



2020

MARKETING STRATEGIES

Build Your Brand
with the Building Industry Association
of Central South Carolina



www.BIAofCentralSC.com



WELCOME

How far does your partnership dollar reach? Are you looking for a way to target consumers who are interested in your product or service?

This Marketing Strategies Guide can serve as your road map to add value to your advertising dollars by generating recognition for your company in front of industry consumers and peers.

In today's market, it is critical that you maximize every dollar spent. The Building Industry Association of Central South Carolina provides an abundance of opportunities for professional development and recognition directed specifically at builders, developers, remodelers and consumers who look to us when they are ready to buy.

The following pages provide information about a wide range of events and publications that will allow you to tailor your partnership program to suit your best interests. Do you prefer formal events such as the Holiday Ball or the REGAL Awards or the more casual setting of a golf tournament or clay shoot? Is education your thing or would you prefer a networking opportunity such as a General Membership Meeting or the Home & Garden Show. And don't forget the Washington Bus Trip or the Legislative Breakfasts.

The BIA would like to extend a special thank you to our previous sponsors and request your continued support next year – you are the lifeblood of our Association.

Our objective is to help you increase your sphere of influence as We Build a Better Community!

If you have questions regarding an opportunity published in this guide, please contact us at 803-256-6238.

Earl E. McLeod, Jr.
Executive Director
Building Industry Association of Central South Carolina

TABLE OF CONTENTS

Welcome.....	2
Calendar of Events.....	4
BIA of Central SC Staff.....	5
BIA Meetings/Events	
Membership Touch.....	6
IBS and State Convention Columbia Dinner.....	6
BIA After Hours.....	6
Big Thursday Oyster Roast.....	7
Builder Speed Networking.....	7
BIA Clay Shoot.....	8
Midlands Real Estate Forecast.....	8
President’s Reception for New Members.....	8
Chili for Charity.....	9
Builder REALTOR Fish Fry.....	9
Builder Day at the Capitol.....	10
Membership Meetings	
General Membership Meetings.....	10
BIA Annual Meeting/Spike Night.....	10
BIA Remodelers Council.....	11
High Performance Building Council Meeting.....	11
High Performance Building Council Power Lunch.....	11
Sales and Marketing Council.....	12
Cocktails & Connections.....	12
SMC New Homes Bus Tour.....	12
SMC Know & Grow.....	13
Bus Trip to Washington.....	13
BIA Golf Classic.....	14
BIA Holiday Ball.....	15
M.P. Nieri Bass Classic.....	16
Sumter Clarendon Chapter Golf Tournament.....	16
Building and Remodeling Awards.....	16
REGAL Awards.....	17
Association Digital Marketing	
BIAofCentralSC.com.....	18
Blueprint Newsletter.....	18
Blueprint Express.....	19
Quarterly Economic Review.....	19
Consumer Events	
Carolina Classic Home & Garden Show.....	20
Tour of Homes.....	21
Service Opportunities	
Charitable Opportunities.....	22
Councils and Committees.....	23
Sponsor Commitment	
Elite Industry Partners.....	24
Sponsor Commitment Form.....	25-26

BIA CALENDAR

<p>January IBS Columbia Dinner, pg. 6 SMC New Homes Bus Tour, pg. 12 General Membership Meeting, pg. 10 Remodelers Member Mixer, pg. 6 High Performance Building Council Meeting, pg. 11</p>	<p>February General Membership Meeting, pg. 10 REGAL Awards Gala, pg. 18 Remodelers Quarterly Meeting, pg. 11 High Performance Building Council Power Lunch, pg. 11</p>	<p>March Carolina Classic Home & Garden Show, pg. 20 Builder Day at the Capitol Luncheon, pg. 7 SMC Quarterly Meeting, pg. 12 Remodelers After Hours, pg. 7</p>
<p>April General Membership Meeting, pg. 10 Remodelers Council Quarterly Meeting, pg. 11 M.P. Nieri Bass Classic, pg. 16 SMC New Homes Bus Tour, pg. 12 Builder REALTOR Fish Fry, pg. 9</p>	<p>May BIA Golf Classic, pg. 14 BIA After Hours, pg. 6 Remodelers After Hours, pg. 6 High Performance Building Council Meeting, pg. 11 General Membership Meeting, pg. 10</p>	<p>June SMC Quarterly Meeting, pg. 12 Bus Trip to Washington, D.C., pg. 13 BIA After Hours, pg. 6 Tour of Homes, pg. 21 High Performance Building Council Power Lunch, pg. 11</p>
<p>July Builder Speed Networking, pg. 7 BIA Charitable Foundation Scholarship Reception, pg. 22 BIA After Hours, pg. 6 SMC New Homes Bus Tour, pg. 12 Remodelers Council Quarterly Meeting, pg. 11</p>	<p>August General Membership Meeting, pg. 10 High Performance Building Council Meeting, pg. 11 Remodelers Member Mixer, pg. 6</p>	<p>September Midlands Real Estate Forecast, pg. 8 BIA After Hours, pg. 6 Building and Remodeling Awards, pg. 16 BIA Clay Shoot, pg. 8 Remodelers Council Quarterly Meeting, pg. 11</p>
<p>October BIA Annual Meeting/Spike Night, pg. 10 Chili for Charity, pg. 9 Sumter/Clarendon Golf Tournament, pg. 16 SMC New Homes Bus Tour, pg. 12 Remodelers After Hours, pg. 6</p>	<p>November BIG THURSDAY Oyster Roast, pg. 7 High Performance Building Council Annual Meeting, pg. 11</p>	<p>December BIA Holiday Ball, pg. 15 SMC Annual Meeting, pg. 12</p>

BIA STAFF



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MEETINGS & EVENTS

Membership Touch System

Frequency: Yearlong

Reach: 750+ Members

Choose to be a sponsor of the Touch System, the membership retention program developed by the NAHB. From the time a person joins the BIA, they receive a series of e-mail and paper communications from the BIA that will feature your company logo. From welcome letters to new members to member benefit reminders for all, you can be the face of the Touch System.

Sponsor : \$2,000

- Logo recognition on all Touch materials

IBS and State Convention Columbia Dinner

Frequency: Annually

Reach: 30-40 BIACSC Leadership Team Members

The BIACSC hosts dinner and cocktails for the BIACSC delegation and their guests for one night at the International Builders' Show and the State Convention.

Exclusive Presenting Sponsor: \$1,500

- Four reserved seats for dinner
- Recognition on invitation, BIA website/ calendar, and social media
- Recognition at event

Cocktail Sponsors: \$750

- Two reserved seats for dinner
- Recognition on invitation, BIA website/ calendar, and social media
- Recognition at event

Host a Builder: \$300

- Two reserved seats for dinner
- Recognition on invitation, BIA website/ calendar, and social media
- Recognition at event

BIA After Hours

Full Membership Reach: 750+ Members

High Performance Building Council Reach: 50+ Members

Sales & Marketing Council Reach: 300+ Members

BIA Builder Members Only Reach: 200+ Members

Remodelers Council Reach: 70+ Members

Sumter County Chapter Reach: 50+ Members

We want to help you do business with members, and what better way to get the attention of members than to host an After Hours event at the location of your choice? You get to promote your company or latest project to over 800 members of the association or a specific group. You choose the targeted BIA audience, and we provide the marketing and BIA staff member to assist you during the event. Sponsors provide the facility with adequate parking, hors d'oeuvres/meals and beverages.

Full Membership: \$750

- Recognition on BIA website/calendar, and social media
- Recognition at event

High Performance Building Council: \$200

- Recognition on BIA website/calendar, and social media
- Recognition at event

Sales & Marketing Council: \$500

- Recognition on BIA website/calendar, and social media
- Recognition at event

BIA Builder Members Only: \$500

- Recognition on BIA website/calendar, and social media
- Recognition at event

Remodelers Council: \$300

- Recognition on BIA website/calendar, and social media
- Recognition at event

Sumter County Chapter: \$150

- Recognition on BIA website/calendar, and social media
- Recognition at event

Contact Bin Wilcenski at the BIA to schedule a BIA After Hours.

MEETINGS & EVENTS



BIG THURSDAY Rivalry Party

Frequency: Annually (November) Attendance: 250+ Members Reach: All Members

Cool weather and football go hand-in-hand. BIG THURSDAY and the biggest football rivalry in the state do too! We bring back the tradition of BIG THURSDAY each year over steamed oysters, chicken bog, an open bar and music. Members are invited to purchase tickets to this raucous party for themselves, friends, family and coworkers. Everyone is encouraged to dress in their team colors as we celebrate one of the longest-running rivalries in college football - University of South Carolina vs. Clemson University.

Championship Sponsor: \$1,500

- Ten (10) VIP wristbands* & gift
- Logo on promotional materials
- Logo on signage at event
- Verbal acknowledgement at event
- Opportunity to setup display and/or distribute materials at event

Heisman Sponsor: \$600

- Four (4) VIP wristbands* & gift
- Logo on promotional materials
- Logo on signage at event
- Verbal acknowledgement at event
- Opportunity to setup display and/or distribute materials at event

MVP Sponsor: \$300

- Two (2) VIP wristbands* & gift
- Company name on promotional materials
- Company name on signage at event
- Verbal acknowledgement at event
- Opportunity to distribute materials at event

**ONLY sponsors have access to VIP wristbands.*

Builder Speed Networking

Frequency: Annually (July)

Reach: One-on-One with Members

Our annual Builder Speed Networking event brings together up to 20 of the top builders and remodelers in the Columbia market and up to 20 associate members for the best sales opportunity around. Each associate member participating in Builder Speed Networking gets to setup exhibit materials and sit down with each builder to pitch their products. It's a great way for associate and builder members to do business with each other. When you're done, we'll serve lunch.

Associate Member Fee: \$500*

- Admission for two (2) company representatives (includes lunch)
- Face time with up to 20 builders/remodelers in 6-minute rotations
- Vendors encouraged to provide door prizes for a builder

Specialty Trade Fee: \$250*

- Admission for two (2) company representatives (includes lunch)
- Face time with up to 20 builders/remodelers in 6-minute rotations
- Vendors encouraged to provide door prizes for a builder

Non-Member Fee: \$750*

- Admission for two (2) company representatives (includes lunch)
- Face time with up to 20 builders/remodelers in 6-minute rotations
- Vendors encouraged to provide door prizes for a builder

Lunch Sponsor: \$1,000

- Company name on all promotional materials
- Recognition at event
- Table Top display at event, if desired

**Does not count towards BIA Elite goals.*



MEETINGS & EVENTS

BIA Clay Shoot

Frequency: Annually (September)

Attendance: 50+ Member

Reach: 750+ Members

BIA members gather in the great outdoors and give clay shooting their best shot. The annual Clay Shoot provides a relaxed atmosphere for builder and associate members to network. It's also a great way for associate members to build their customer base. Teams of four shooters take a turn at different shooting stations. No two traps are the same, so seasoned shooters and first-timers are sure to enjoy the activities. Participants provide their own shotgun and shells or they can be rented on site.

Presenting Sponsor: \$1,500

- Company name/logo accompanies event name as "Presenting Sponsor" on all promotional materials and signage
- Opportunity to speaker at event
- Presentation at the Clay Shoot
- Two (2) four person teams at the event

Tournament Sponsor: \$500

- Company logo on promotional materials
- 4 person team
- Opportunity to speak at event
- Signage at event

Station Sponsor: \$200

- Company name on promotional materials
- Opportunity to speak at event
- Signage at shooting station

Midlands Real Estate Forecast

Frequency: Annually (September)

Attendance: 300 Members

Reach: 4000+ Members

The Building Industry Association of Central South Carolina, The Central Carolina REALTORS® Association, the Columbia Chamber and the Mortgage Lenders Association of Greater Columbia have joined forces to bring you the Midlands Real Estate Forecast. Now in its third year, the Midlands Real Estate Forecast is an opportunity for area professionals across industries to come together and assess the economic health and future of the Midlands. This event features some of the industry's best economic experts and industry leaders giving insight on all things buying, selling, building and growing.

Headline Sponsor: \$1,000

- Company logo featured on all promotional materials
- Company logo and link on all digital promotional materials
- 4 event tickets
- Reserved seating at event

President's Reception for New Members

Frequency: Quarterly

Attendance: 15-30 New Members

The President of the BIA, Board of Directors and staff hold a reception each quarter to welcome new members and to provide them with an overview of the BIA, the many opportunities and benefits members enjoy, and how to get the most out of their membership. Sponsors get to address new members in a small atmosphere that allows for the complete attention of the new members.

Reception Sponsor (1 Quarter) \$300

- Recognition in all event promotions
- Signage at event
- Tabletop display space
- List of names & addresses of all attendees
- Recognition in BIA publications, as available
- Recognition on BIAofCentralSC.com calendar
- Time to speak at event

Reception Sponsor (4 Quarters): \$1,000

- Recognition in all event promotions
- Signage at event
- Tabletop display space
- List of names & addresses of all attendees
- Recognition in BIA publications, as available
- Recognition on BIAofCentralSC.com calendar
- Time to speak at event

MEETINGS & EVENTS

Chili for Charity

Frequency: Annually (October)

Attendance: 300+ Members

The Sales & Marketing Council (SMC) of Columbia hosts the annual Chili for Charity, a fun chili cook-off competition amongst groups of BIA members. We're in our tenth year of what has become a popular and fun event. A minimal donation gets guests in the door to sample the chili recipes, and they get to vote for their favorite by additional donation for the People's Choice title! Proceeds benefit the SMC Scholarship Fund, a local charity, and the BIA Charitable Foundation.

Host Sponsor: Setup space & Accommodations

- Company name/logo on promotional material, SMC website & Facebook
- Ten (10) tickets to event
- Provide ample space for event for set-up to include participants, bar/beverage area, ticket gate, judges' table(s); ample parking for participants and guests; provide law enforcement as needed, access to bathroom(s), and adequate lighting for event

Beverage Sponsor: \$750

- Company name/logo on promotional material, SMC website & Facebook
- Recognition at event & SMC Quarterly meeting
- Six (6) tickets to event

Entertainment Sponsor: \$500

- Company name/logo on promotional material, SMC website & Facebook
- Recognition at event & SMC Quarterly meeting
- Four (4) tickets to event

Event Sponsor: \$200

- Company name on all promotional materials
- Recognition at event
- Four (4) tickets to event

Exclusive Presenting Sponsor: \$500

- Company name on all promotional materials
- Recognition at event
- Six (6) tickets to event

Exclusive Best Booth Award Sponsor: \$100

- Presents the award winner
- Company name on all promotional materials
- Recognition at event
- One (1) ticket to event

Exclusive People's Choice Award Sponsor: \$150

- Presents the award winner
- Company name on all promotional materials
- Recognition at event
- Two (2) tickets to event

Exclusive Best Dang Chili Award Sponsor: \$250

- Presents the award winner
- Company name on all promotional materials
- Recognition at event
- Four (4) tickets to event

Builder REALTOR Fish Fry

Frequency: Annually (April)

Expected Attendance: 150+

The BIA of Central SC and Central Carolina REALTORS Association will host an old-fashioned fish fry honoring our public officials at Pine Island Club on Lake Murray from 6:00 pm to 9:00 pm on April 23rd.

Entertainment Sponsor: \$1,000

- Four (4) tickets to event
- Recognition at the event

Bar Sponsors: \$500

- Two (2) tickets to event
- Recognition at event
- Opportunity to provide cups and/or party favors

MEETINGS & EVENTS

General Membership Meetings

Frequency: Monthly Attendance: 150-250 Members

Reach: 750+ Members

The full membership of the BIA of Central South Carolina is invited to our monthly general membership meetings, which sometimes include special events. Most meetings include lunch or dinner, networking opportunities, BIA business and a speaker. Past speakers include Ray Tanner, Governor Nikki Haley, local political candidates, and other public figures. Special events include Table Top Night, Octoberfest and the Remodelers Council Awards presentation.

Sponsor: \$1,500

- Recognized on meeting reminder card & reminder e-mails
- Sponsor listing on BIA website
- Logo on signage at meeting
- Exhibit option at meeting
- One (1) seat at head table
- Agenda time to address attendees
- Inclusion in BIA publications, as available



BIA Annual Meeting/Spike Night

Frequency: Annually (October)

Attendance: 200+ Members

Reach: 750+ Members

The Spike Club recognizes members for their outstanding achievements in membership recruitment and retention. Membership development is vital to the future of any association. The continuous influx of new members and the retention of current memberships assure the well-being of the BIA. We honor all Spikes at an association-wide celebration in October.

Title Sponsor : \$2,000

- Recognition in all event promotion
- Signage at the event
- Tabletop display space
- Recognition in BIA publications, as available.
- Recognition on BIAofCentralSC.com
- Brief speaking opportunity at event



Builder Day at the Capitol

Frequency: Annually (March)

Reach: 40+ Members

Members of the BIA meet for a legislative briefing and luncheon at the State House. Following the briefing, members visit with their legislators in their offices or the lobby of the State House.

Capitol Luncheon Sponsor: \$1,500 (2 available)

- Company recognition on all promotional materials
- One Bird Supper ticket

MEETINGS & EVENTS

BIA Remodelers Council

Frequency: Quarterly

Attendance: 20-50 Members

Reach: 70+ Members

Each quarter, the Remodelers Council holds a general membership meeting. The meetings include a networking portion with drinks, dinner and a program. The Remodelers Council is the largest gathering of remodelers who are committed to their industry. This group of professionals hosts the annual Remodelers Council Awards.

Quarterly Meeting Sponsor: \$400

- Recognized on meeting reminder card & reminder e-mails
 - Sponsor listing on BIA website
 - Logo on signage at meeting
 - Exhibit option at meeting
 - Agenda time to address attendees
 - Inclusion in BIA publications, as available
-

High Performance Building Council Meeting

Frequency: Monthly

Attendance: 15-30 Members

Reach: 50+ Members

The High Performance Building Council is comprised of various BIA members in home building, remodeling and many different trade partners specializing in green products and services. Council members meet quarterly; however, the Council hosts After Hours, educational and networking events.

Sponsor: \$400

- Recognized on meeting reminder card & reminder e-mails
 - Sponsor listing on BIA website
 - Logo on signage at meeting
 - Exhibit option at meeting
 - Agenda time to address attendees
 - Recognition in BIA publications, as available
-

High Performance Building Council Power Lunch

Frequency: Biannually

Attendance: 15-30 Members

Reach: 50+ Members

The High Performance Building Council and guests are invited to lunch at a local restaurant to discuss issue impacting our industry.

Sponsor: \$400

- Recognized on meeting reminder card & reminder e-mails
- Sponsor listing on BIA website
- Logo on signage at meeting
- Exhibit option at meeting
- Agenda time to address attendees
- Recognition in BIA publications, as available

MEETINGS & EVENTS

Sales & Marketing Council

Frequency: Quarterly

Attendance: 100-150 Members

Reach: 300+ Members

The Sales & Marketing Council encourages and maintains a high quality of sales and marketing expertise through educational programs, networking opportunities and recognition for its members. The SMC offers four quarterly meetings. It's an excellent opportunity to network with real estate professionals in the SMC.

Presenting Sponsor: \$1,000 (1 per quarter available)

- Meeting referred as "(Name of sponsor company) Presents the Quarterly Meeting of the Sales & Marketing Council."
- Top billing on meeting signage and PowerPoint presentation (if available)
- Up to 5 minutes sponsor presentation on company
- Reserved table for eight (optional)
- Sponsor materials on tables
- Provide guests with promotional item (optional)
- Give away up to 3 door prizes at the end of meeting (optional)
- Verbal recognition during meeting
- Company name featured on promotional materials; SMC Facebook Page; and BIA publications, as available
- Opportunity to set up table top display in meeting area

Gold Sponsor/Expert Minute: \$500 (2 per quarter available)

- Up to 3 minutes to give educational insight into your area of expertise
- Sponsor materials on tables
- Four (4) guest passes to the meeting with optional priority seating
- Verbal recognition during meeting
- Company name featured on promotional materials; SMC Facebook Page; and BIA publications, as available

Silver Sponsor: \$250 (2 per quarter available)

- Sponsor business cards or flyer at each table
- One (1) guest pass to the meeting
- Verbal recognition during meeting
- Company name featured on promotional materials; SMC Facebook Page; and BIA publications, as available

Cocktails & Connections

Frequency: Monthly

Attendance: 30-60

Reach: 300+

Cocktails and Connections will be a monthly event at different venues around the Greater Columbia area. It will be held the third Wednesday of each month. Event is open to all SMC members and their guests.

Host Sponsor: Cost of appetizers & \$25 Gift card

SMC New Homes Bus Tour

Frequency: Quarterly

Attendance: 30

Reach: 300+

Visit communities of featured builders in surrounding areas where attendees acquaint themselves with current inventory and start-up projects. This is a SMC and CCRA members ONLY event.

Presenting Sponsor: \$2,000

- Two (2) reserved seats on each bus tour
- Opportunity to promote business on bus
- Recognition during all bus tours
- Logo recognition on event materials and Facebook

Bus Sponsor: \$750

- Two (2) reserved seats on the bus tour
- Opportunity to promote business on bus
- Verbal recognition
- Logo recognition on event materials and Facebook

Builder Sponsor: \$300

- Featured community stop on the tour
- 20 minutes to address attendees
- Verbal recognition
- Logo recognition on event materials and Facebook

MEETINGS & EVENTS

SMC Know & Grow

Frequency: 4-5/year

Attendance: 30-60 Members

The Sales & Marketing Council hosts education seminars every other month for FREE to all members in an effort to help them stay up-to-date on the latest and hottest topics in the industry. Attendees are served breakfast by our host sponsor followed by a condensed course on a current trend or trade. The morning proves to be the best time for home building professionals to attend an educational course, which means you'll have their undivided attention.

Sponsor: Cost of the Location & Breakfast

- Company name and logo on all promotional material
- Signage at the event
- Verbal recognition at the event
- Opportunity to speak at the event

Bus Trip to Washington

Frequency: Annually (June 4-6 *tentative*)

Attendance: 30+ Members

Reach: 750+ Members

The Building Industry Association of Central South Carolina hosts an annual legislative bus trip to Washington, DC during the time of the National Association of Home Builders' Legislative Conference. Members, including some from other BIAs in the state, travel together by bus to our Nation's Capitol to meet with our South Carolina delegation, to participate in NAHB's legislative events and to enjoy all the sights that DC has to offer. Participants pay to attend the three-day event; however, our sponsors contribute to help make the trip possible.

Bus Sponsor: \$3,000 (4 available)

- Two attendees at no charge
- Recognition on all promotional materials

Capitol Hill Sponsor: \$1,500

- One attendee at no charge
- Recognition on all promotional materials

Dinner Sponsor: \$1,000

- Two attendees at dinner
- Recognition on all promotional materials

Cocktail Sponsor: \$750

- Sponsors cocktail reception prior to dinner
- Recognition at the event

Cooler Sponsor: \$500

- Signage on cooler on the bus
- Recognition on all promotional materials



MEETINGS & EVENTS



BIA Golf Classic

Frequency: Annually (May 16, 2019)

Attendance: 500+ Members

The annual BIA Golf Classic brings builder and associate members together over a round of golf. This popular networking event is presented by the BIA Charitable Foundation with proceeds going to support the BIA Scholarship Program. The BIA Golf Classic is ideal for associate members to promote their companies and network with builders and remodelers.

Presenting Sponsor: \$15,000+

- Three (3) golf foursomes
- Top billing (logo) included on official event logo, banner, golfer gift
- Top billing on all promotional materials (logo included)
- Signage on sponsored holes
- Top billing logo in Golf Classic article on the website and Facebook page
- Logo included on each hole sponsor sign

Platinum Tournament Sponsor: \$6,000

- Three (3) golf foursomes
- Individual logo banner at tournament
- Lead billing with logo on promotional materials
- Signage on two sponsored holes
- Logo in BIA publications, as available

Diamond Tournament Sponsor: \$3,000

- Two (2) golf foursomes
- Scoreboard listing at tournament
- Logo on promotional materials
- Signage on sponsored hole
- Logo in BIA publications, as available

Gold Level: \$1,500

- Four (4) golf positions
- Signage on sponsored hole and special promotions during tournament

Silver Level: \$750

- Two (2) golf positions
- Signage on sponsored hole and special promotions during tournament

Bronze Level: \$500

- Signage on sponsored hole
- Special promotions during tournament

Cart Sponsor: \$750 (4 available)

- Opportunity to drive a beverage cart
- Event recognition
- Beverages provided

Exclusive Reception Sponsor: \$1,000 (min. bid)

- Event Recognition
- Signage at the event
- Opportunity to welcome golfers at the start of dinner reception

Wacky Game/Poker Run Sponsor: \$250-\$500

- Opportunity to set-up on hole with company representation

Team Fee: \$700
Individual Golfer Fee: \$200



MEETINGS & EVENTS

2020 BIA Holiday Ball

Frequency: Annually (December 2020)

Attendance: 200-300 Members

The annual Holiday Ball provides members with an opportunity to share in the holiday spirit and to celebrate the close of another year in the home building industry. The evening includes the installation of the new BIA President, announcement of BIA Award winners (including Builder of the Year and Associate of the Year), dinner, drinks, and entertainment. It's a festive occasion that members look forward to sharing with each other, and it always sells out.

Platinum Sponsor: \$4,000

- Sixteen (16) Holiday Ball tickets
- Logo signage at event
- Verbal recognition during ceremony
- Recognition in BIA publications, as available

Diamond Sponsor: \$2,200

- Eight (8) Holiday Ball tickets
- Logo signage at event
- Verbal recognition during ceremony
- Recognition in BIA publications, as available

Gold Sponsor: \$1,150

- Four (4) Holiday Ball tickets
- Verbal recognition during ceremony
- Recognition in BIA publications, as available

Silver Sponsor: \$600

- Two (2) Holiday Ball tickets
- Verbal recognition during ceremony
- Recognition in BIA publications, as available

Band Sponsor (non-exclusive): \$3,000

- Eight (8) Holiday Ball tickets
- Verbal recognition during ceremony
- Recognition in BIA publications, as available

Bar Sponsor: \$3,000

- Four (4) Holiday Ball tickets
- Verbal recognition during ceremony
- Recognition in BIA publications, as available

Residential Builder of the Year Award Sponsor: \$600

- Two (2) Holiday Ball tickets
- Company name on plaque
- Verbal recognition during ceremony
- Present award to recipient

Commercial Builder of the Year Award Sponsor: \$600

- Two (2) Holiday Ball tickets
- Company name on plaque
- Verbal recognition during ceremony
- Present award to recipient

Associate of the Year Award Sponsor: \$600

- Two (2) Holiday Ball tickets
- Company name on plaque
- Verbal recognition during ceremony
- Present award to recipient

Trade Partner of the Year Award Sponsor: \$600

- Two (2) Holiday Ball tickets
- Company name on plaque
- Verbal recognition during ceremony
- Present award to recipient

Richard N. Sandler Award Sponsor: \$600

- Two (2) Holiday Ball tickets
- Company name on plaque
- Verbal recognition during ceremony
- Present award to recipient



MEETINGS & EVENTS

M.P. Nieri Bass Classic

Frequency: Annually (April)

Reach: 150+ Members

BIA members and their guests have enjoyed the annual M.P. Nieri Bass Classic on Lake Murray for over 20 years. The day begins with breakfast and ends with dinner. Sponsoring the fishing tournament provides exposure to builders and remodelers in one of the most relaxed atmospheres the BIA offers.

Exclusive Presenting Sponsor: \$1,500

- Two boat entry fees
- Four dinner wristbands
- Company logo on all promotional materials
- Company logo on tournament gift
- Recognition in BIA publications, as available

Exclusive Weigh-In Sponsor: \$750

- Four dinner wristbands
- Company logo on all promotional materials
- Tent set-up at weigh-in
- Recognition in BIA publications, as available

Bass Tournament Sponsor: \$300

- One boat entry fee and wristbands
- Company name/logo on all promotional materials
- Signage at the event
- Recognition in BIA publications, as available

Sumter/Clarendon Golf Tournament

Frequency: Annually (October)

Attendance: 75+ Members

Reach: 750+ Members

The Sumter/Clarendon Golf Tournament brings builder and associate members in the Sumter area together over a round of golf. The Tournament is ideal for associate members to promote their companies and network with builders and remodelers.

Presenting Sponsor: \$2,500

- Two foursomes
- Logo on event signage
- Verbal recognition at event

Corporate Sponsor: \$1,000

- One foursome
- Logo on event signage

Hole Sponsor: \$125/each

- One foursome
- Signage on sponsored hole

Beverage Cart Sponsor: \$500/each

- Opportunity to drive a beverage cart
- Signage on beverage cart
- Event recognition



BIA OF CENTRAL SOUTH CAROLINA
CUSTOM
Building
AWARDS

Building and Remodeling Awards

Frequency: Annually (September)

This program recognizes quality custom building and remodeling by BIA Members. These awards are comprised of the Columbia Remodeling Awards (CRAs) and the Custom Building Awards (CBAs). Awards are announced at the September BIA Meeting, on our website and social media and in local media.

Main Sponsor: \$1,500

- Recognized as September BIA Meeting Sponsor
- Logo recognition on awards program promotional materials
- Recognition in related press releases and award announcements
- Sponsor presents awards at September Meeting

Award Sponsor: \$500

- Recognition in related press releases and award announcements
- Recognition on awards program promotional materials
- Recognition during awards presentation

MEETINGS & EVENTS



REGAL Awards

Frequency: Annually (February 15, 2020)

Attendance: 600+ Members

Help celebrate the accomplishments of BIA builder and associate members in style at the 31st annual REGAL Awards. Presented by the Sales & Marketing Council of Greater Columbia, the REGAL Awards recognizes the best in sales & marketing. It's a great way for sponsors to show their appreciation for the BIA's sales & marketing professionals.

Platinum Sponsor: \$5,000

- 24 tickets with three (3) reserved tables with priority seating
- Award sponsor
- Special logo recognition

Diamond Sponsor: \$3,500

- 16 tickets with two (2) reserved tables with priority seating
- Award sponsor
- Special logo recognition

Emerald Sponsor: \$2,500

- Ten (10) tickets with one (1) reserved table with priority seating
- Award sponsor
- Event recognition

Gold Sponsor: \$2,000

- Eight (8) tickets with one (1) reserved table
- Award sponsor
- Event recognition

Silver Sponsor: \$1,000

- Four (4) tickets with reserved seating
- Award sponsor
- Event recognition

Bronze Sponsor: \$750

- Two (2) tickets with reserved seating
- Award sponsor
- Event recognition

Exclusive Lounge Sponsor: \$5,000

- Four (4) tickets with one (1) reserved table
- Logo recognition and signage
- Special allowances in lounge

Exclusive Music Sponsor: \$2,000

- Four (4) tickets with reserved seating
- Signage at stage
- Logo recognition

Exclusive Step & Repeat Sponsor: \$2,500

- Four (4) tickets with reserved seating
- Logo recognition on official Step & Repeat Banner

Exclusive Bar Sponsor: \$3,000

- Four (4) tickets with reserved seating
- Signage at all interior bars

Exclusive Dessert Sponsor: \$3,000

- Four (4) tickets with reserved seating
- Logo recognition and signage

Exclusive Cigar Bar: \$2,000

- Four (4) tickets with reserved seating
- Signage at event and cigar bar

Exclusive Photography Sponsor: \$1,500

- Four (4) tickets with reserved seating
- Logo recognition and signage

Exclusive Restroom Sponsor: \$500

- Two (2) tickets with reserved seating
- Logo recognition and signage

Tickets: \$100/person



DIGITAL MARKETING

BIAofCentralSC.com

Frequency: Annually and Monthly

Reach: 27,000+ visitors; 90,000+ pageviews annually

Advertise your company and link to your website in a variety of ways through our website, BIAofCentralSC.com. Website sponsors will have their linked company logo on every public-facing page of the website. Members can purchase ads on the main page of the site, or a rotating banner ad in the new Member Information Center and many interior pages of the site. Members can also enhance their public-facing on-line membership directory listing.

Website Sponsor: \$1,000

- Linked logo at bottom of all public-facing webpages
- Included with Platinum and Gold BIA elite levels of sponsorship.

Home Page Ad (members): \$120/month; \$1,000/year

- To be placed on main website page with other ads and BIA promotions
- Up to 400x350 in size

Interior Banner Ad (members): \$60/month; \$150/3 months; \$550/year

- Rotating banner ads in select pages*. Up to five positions available.
- Ads will rotate through multiple advertisers and BIA internal banners
- 480 X 60 in size. You provide or we can create the banner for you.

**Banner Placement Pages: All work categories, business directory search page and map page, event pages, hot deals, member forum, news releases, on-line member application and job postings.*

Enhanced Web Participation (members): \$100/12 months

- Enhance the appearance of your on-line member directory listing to the public. You'll get priority placement in your Business Category listing page, and the option to add an icon to your directory listing, your company logo, photos/videos, and up to 20 searchable keywords. Enhanced Web members will also enjoy 50% discounts on Hot Deals and MarketPlace posts.

Blueprint Newsletter

Frequency: Quarterly

Reach: 1,000+ members and partners

Get your business in a full-color, glossy magazine with information on what's coming up and what recently took place at the BIA. Issues will be mailed to members and subscribers every other month (circulation rate - 1,500).

Ads start as low as \$249/issue!

Contact Bin Wilcenski at the BIA for rates and placement options.

DIGITAL MARKETING

Blueprint Express e-Newsletter

Frequency: Monthly

Reach: 1,100+ members and partners

The monthly e-mailed newsletter reaches over 750 members and over 200 partners, friends, government leaders, and other key players in the home building industry every month. The open rate is typically between 40% and 50%, which is well above the industry standard.

Sponsor: \$150/month or \$1,000/year

- Frequency discount available upon request
- Banner ad and link prominently featured

Quarterly Economic Review

Frequency: Quarterly

Reach: 1,100+ members and partners

We compile data from the many different permitting offices, the Columbia MLS and local, state and national economic reporting sources and present that data in our award-winning Quarterly Economic Review. Readers get a report of permits pulled in Richland, Lexington, Kershaw counties and city governments, a list of Top 20 Builders by permits pulled, new homes on the market and more. The open rate is typically between 40% and 50%, which is well above the industry standard.

Sponsor: \$150/issue or \$1,000/year

- Banner ad and link prominently featured

10 Facts About Sponsorship



1. Unlike above the line advertising, local sponsorship is cost effective.
2. It creates links with the community that can widen its potential audience.
3. It builds brand awareness and loyalty.
4. Audiences perceive sponsorship as a positive way of providing support.
5. It is a 2-way exchange, providing opportunities to connect with live audiences at VIP receptions, launches, private views, visibility at events, etc.
6. It is an opportunity to showcase a brand or product.
7. Companies that sponsor stand out from the competition.
8. It provides great PR opportunities.
9. It makes projects happen that otherwise might struggle to.
10. It shows that businesses care, and consumers like that.

First Option Software

CONSUMER EVENTS



Carolina Classic Home & Garden Show

Frequency: Annually (March 13-15, 2020)

Reach: 10,000+ Consumers

The Carolina Classic Home & Garden Show is the Midland's largest show promoting new home construction, remodeling, and home improvement. Over 250 exhibitors spend three days exposing their products and services to thousands of consumers. It features free seminars presented by exhibitors and thousands of dollars in door prizes and giveaways. Sponsoring the Show provides multi-media exposure to consumers across the Midlands.

Title Sponsor: (1 available)

- Universal marquee billing with Title Sponsor recognition in all event promotional advertising and collateral materials (e.g. YOUR COMPANY presents the Carolina Classic Home & Garden Show)
- Premium 10'x20' exhibit space (as available at time contract is received)
- Company logo on print advertising (as available at time contract is received)
- Write-up on company in Show Program
- Signage at the show
- Logo and link on show website
- Recognition in BIA publications, as available
- Up to 50 VIP tickets
- Up to 15 Preview Party tickets

Corporate Sponsor: \$2,500

- Logo on print advertising (as available at time contract is received)
- Signage at the show
- Logo and link on show website
- Up to 20 VIP tickets
- Up to 10 Preview Party tickets

Seminars: \$250/each

- Listed in Home Show advertising and in the program, on signage at the show and announced over the PA at the show.
- Give the same seminar three (3) or more times at the show and get priority scheduling, exclusivity of Seminar topic and logo/company name recognition as "Home & Garden Show Seminar Sponsor" where the seminars are promoted.

Entertainment Sponsor: \$5,500

- Universal marquee billing below the name Presenting Name of Entertainment Sponsor recognition in all event promotional advertising and collateral materials
- Extensive event signage
- 10'x10' premium exhibit space (as available at time contract is received)
- Company logo on print advertising (as available at time contract is received)
- Signage at the show
- Logo and link on show website
- Recognition in BIA publications, as available

Preview Party Sponsor: \$3,500

- Logo on invitations mailed to all BIA Builder members
- Company signage throughout venue for this event
- Verbal acknowledgements of sponsors on PA System during this event
- Up to 20 Preview Party tickets at no charge

Corporate Sponsor: \$2,500

- Logo on print advertising (as available at time contract is received)
- Signage at the show
- Logo and link on show website
- Up to 20 VIP tickets
- Up to 10 Preview Party tickets

Admission Ticket Sponsor: \$1,500 + printing fees

- Coupons given to all attendees at time of entry to the show will include a special offer from YOUR COMPANY offering a discount (redeemed at your business location), sale notification, etc.

Exhibitor Badge Lanyard Sponsor:

- We provide badges and pins for exhibitors. This sponsorship will add lanyards with your company logo or message to every exhibitor in the show.

CONSUMER EVENTS

Tour of Homes

Frequency: Annually (June)

Reach: 2,000+ Consumers

Sneak Peek Reach: 200+ Members

The TOUR OF HOMES is an annual scattered site tour of Columbia’s builders. It’s the “Largest Open House for New Homes for Sale.” Members may choose to enter a featured home and/or community in the tour. The Tour of Homes runs over a three weekend period, and it’s promoted within the BIA and the sponsoring partners. The BIA hosts a sneak peek party for BIA members before the opening of the TOUR OF HOMES to the public.

Featured Home: \$900

Multi-Home Discount: \$2,700

Showcase Home: Contact the BIA for details (Subject to availability.)

Featured Home in a Featured Community: \$700

Enter three Featured Homes, get another Featured Home FREE!

Featured Community: \$2,500

Plan Book Location Sponsor: \$3,000 (minimum bid)

ALL Builders, Developers, Apartment and Senior Living Communities will have the opportunity to set-up a display table during the Sneak Peek

• Includes one featured home

Sneak Peek: \$2,500 (minimum) or host sponsor covers costs

Featured Apartment or Senior Living Community: \$1350 BIA Member/\$1850 for Non-BIA Member



CHARITABLE OPPORTUNITIES

Building Industry Charitable Foundation, Inc.

The Foundation was established in 1993 for the betterment of the community. The Foundation assists individuals, programs and organizations in need across county lines. The Foundation provides college scholarships to qualifying children of BIA members. Contributions are made to various organizations, such as: Home Works of S.C., Salkehatchie Summer Youth Camp, Midlands Blue Star Mothers, The Ray Tanner Foundation, St. Lawrence Place, and other deserving charitable organizations.

Memorial Day BBQ

The Remodelers Council partners with the SIC BBQ team to sell whole smoked butts and pulled pork to benefit the council's charitable efforts. Orders are ready for the Memorial Day weekend.

Sales & Marketing Council School Supplies Drive

SMC members donate school supplies for the children of St. Lawrence Place. Supplies are delivered to the BIA office in August prior to the start of the new school year. Items as well as monetary donations are accepted.

Sales & Marketing Council Chili for Charity

The SMC hosts an annual chili cook-off in October to benefit the SMC Scholarship Fund and the BIA Charitable Foundation. Teams of BIA members prepare their best chili recipe. Judges choose the winner; however, attendees can vote with monetary donations for the People's Choice award.

Sales & Marketing Council Adopt-a-Family

Every holiday season, the Sales & Marketing Council of Greater Columbia (SMC) adopts families at St. Lawrence Place – a division of Trinity Housing Program that provides transitional housing for homeless families. Participation ranges from buying gifts for an adopted family or making a monetary donation to the project.

**We give back
because we care
about people.**



COUNCILS & COMMITTEES

Get the most out of your BIA membership by becoming actively involved. Participating in a committee is a great way to meet fellow members, grow the association, and help grow your business. Contact the BIA of Central Carolina for more information.

Remodelers Council

Promotes ethical business practices and sets quality standards for the remodeling industry in the Midlands.

High Performance Building Council

Promotes environmentally responsible design, construction and operation of homes and communities through education, leadership and networking.

Land Development Council

Discusses and resolves issues pertaining to development of land for residential construction purposes.

Sales & Marketing Council

Encourages and maintains a high quality of sales and marketing expertise through educational programs, networking opportunities and recognition for its members.

Commercial Council

Identifies and isolates issues that impact the commercial/ industrial development process, and develops a set of goals, objectives and an action plan to improve each of those.

Codes & Inspections

Monitors proposed changes in building codes; responsible for establishing and maintaining a forum for communication between building inspection departments and builder members.

Public Relations

Promotes BIA services to members through an internal information program: e-newsletters, social media, bulletins or brochures. Displays useful publications available from NAHB and encourage members to use these materials.

Sumter/Clarendon County Chapter

Members who work in Sumter or Clarendon counties receive invitations to meetings and event in that area.

Ambassador Club

Assists with and conducts new member orientations; plays a vital role in getting new members involved; serves as a liaison between members and BIA leadership.

Education

Informs members of all educational programs and services available by the BIA, NAHB and HBASC, and coordinates and conducts builder workshops.

Golf Tournaments

Plans, coordinates, and promotes annual BIA golf tournaments.

Government Affairs

Develops and coordinates local and state legislative goals; monitors state and local ordinances/legislation; informs membership of what action is needed.

Home Show

Plans, organizes, and promotes the Carolina Classic Home & Garden Show.

Membership

Establishes goals for membership growth; plans and conducts programs for membership development and retention.

Political Education

Evaluates local political races and recommends allocation of funds from S.C. Builders Political Action Committee.

SPONSOR COMMITMENT



As a new year begins we want to thank you for your membership in the Building Industry Association of Central South Carolina (BIA). Your support of our industry allows us to advocate on your behalf in central South Carolina area, including Clarendon and Sumter Counties in addition to Fairfield, Kershaw, Lexington, Newberry and Richland Counties.

As a thank you for your continued support of the BIA and our many events, we've developed the BIA Elite sponsorship program full of extra benefits and recognition for our top supporters. Simply add up your yearly sponsorship dollars to see which level you reach, and consider adding another sponsorship or two to reach the next level!

Elite Sponsor Benefits	Platinum Level	Gold Level	Silver Level	Bronze Level
	\$20,000+	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999
Leveled Recognition Letter from current BIA President and BIA EO in January Blueprint with tiered Logo recognition	★	★	★	★
Tiered Elite Partner Logo (produced by BIA) for website and promotional pieces	★	★	★	★
BIA Travel Banner displayed at all BIA Events showing Elite Level Partners	★	★	★	★
Elite Partner Pin	★	★	★	★
BIA Website Featured Listing	★	★	★	★
Tiered recognition in BIA foyer	★	★	★	★
Company Logo on BIA Blueprint E-xpress, tiered by level	★	★	★	
Tiered recognition in all issues of the Blueprint	★	★	★	
Sponsor-provided literature displayed in BIA Office foyer	★	★		
BIA Website Sponsor	★	★		
Logos included in all BIA Board of Directors packets	★	★		
Company Presentation at BIA Board of Directors Meeting	★			
Two Tickets to the BIA Holiday Ball, BIG THURSDAY or REGAL Awards (choose one)	★			

Contact the BIA of Central SC to become ELITE.

SPONSOR COMMITMENT

To register for any of the following programs or opportunities, check off the options that interests you and return the form to the BIA. Some sponsorships are limited and may not be available at the time we receive your form. The number in parenthesis denotes the number of sponsorships available. *Not included in BIA Elite total.

Membership Touch System (pg. 6)

- Yearlong Sponsor \$2,000

IBS & State Convention Columbia Dinner (pg. 6)

- Presenting Sponsor \$1,500 (1)
- Cocktail Sponsors \$750
- Host a Builder \$300

BIA After Hours (pg. 6)

- Full Membership \$750
- Builder Members Only \$500
- High Performance Building Council \$200
- Remodelers Council \$300
- Sales & Marketing Council \$500
- Sumter/Clarendon Chapter \$150

BIG THURSDAY Oyster Roast (pg. 7)

- Championship Sponsor \$1,500
- Heisman Sponsor \$600
- MVP Sponsor \$300

Builder Speed Networking (pg. 7)

- Lunch Sponsor \$1,000
- Associate Member Fee \$500*
- Specialty Trade Fee \$250*
- Non-Member Fee \$750*

BIA Clay Shoot (pg. 8)

- Tournament Sponsor \$500
- Station Sponsor \$200
- Presenting Sponsor \$1,500

Midlands Real Estate Forecast (pg. 8)

- Headline Sponsor \$1,000

President's Reception for New Members (pg. 8)

- Reception Sponsor \$300/quarter
- Reception Sponsor \$1,000/4 quarters

Builder REALTOR Fish Fry (pg. 9)

- Entertainment Sponsor \$1,000
- Bar Sponsor \$500

Chili for Charity* (pg. 9)

- Host Sponsor: Space and Accommodations
- Presenting Sponsor \$500 (1)
- Beverage Sponsor \$750
- Event Sponsor \$200
- Entertainment Sponsor \$500
- Best Booth Award Sponsor \$100 (1)
- People's Choice Award Sponsor \$150 (1)
- Best Dang Chili Award Sponsor \$250 (1)

Builder Day at the Capital (pg. 10)

- Capitol Luncheon Sponsor \$1,500 (2)

Membership Meetings (pgs. 10-13)

- General Membership Meeting \$1,500
- BIA Annual Meeting/Spike Night \$2,000
- BIA Remodelers Council \$400
- High Performance Building Council Meeting \$400
- High Performance Building Council Power Lunch \$400
- SMC Know & Grow Event Sponsor Provide Location and Breakfast
- SMC Presenting Sponsor \$1,000 (1/quarter)
- SMC Gold Sponsor \$500 (2/quarter)
- SMC Silver Sponsor \$250 (2/quarter)
- SMC Cocktails & Connections Host Sponsor Provide Appetizers and Gift Card

SMC New Homes Bus Tour (pg. 12)

- Presenting Sponsor (\$2,000)
- Bus Sponsor (\$750)
- Builder Sponsor (\$300)

Bus Trip to Washington (pg. 13)

- Bus Sponsor \$3,000 (4)
- Dinner Sponsor \$1,000
- Capitol Hill Sponsor \$1,500
- Cocktail Sponsor \$750
- Cooler Sponsor \$500

BIA Golf Classic (pg. 14)

- Presenting Sponsor \$15,000
- Platinum Tournament Sponsor \$6,000
- Diamond Tournament Sponsor \$3,000
- Gold Level \$1,500
- Silver Level \$750
- Bronze Level \$500
- Cart Sponsor \$750 (4)
- Reception Sponsor \$1,000 (1)
- Wacky Game/Poker Run Sponsor \$250-\$500
- Team Fee \$700*
- Individual Golfer Fee \$200*

2020 BIA Holiday Ball (pg. 15)

- Platinum Sponsor \$4,000
- Diamond Sponsor \$2,200
- Gold Sponsor \$1,150
- Silver Sponsor \$600
- Bar Sponsor \$3,000
- Band Sponsor \$3,000
- Residential Builder of the Year Award Sponsor \$600
- Commercial Builder of the Year Award Sponsor \$600
- Associate Member of the Year Award Sponsor \$600
- Trade Partner of the Year Award Sponsor \$600
- Richard N. Sandler Award Sponsor \$600

M.P. Nieri Bass Classic (pg. 16)

- Presenting Sponsor \$1,500 (1)
- Weigh-in Sponsor \$750
- Bass Tournament Sponsor \$300

Building & Remodeling Awards (pg. 16)

- Main Sponsor \$1,500
- Award Sponsor \$500

Sumter/Clarendon Golf Tournament (pg. 16)

- Presenting Sponsor \$2,500
- Corporate Sponsor \$1,000
- Hole Sponsor \$125/ea
- Beverage Cart Sponsor \$500/ea

REGAL Awards (pg. 17)

- Platinum Sponsor \$5,000
- Diamond Sponsor \$3,500
- Emerald Sponsor \$2,500
- Gold Sponsor \$2,000
- Silver Sponsor \$1,000
- Bronze Sponsor \$750
- Lounge Sponsor \$5,000 (1)
- Music Sponsor \$2,000 (1)
- Step and Repeat Sponsor \$2,500 (1)
- Bar Sponsor \$3,000 (1)
- Dessert Sponsor \$3,000 (1)
- Cigar Bar Sponsor \$2,000 (1)
- Photography Sponsor \$1,500 (1)
- Restroom Sponsor \$500 (1)
- Tickets \$100/person*

BIA Website (pg. 18)

- Website Sponsor \$1,000
- Home Page Ad \$120/month
- Home Page Ad \$1,000/year
- Interior Banner Ad \$60/month
- Interior Banner Ad \$150/3 months
- Interior Banner Ad \$550/year
- Enhanced Web Participation \$100/12 months

E-newsletters (pg. 19)

- Blueprint Express Sponsor \$150/month
- Economic Quarterly Review Sponsor \$150/issue
- Economic Quarterly Review Sponsor \$1,000/year

Carolina Classic Home & Garden Show (pg. 20)

- Title Sponsor **SOLD**
- Entertainment Sponsor \$5,500
- Preview Party Sponsor \$3,500
- Corporate Sponsor \$2,500
- Admission Ticket Sponsor \$1,500+
- Exhibitor Badge Lanyard Sponsor **SOLD**
- Seminars \$250/ea.* (Three or more = Sponsor)

TOUR OF HOMES (pg. 21)

- Featured Home \$900*
- Featured Community \$2,500*
- Featured Home in Featured Community \$700*
- Multi-Home Discount \$2,700*
- Featured Apartment/Senior Living Community*
 - \$1,350 BIA Member
 - \$1,850 Non-Member
- Showcase Home #1 & Cover Bid
- Plan Book Pick-up Locations \$3,000 min. bid
- Sneak Peek \$2,500 min. or host covers costs*



Sponsorship dollars of nearly everything listed here adds up in the BIA Elite Sponsorship program. Each level you reach (\$5,000, \$10,000, \$15,000 or \$20,000) brings extra benefits and recognition to your company. **Not included in BIA Elite total.*

Use this form to make all of your sponsorship selections for the year. To receive the listed benefits, all event sponsorships must be paid in full prior to the scheduled event. Exclusive sponsorships require a 50% deposit and a 60-day notice of cancellation. Please allow 48 hours for BIA Staff to confirm availability of limited sponsorships.

Company Name

Billing Contact

Phone

E-mail

Street Address/P.O. Box

City/State/Zip

Payment Method

- Check Enclosed Please Invoice the full amount
- Credit Card (Visa, MC, Amex, Discover) *Add 3% to total*

Please return completed form to:
BIA of Central SC, 625 Taylor St., Columbia, SC 29201
or Fax to (803) 779-0635
Questions? Call us at (803) 256-6238
or e-mail info@columbiabuilders.com

For Office Use Only

BF#: _____ **Invoice#:** _____

BIA Elite Qualification:

- \$5,000 - \$9,999 \$10,000 - \$14,999
- \$15,000 - \$19,999 \$20,000+

Payment Type: _____

Payment Amn't: _____

Payment Date: _____



Building Industry Association of Central South Carolina

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