, waste basket, and an I.D. sign.

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## Parade of Homes™ Judging Day - May 1, 2009

30+ judges representing the building industry contribute their time to judge the Parade of Homes™. This event allows us to show them our appreciation.

<b>Judges Reception Sponsorship</b> .....	<b>\$1,000</b>
Admission for 2 to reception, recognition on all event collaterals and in TBA Today, Website recognition	
<b>Judges Breakfast Sponsorship</b> .....	<b>\$500</b>
Admission for 2 to breakfast, recognition on all event collaterals and in TBA Today, Website recognition	

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## Builder Appreciation Night - April 17, 2009

Our Builder Appreciation Night event in April is attended by hundreds of loyal TBA members.

<b>Platinum Level Sponsorship</b> .....	<b>\$2,000</b>
8 tickets to event, signage, TBA Today recognition, Website recognition	
<b>Gold Level Sponsorship</b> .....	<b>\$1,000</b>
6 tickets to event, signage, TBA Today recognition, Website recognition	
<b>Silver Level Sponsorship</b> .....	<b>\$500</b>
4 tickets to event, signage, TBA Today recognition, Website recognition	
<b>Bronze Level Sponsorship</b> .....	<b>\$250</b>
2 tickets to event, signage, TBA Today recognition, Website recognition	

## Saltwater Fishing Tournament - July 17, 2009

Enjoy the excitement and camaraderie of the annual saltwater fishing tournament and Captains and Anglers Reception

**Gold Sponsorship .....\$1,000**

6 tickets to Anglers Dinner, company logo on tournament T-shirts & signage, recognition at event, TBA Today & Website

**Silver Sponsorship .....\$500**

4 tickets to Anglers Dinner, signage, recognition at event, TBA Today & Website

**Bronze Level Sponsorship .....\$250**

2 tickets to Angler's Dinner, Signage, recognition at event & in TBA Today

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## Don "Smokey" Young Annual Golf Tournament - November 2, 2009

Join us for all the excitement of our annual golf tournament!

**\*Title Sponsorship .....\$5,000**

- Name on all awards & trophies
- Name on all publicity and promotional items
- One Team Entry (foursome)
- Six additional tickets to BBQ

**\*Platinum Sponsorship.....\$3,500**

- Your logo on tournament golf balls
- One Team Entry (foursome)
- Four additional tickets to BBQ

**\*Gold Sponsorship .....\$3,000**

- Your logo prominently displayed on every golf towel given to each player
- One Team Entry (foursome)
- Two additional tickets to BBQ

**\*Silver Sponsorship.....\$2,500**

- Your logo prominently displayed on tournament golf carts
- One Team Entry (foursome)
- Two additional tickets to BBQ

**\*Beverage Cart Sponsorship (2 Carts).....\$2,000**

- Your logo prominently displayed on two beverage carts
- One Team Entry (foursome)
- Two additional tickets to BBQ

**\*Dinner Sponsorship .....\$1,750**

- Your logo prominently displayed during dinner
- One Team Entry (foursome)
- Two additional tickets to BBQ

**\*Breakfast Sponsorship.....\$1,250**

- Your logo prominently displayed during breakfast
- One Team Entry (foursome)
- Two additional tickets to BBQ

**\*Goody Bag Sponsor.....\$1,000**

- Ticket to BBQ
- Your logo prominently displayed on every goody bag given to each player

**\*Closest to Pin Sponsorship (3 available holes).....\$1,000 or equal prize value**

- Company name on hole signage
- Ability to staff station
- Two tickets to BBQ

**\*Longest Drive - Men & Women Sponsorship ..... \$1,000 or equal prize value**

- Company name on hole signage
- Ability to staff station
- Two tickets to BBQ

**\*Hole in One Sponsorship...\$1,000 or equal prize value**

- Company name on hole signage
- Ability to staff station
- Two tickets to BBQ

**Team and Hole Sponsor with Beverage Cooler .....\$700**

- Company name on cooler hole signage
- One Team Entry (foursome)

**Team and Hole Sponsor .....\$600**

- Company name on hole signage
- One Team Entry (foursome)

**Hole Sponsor with Beverage Cooler (Limited Availability) ...\$400**

- Company name on hole signage
- Ability to staff station
- Ticket to BBQ

**Hole Sponsor .....\$300**

- Company name on hole signage
- Ability to staff station
- Ticket to BBQ

**\*Includes:**

- Table at sign in area
- Recognition in TBA Today
- Recognition on TBA website
- Recognition on Leader Board
- Signage at event

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## Green Building Expo - Date to be announced

Showcase your "green" product or service at this annual event where builders and consumers can learn more about how to attain and maintain sustainable living environments. Vendors will be exhibiting products and services which provide solutions to "green" living. This expo targets anyone planning on building or renovating, or, for that matter, anyone who lives in a home.

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## General Membership Meeting Sponsorship

**(Monthly) ..... Provide Dinner & Location or \$ 1,000**

2 complimentary tickets to meeting, signage, table top display, recognition on website and in all meeting notices

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## Remodeler's Council and/or Green Building Meeting Sponsorship

**(Monthly) ..... Provide Lunch & Location**

Sponsor provides lunch and presents the meeting program.

# PRINT OPPORTUNITIES

## TBA Today: Newsletter Advertising

Affordable and effective. Produced and direct mailed to over 700 quarterly, TBA Today is a newsletter chock full of useful industry information

Inside Front/Back Cover • 7.875" x 10.1875" .....	<b>\$325</b>	Half Page • 7.875" x 5" Horiz. • 3.875" x 10.1875" Vert.....	<b>\$200</b>
Back Cover • 7.875" x 6.75" • Single Issue Rate.....	<b>\$350</b>	Quarter Page • 3.875" x 5" .....	<b>\$175</b>
Back Cover • 7.875" x 6.75" • Four Issues - Monthly Rate.....	<b>\$300</b>	One Sixth Page • 5.25" x 2.25" H. • 2.5" x 5" Vert.....	<b>\$100</b>
Full Page • 7.875" x 10.1875" .....	<b>\$275</b>	Inserts .....	<b>\$200</b>
Classified Ads [see Online & Newsletter Classifieds]			

## Annual "Parade Of Homes™" Official Magazine

Nearly 40 builders showcased 66 homes in 5 counties to thousands of visitors in the 2008 Parade of Homes™. The Parade of Homes™ Magazine is a full-color/glossy publication featuring homes entered in the Parade. Consumers retain these magazines for reference throughout the year. Call TBA or go [www.tallyba.com](http://www.tallyba.com) for more information.

## Annual Member Directory - January

Our Annual Member Directory is published in January and includes free basic listings for all of our builder, associate and affiliate members. We also offer enhanced and premium listing opportunities as well as display advertising.

### Display Advertising Rates:

Back Cover • 6" x 9" .....	<b>\$750</b>	Quarter Page • 5.25" x 1.75" Horiz. or 2.5" x 3.75" Vert. ....	<b>\$200</b>
Inside Front/Back Cover • 6" x 9" .....	<b>\$650</b>	<b>Enhanced Listing Rates:</b>	
Tabbed Page • 5.25" x 8.125" .....	<b>\$600</b>	Business Directory Enhanced Listing • 100 word desc. • color logo....	<b>\$75</b>
Full Page • 5.25" x 8.125" .....	<b>\$500</b>	Bold Yellow Pages Listing.....	<b>\$50</b>
Half Page • 5.25" x 3.75" Horiz. or 2.5" x 7.325" Vertical.....	<b>\$275</b>	Combo • Bus. Enhanced Listing & Bold Yellow Pages Listing .....	<b>\$100</b>

# ONLINE OPPORTUNITIES

## TBA Today E-Classifieds & E-Newsletter Email Marketing: Each sent 1x Per Month

In today's highly competitive electronic media marketplace, TBA offers a unique opportunity to reach a highly-targeted e-mail audience: our own members. Your customized e-mail message will be sent to more than 500 building industry professionals as well as the option to include your ad on our website and/or include a link from our website to yours! TBA reserves the first right of refusal on all advertising.

### TBA Today E-Classifieds:

Display Ad: up to 100 words, one graphic* & link* to your website .....	\$75 member/\$100 non-member
Real Estate Listing: Up to 30 words, one graphic* & link* to your website .....	\$30 member/\$100 non-member

### Tallyba.com Website: (1 month)

Classified ads: up to 30 words, one graphic* & link* to your website .....	\$25 member/\$100 non-member
Real Estate Listing: Up to 30 words, one graphic* & link* to your website .....	\$25 member/\$100 non-member

### TBA Today E-Classifieds/Website Combo:

Real Estate Listing:.....	\$50 members/\$150 non-member
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\*Additional graphics: \$10 each/Additional links: \$30 each

### Logo Link: TBA Today Newsletter / E-Classifieds / Tallyba website (monthly)

Hot link from your logo in TBA Today E-Newsletter, E-Classifieds or Tallyba.com to your website.....	\$50 member
Hot link from your logo on any of the 2 options above .....	\$75 member
Hot link from your logo on all 3 options above .....	\$100 member

## Tallyba.com Site Sponsorship & Banner Advertising

On average, more than 5,000 visitors peruse the pages of **Tallyba.com** each month. Our website is loaded with information for anyone in the construction or related industries. **Tallyba.com** also offers a fully-searchable member directory, plus an online application for membership. We update the information on **Tallyba.com** at least twice a week, ensuring visitors are provided with new and timely information each time they visit. Available to members only.

Premium Site Sponsor • Banner • 3-month commitment •

Your company's logo on every page of website with link to your website.....	\$550 a month
Home Page Ad.....	\$225 a month
All other Pages.....	\$100 a month

# Multiple Sponsorship Discounts

Call the TBA office for more information on annual contracts..... **(850) 385-1414**