
ADVERTISING, SPONSORSHIP & MARKETING OPPORTUNITIES

2010



**TALLAHASSEE
BUILDERS
ASSOCIATION**

1835 Fiddler Court · Tallahassee, FL 32308
Phone: 850.385.1414 · www.tallyba.com · tba@tallyba.com

SPONSORSHIP OPPORTUNITIES

Parade of Homes™ Kick-Off & Awards Ceremony Sponsorships: January 26 & May 13, 2010

Show your support and reap the benefits by becoming a sponsor of TBA's largest community-wide event of the year! TBA's Parade of Homes™ has been around since 1955 and is one of Tallahassee's most widely recognized community events.

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

Four tickets to the event you sponsor, recognition on all printed materials (Kick-off or Awards Ceremony announcements, Kick-off or Awards Ceremony Program, TBA meeting and & Events notices) all electronic notices (E-newsletter, e-classifieds and on www.tallyba.com website, and recognition at the event.*

Silver Level Sponsorship.....\$500

Two tickets to the event you sponsor, recognition on all printed materials (Kick-off or Awards Ceremony announcements, Kick-off or Awards Ceremony Program, TBA meeting and & Events notices) all electronic notices (E-newsletter, e-classifieds and on www.tallyba.com website, and recognition at the event.*

Bronze Level Sponsorship.....\$250

One ticket to the event you sponsor, recognition on all printed materials (Kick-off or Awards Ceremony announcements, Kick-off or Awards Ceremony Program, TBA meeting and & Events notices) all electronic notices (E-newsletter, e-classifieds and on www.tallyba.com Website, and recognition at the event.*

*Logo size and recognition placement in promotional and collateral materials is determined by level of sponsorship.

Parade of Homes™ Judging Day - April 30, 2010

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

Judges Reception Sponsorship\$1,000

Admission for 2 to reception, recognition on all event collaterals and in TBA Today, Website recognition

Builder Appreciation Night - April 30, 2010

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

Platinum Level Sponsorship\$1,500

20 event tickets, your company mentioned during event, your banner displayed at event, recognition in TBA Today Newsletter, tallyba.com website, sponsor board & event flyer and your company giveaways at event.

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

10 event tickets, your company mentioned during event, your banner displayed at event, recognition in TBA Today Newsletter, tallyba.com website, sponsor board & event flyer and your company giveaways at event.

Silver Level Sponsorship\$500

6 event tickets, your company mentioned during event, your banner displayed at event, recognition in TBA Today Newsletter, tallyba.com website, sponsor board & event flyer and your company giveaways at event.

Bronze Level Sponsorship\$250

4 event tickets, your company mentioned during event, recognition in TBA Today Newsletter, tallyba.com website, sponsor board & event flyer and your company giveaways at event.

Corporate Level Sponsorship\$100

2 event tickets, your company mentioned during event, recognition in TBA Today Newsletter, tallyba.com website, sponsor board & event flyer and your company giveaways at event.

Gift Certificates for Prizes.....In addition to sponsorship—Donate gift certificate or items for prizes

Saltwater Fishing Tournament—Date to be announced

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, 5 event t-shirts, in TBA Today & Website recognition. Includes boat entry.

Silver Sponsorship\$500

4 tickets to Anglers Dinner, signage, recognition at event, 2 event t-shirts, in TBA Today & Website recognition

Bronze Level Sponsorship\$250

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

Corporate Level Sponsorship\$100

Signage, recognition at event, in TBA Today & Website recognition

Don "Smokey" Young Annual Golf Tournament - November 1, 2010

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

<p>*Title Sponsorship\$5,000</p> <ul style="list-style-type: none"> • Name on all awards & trophies • Name on all publicity and promotional items • One Team Entry (foursome) • Six additional tickets to BBQ <p>*Platinum Sponsorship\$3,500</p> <ul style="list-style-type: none"> • Your logo on tournament golf balls • One Team Entry (foursome) • Four additional tickets to BBQ <p>*Gold Sponsorship\$3,000</p> <ul style="list-style-type: none"> • Your logo prominently displayed on every golf towel given to each player • One Team Entry (foursome) • Two additional tickets to BBQ <p>*Silver Sponsorship\$2,500</p> <ul style="list-style-type: none"> • Your logo prominently displayed on tournament golf carts • One Team Entry (foursome) • Two additional tickets to BBQ <p>*Beverage Cart Sponsorship (2 Carts)\$2,000</p> <ul style="list-style-type: none"> • Your logo prominently displayed on two beverage carts • One Team Entry (foursome) • Two additional tickets to BBQ 	<p>*Dinner Sponsorship\$1,750</p> <ul style="list-style-type: none"> • Your logo prominently displayed during dinner • One Team Entry (foursome) • Two additional tickets to BBQ <p>*Breakfast Sponsorship\$1,250</p> <ul style="list-style-type: none"> • Your logo prominently displayed during breakfast • One Team Entry (foursome) • Two additional tickets to BBQ <p>*Goody Bag Sponsor\$1,000</p> <ul style="list-style-type: none"> • Ticket to BBQ • Your logo prominently displayed on every goody bag given to each player <p>*Closest to Pin Sponsorship (3 available holes)\$1,000 or equal prize value</p> <ul style="list-style-type: none"> • Company name on hole signage • Ability to staff station • Two tickets to BBQ <p>*Longest Drive – Men & Women Sponsorship \$1,000 or equal prize value</p> <ul style="list-style-type: none"> • Company name on hole signage • Ability to staff station • Two tickets to BBQ 	<p>*Hole in One Sponsorship\$1,000 or equal prize value</p> <ul style="list-style-type: none"> • Company name on hole signage • Ability to staff station • Two tickets to BBQ <p>Team and Hole Sponsor with Beverage Cooler\$700</p> <ul style="list-style-type: none"> • Company name on cooler hole signage • One Team Entry (foursome) <p>Team and Hole Sponsor\$600</p> <ul style="list-style-type: none"> • Company name on hole signage • One Team Entry (foursome) <p>Hole Sponsor with Beverage Cooler (Limited Availability)\$400</p> <ul style="list-style-type: none"> • Company name on hole signage • Ability to staff station • Ticket to BBQ <p>Hole Sponsor\$300</p> <ul style="list-style-type: none"> • Company name on hole signage • Ability to staff station • Ticket to BBQ <p>*Includes:</p> <ul style="list-style-type: none"> • 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 - October 23, 2010, 10am-3pm

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.

Expo Title Sponsor.....\$5,000

Company name/logo(1) included as title sponsor on all collateral materials promoting the expo, on banner ad on tallyba.com and in TBA Today E-Newsletters & E-Classifieds with hotlink from your logo to your website, in TBA Today Newsletter, opportunity to present seminar, signage at event, 2 booth spaces in Welcome Tent.

Emerald Sponsor.....\$2,500

Company name/logo(1) included on all collateral materials promoting the expo, on banner ad on tallyba.com and in TBA Today E-Newsletters & E-Classifieds with hotlink from you logo to your website, recognition in TBA Today Newsletter, opportunity to present seminar, signage at expo, 2 booth spaces in premium location.

Peridot Sponsor.....\$1,000

Recognition and logo on tallyba.com and in E-Newsletters & E-Classifieds with hotlink to your website, in TBA Today Newsletter, on all publicity and promotional materials, signage at expo, 2 booth spaces in premium location.

Jade Sponsor.....\$500

Recognition on tallyba.com and in E-Newsletters & E-Classifieds with hotlink to your website, in TBA Today Newsletter, on all publicity and promotional materials, signage at expo, 1 booth space in premium location

Jasper Sponsor.....\$250

Recognition on tallyba.com, in TBA Today Newsletter, E-Classifieds and E-Newsletters, on all publicity and promotional materials, signage at expo

Booth Space...\$150 Green Building Council member · \$175 TBA member & Non-profit Organizations(C3) · \$200 non-member
10' x 10' space (tent not included), 6' Table & 2 Chairs—Call TBA at 385-1414 for more information

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

(Monthly)Provide Lunch & Location

Sponsor provides lunch and presents the meeting program

General Membership Meeting Sponsorship

(Monthly)Provide Dinner or Lunch & Location or \$500

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

PRINT OPPORTUNITIES

TBA Today: Newsletter Advertising

Affordable and effective. Produced and direct mailed to over 400 quarterly, TBA Today is a newsletter chock full of useful industry information. This year it will also contain our Membership Directory!

Inside Front/Back Cover • 7.875" x 10.1875"	\$325	Half Page • 7.875" x 5" Horiz. • 3.875" x 10.1875" Vert.	\$200
Back Cover • 7.875" x 6.75" • Single Issue Rate	\$350	Quarter Page • 3.875" x 5"	\$175
Back Cover • 7.875" x 6.75" • Four Issues - Monthly Rate	\$300	One Sixth Page • 5.25" x 2.25" H. • 2.5" x 5" Vert.	\$100
Full Page • 7.875" x 10.1875"	\$275	Back Page of Pull-out Membership Directory.....	\$300

Classified Ads (see Online & Newsletter Classifieds)

Annual "Parade Of Homes™ " Official Magazine

Builders showcase homes in 5 counties to thousands of visitors in the 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 for more information.

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 50 words, one graphic* & link* to your website	\$50 member/\$75 non-member
Real Estate Listing / Classified Ad / Job Listing: Up to 30 words, one graphic* & link* to your website ...	\$30 member/\$75 non-member

Tallyba.com Website: (1 month)

Classified ads: up to 30 words, one graphic* & link* to your website	\$25 member/\$75 non-member
Real Estate Listing: Up to 30 words, one graphic* & link* to your website	\$25 member/\$75 non-member

TBA Today E-Classifieds/Website Combo: (1 month)

Real Estate Listing:	\$50 members/\$75 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 OPPORTUNITIES

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