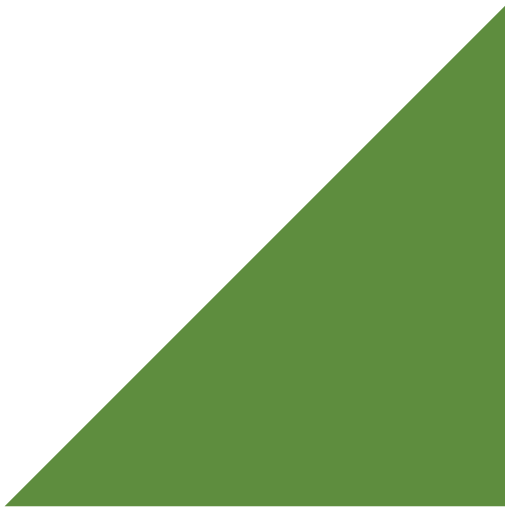
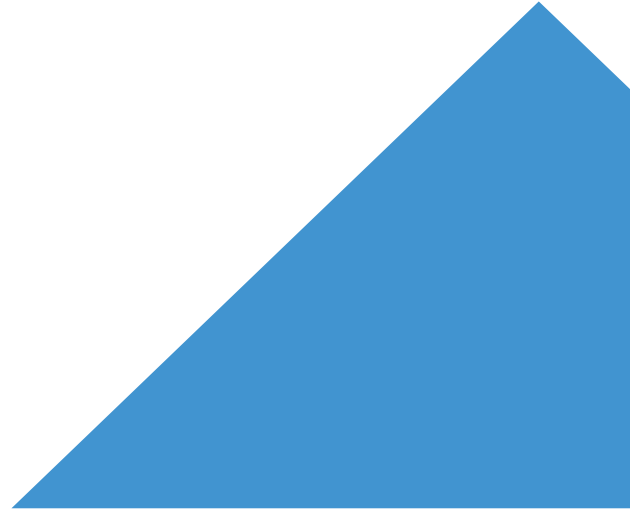




**Northern  
Colorado**  
Home Builders Association



# 2025

Marketing &  
Sponsorship  
Guide





Build your brand's blueprint for 2025 with NoCo  
HBA's exclusive Signature Event Sponsorship guide.

For more information contact:

**Victoria Hall**  
Executive Officer

victoria@nocohba.com  
970-686-2798

[www.nocohba.com](http://www.nocohba.com)

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# Welcome

## Welcome to Your NoCo HBA Marketing Toolkit

Our Signature Event Marketing Toolkit is your go-to guide for enhancing your brand presence at the five key events hosted by the Home Builders Association of Northern Colorado (NoCo HBA). Inside, you'll find a selection of sponsorship options tailored to maximize your reach and help you connect meaningfully with industry professionals, clients, and the broader community. Each sponsorship level is designed to elevate your brand, giving you the flexibility to choose how you want to make an impact at each event. Please note that this toolkit highlights only our Signature Events. Beyond these, NoCo HBA councils and committees regularly host additional events and initiatives that also offer unique sponsorship opportunities. We encourage you to get involved with these groups to explore more ways to support NoCo HBA programs, expand your network, and uncover exclusive sponsorships not listed here. Your active participation in these groups will connect you to even more meaningful opportunities within the NoCo HBA community.

## Hello and welcome to 2025 at the Home Builders Association of Northern Colorado!

I'm honored to serve as your president this year and excited about what lies ahead for our industry. To continue advancing, we need all of us—not just a few—working together to make meaningful progress.

The easiest way to get involved is to attend our meetings and events. Networking and creating connections with fellow members can open doors for everyone. If you're ready to take the next step, consider volunteering on one of our many councils and committees. There's a place for you and your organization to make a real impact.

We faced challenges in 2024, particularly with regulations impacting housing affordability. Together, we can turn struggles into success stories and ensure our industry remains strong.

I look forward to seeing you at our events and hearing how we can help you succeed. Please don't hesitate to reach out—I'm here to listen and support you.

Take care,  
**Jeff Schneider**  
President, Armstead Construction  
2025 Board President, HBA of Northern Colorado

## Thank you to our 2025 Industry Investors



# 2025 Yearly Planner

## January

**30** Membership Awards Banquet & Quarterly Meeting

## February

**24-27** NAHB International Builder Show, Las Vegas

## March

**4** BUILT NoCO Job Fair

**20** PWB Networking Mixer

## April

**2** Quarterly Meeting

**9** SMC Builders Breakfast

## May

**8** Builder Product Expo

**15** PWB Mother's Day Event

## June

**2** Spring Golf Tournament

**13** SMC Diaper Drive

## July

**9** Quarterly Meeting

**18** PWB Lunch & Learn

## August

**22** NoCo HBA Foundation Build A Bed

**28** Parade of Homes Builder Orientation & Kickoff

## September

**4** SMC Insider Tour: Parade First Look

**5** Parade of Homes Judging Day

**5-7** Parade of Homes

**12-14** Parade of Homes

**25** Parade of Homes Awards Gala

## October

**16** Housing Summit & Quarterly Meeting

**29** NoCo HBA Foundation Chili Cookoff

## November

**13** Membership Cornhole Tournament

**17-19** NAHB Fall Leadership Meeting, Denver

**TBD** BUILT NoCO Town Hall

## December

**3** PWB Women of Impact Conference

# 2025 Industry Investor

## 2025 Industry Investor Sponsorship - \$10,000 Investment

As an Industry Investor Sponsor, your logo will enjoy high visibility across various platforms. It will be prominently displayed on NoCoHBA.com, linked directly to your website, reaching an audience of over 25,000 active users annually. Your brand will also be featured in our monthly e-newsletter, distributed twice per month to 640 subscribers, and included in new member and retention collateral, such as our member packets.

Your company will receive 12 social media mentions and tags annually across NoCo HBA's Facebook, Instagram, and LinkedIn accounts, connecting with an engaged audience of over 3,000 followers.

This package includes strong event presence, with your banner displayed at key HBA signature events, including the Membership Awards Banquet, Builder Expo, Golf Tournament, Parade of Homes Golden Key Awards Gala or Industry Night, and Housing Summit.

You'll also receive valuable event credits and tickets: a \$2,500 sponsorship credit to apply toward HBA Signature Events, a booth at the 2025 Builder Product Expo (\$1,000 value), and tickets to some of our premier events, including two tickets each to the 2025 Membership Awards Banquet (\$100 value), the 2025 Parade of Homes Golden Key Awards Gala (\$170 value), and the 2025 Housing Summit (\$130 value).



# Membership Awards Banquet

*The 2025 Membership Awards Banquet is our signature kickoff event, celebrating industry excellence and welcoming our new board of directors.*

**Diamond Sponsor (limit one) \$1,500** - As our Diamond Sponsor, your brand will shine across multiple channels, including a featured logo placement on [nocohba.com](http://nocohba.com), email marketing campaigns, and event social media. This sponsorship includes prominent recognition at the event, four event tickets, an opportunity to address the audience, and the honor of presenting a membership award.

**Platinum Sponsor (limit four) \$750** - As a Platinum Sponsor, your brand will gain visibility across [nocohba.com](http://nocohba.com), email marketing campaigns, and social media. This sponsorship includes recognition at the event, one ticket, and an opportunity to present an award.

**Gold Sponsor (limit six) \$500** - As a Gold Sponsor, your brand will be featured on [nocohba.com](http://nocohba.com), in email marketing campaigns, and across social media. This sponsorship includes recognition at the event and one ticket.



January 30

Sweet Heart Winery,  
Loveland



# Builder Product Expo

*The Builder Product Expo is an exclusive, trade-show-style event where our associate members showcase their products and services directly to builder members.*

May 8

Embassy Suites,  
Loveland

**Diamond Sponsor (limit one) \$4,000** - As our Diamond Sponsor, your brand will enjoy premier exposure across nocohba.com, email marketing campaigns, and event social media. This sponsorship includes presentation rights, prime recognition at the event, a prime double booth at the Expo located at the entrance, and a drink ticket package.

**Platinum Sponsor (limit three) \$2,000** - As a Platinum Sponsor, your brand will receive prominent visibility on nocohba.com, in email marketing campaigns, and across social media. This sponsorship includes recognition at the event, a choice booth location at the Expo, and a drink ticket package.

**Gold Sponsor (limit six) \$750** - As a Gold Sponsor, your brand will be featured on nocohba.com, in email marketing campaigns, and across social media. This sponsorship includes recognition at the event and a drink ticket package.

**Hospitality Sponsor (limit two) \$1,000** - As a Hospitality Sponsor, your brand will be prominently displayed at the event's bar, allowing you to connect with attendees in a lively setting. This sponsorship also includes a drink ticket package for you to distribute to guests.





# Builder Product Expo

## Builder Product Expo - Exhibitor Opportunities

**Diamond Double (limit six) \$3,000** - Double the size and centrally located in the heart of the action, the Diamond Double Booth offers premium visibility with an open design on three sides. Includes a drink ticket package to elevate your networking experience.

**Prime Booth (limit six) \$1,200** - An 8x8 space with prime placement near the bar areas, the Premium Booth is open to the front and one side, offering excellent visibility and access for attendees. Includes a set number of drink tickets. Perfect for making connections in a high-traffic area!

**Choice Booth (limit nineteen) \$1,000** - An 8x8 space with front-facing access, the Choice Booth provides a great opportunity to showcase your products in a high-energy setting. Includes a set number of drink tickets. A perfect fit for engaging with attendees!

*\*\*Pricing is exclusive to NoCo HBA members.*



# Spring Golf Tournament

June 2

Pelican Lakes Resort  
& Golf, Windsor

*Our annual Golf Tournament hosts nearly 200 players, bringing together a vibrant mix of trade professionals, builder members, and industry partners for a day of fun and camaraderie.*

**Presenting Sponsor (limit one) \$5,000** - As a Presenting sponsor, your logo will be featured on nocohba.com, in email marketing campaigns, and across social media marketing for the event. You'll receive presentation rights, including brand recognition at the event, two teams (8 players), a mulligan package, designated hole sponsorship, opportunity to emcee shotguns and awards, and an electronic list of players.

**Corporate Sponsor (limit one) \$3,000** - As a Corporate sponsor, your logo will be included on nocohba.com, in email marketing campaigns, and across social media marketing for the event. Benefits include brand recognition at the event, one team (4 players), a mulligan package, and designated hole sponsorship.

**Supporting Sponsor (limit one) \$2,000** - As a supporting sponsor, your logo will be featured on nocohba.com, in email marketing campaigns, and across social media marketing for the event. Benefits include brand recognition at the event and designated hole sponsorship.

**Hospitality Sponsor (limit two) \$1,000** - As a hospitality sponsor, your logo will be featured on signage at the breakfast and lunch buffet, along with recognition during the awards ceremony.

**Golf Cart Sponsor (limit two) \$1,000** - As a golf cart sponsor, your logo will be prominently displayed on all golf carts used during the event, ensuring visibility among over 50 teams. Along with recognition during the awards ceremony.

**Trophy Sponsor (limit one) \$1,000** - As a trophy sponsor, your logo will be placed on all awards, providing visibility to a total of 32 recipients. Along with recognition during the awards ceremony.

**AM or PM Beverage Station Sponsor (limit two) \$850** - As the AM or PM Beverage Station sponsor, your brand will be recognized at the designated drink stations during breakfast or lunch. This sponsorship includes the opportunity to host the station and pour drinks.

**Beverage Cart Sponsor (limit two) \$850** - As a beverage cart sponsor, your logo will be placed on the stationary beverage carts located at two different locations on the course. This sponsorship also includes the opportunity to set up a tent and table near the beverage carts.



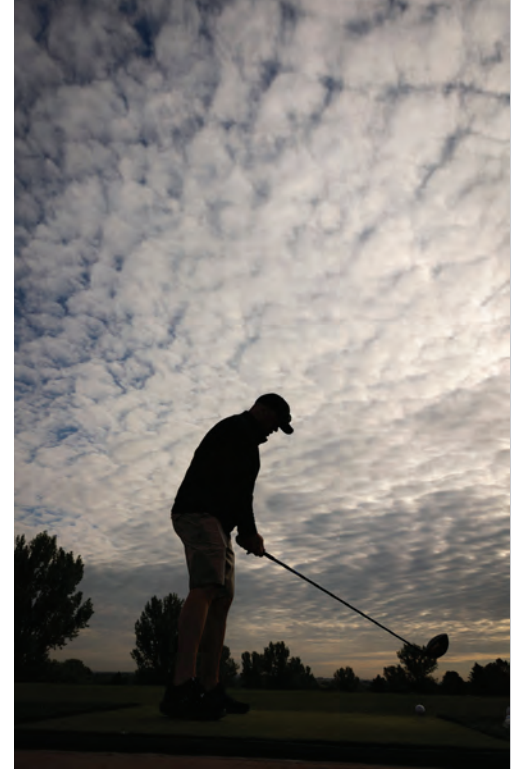
**Putting Green or Driving Range Sponsor (limit two) \$700** – Your logo will be placed at the putting green or driving range on the course. This sponsorship also includes the opportunity to set up a tent and table at these locations.

**Registration Sponsor (limit one) \$500** – As the registration sponsors, you will have the opportunity to brand and manage the registration table for over 200 golf players during the AM and PM shotgun starts. This sponsorship offers direct engagement with participants, ensuring high visibility for your brand as players check in for the event.

**Specialty Hole Sponsor (limit three) \$600, \$800 for non-members**  
As a specialty hole sponsor, you can host the longest drive, closest to the pin, or hole-in-one competition. This sponsorship includes sign recognition at the hole and the chance to set up at the tee box. Hole-in-one insurance must be bought by sponsor separately.

**Score Card Sponsor (limit two) \$350** - As a score card sponsor, your logo will be placed on the golf cards and on the scorecard app.

**Mulligan Package Sponsor (limit two) \$250** - As a mulligan package sponsor, your logo will be placed on the mulligan package and at the registration table.



**Hole Sponsor (limit twelve) \$600, \$800 for non-members**

As a hole sponsor, this sponsorship includes sign recognition at the hole and the chance to set up at the tee box, enhancing your visibility while engaging with participants during the event.



# Parade of Homes

*Sponsoring the NoCo Parade of Homes puts your brand in front of thousands of consumers, all eager to explore Northern Colorado's finest new homes and latest design trends. This event showcases the exceptional work of builders, designers, and suppliers, offering you prime visibility among prospective homeowners and design enthusiasts, while aligning your brand with the best in Northern Colorado living.*

September  
5-7 & 12-14

Northern  
Colorado



HOME BUILDERS ASSOCIATION OF NORTHERN COLORADO

**Title Sponsor (limit one) \$10,000** - As a premier sponsor, your brand will receive presentation rights and be prominently featured across all marketing channels for the Parade of Homes, including social media platforms, geographically and behaviorally targeted advertisements, email campaigns, and yard signs. You'll enjoy prominent brand placement on the official [nocoparadeofhomes.com](http://nocoparadeofhomes.com) website and app, along with a dedicated page to showcase your brand's offerings and values. Additionally, you'll receive a table of 8 at the Parade of Homes Awards Gala, with the unique opportunity to address the audience during the event.

**People's Choice (limit one) \$5,000** - As a key sponsor, your brand will be highlighted across all People's Choice Award marketing initiatives, ensuring widespread visibility and recognition. You'll take center stage by presenting the People's Choice Award Winner, further elevating your brand's prominence. Additionally, you'll have the opportunity to present a \$1,000 giveaway to Parade attendees, creating a memorable moment tied to your sponsorship. Enjoy exclusive seating for a table of 8 at the Parade of Homes Awards Gala.

**Patron Sponsor (limit 4) \$2,500** - As a Patron Sponsor, you'll enjoy exclusive logo placement on all Parade yard signs, maximizing your exposure throughout the event. You'll enjoy prominent brand placement on the official [nocoparadeofhomes.com](http://nocoparadeofhomes.com) website and app and receive 2 tickets to the Parade of Homes Awards Gala.



**Smart Home Award Sponsor (limit one) \$1,500** - As the Smart Home Package sponsor, you will have the exclusive opportunity to join the judging panel, where you can help define the judging criteria for the Smart Home Award and provide your expert vote in selecting the winner. Additionally, you will have the chance to brand the award category with your company name and present the prestigious Smart Home Award at the Parade of Homes Awards Gala. Includes 2 tickets to the Parade of Homes Awards Gala.

**Advertisement Partner (limit ten) \$750** - As an advertisement partner, you'll gain high visibility with a featured banner ad on our Parade of Homes app, designed to drive traffic directly to your business's website and reach a targeted and engaged audience year-round until the next year. Additionally, you'll enjoy premium logo placement on our official website, further enhancing your brand's visibility and engagement with potential customers throughout the year.

**Judging Day Transportation Sponsor (limit one) \$750** - As a Transportation Sponsor, your logo will be prominently displayed on all judging event materials. Additionally, your brand will gain mobile visibility, as your logo is showcased on the judging vehicles circulating throughout Northern Colorado. You will also receive special mentions and recognition at the judging event.

**Judging Day Lunch Sponsors \$500** - As a Lunch Sponsor your logo will be prominently displayed on all judging event materials, aligning your brand with the event's core activities. Additionally, you'll receive special mentions and recognition at the judging event.



# Golden Key Awards

*The Golden Key Awards Gala is a night to celebrate and award the best of the Parade of Homes.*

## **Golden Key Presenting Sponsor (limit one) \$2,500 -**

As a Presenting Sponsor for the Awards Gala, your logo will have prominent inclusion on event invitations and marketing materials, ensuring extensive visibility for your brand. You will have the honor of presenting the Golden Key Awards at the Parade of Homes Awards Gala, positioning your brand at the forefront of excellence. Additionally, you'll receive two tickets to the Parade of Homes Awards, providing access to a prestigious event and networking opportunities.



## **Supporting Sponsor (limit ten) \$500 -**

As a Supporting Sponsor, your logo will have prominent inclusion on event invitations and marketing materials for the Parade of Homes Awards Gala. You'll also receive special recognition during the event, highlighting your brand's support and contribution to the evening's success. This sponsorship includes one ticket to the awards gala.

## **Table Sponsor \$800 -**

As a Table Sponsor, your logo will be prominently displayed at your table, ensuring continuous visibility throughout the event. You'll also enjoy exclusive seating with a reserved table for eight guests, providing a great opportunity for networking and engagement.

## **Thank you gift sponsor \$250 -**

As a Thank You Gift sponsor, you'll have the opportunity to send a personalized thank you to a builder of your choice, expressing appreciation for their participation in the Parade of Homes.

## **Photo booth sponsor (limit two) \$500 -**

Your logo will be featured on all photo booth prints, giving attendees a lasting keepsake and your brand ongoing visibility.



# Housing Summit

*Sponsoring the Housing Summit provides your brand with key exposure to a diverse audience of industry professionals, including builders, contractors, mortgage professionals, and real estate agents. This highly anticipated event delivers a comprehensive market report and economic forecast for the year ahead, making it a must-attend for those looking to stay ahead of market trends.*

**Presenting Sponsor (limit one) \$3,000** - As our Housing Summit Presenting Sponsor, your brand will receive extensive visibility across [noco.hba.com](http://noco.hba.com), email marketing campaigns, and social media. This sponsorship includes presentation rights, the opportunity to speak to the audience, a table of 8 for your team to attend the event, and a vendor booth for marketing opportunities to engage with guests and distribute swag.

**Advocacy Sponsor (limit three) \$1,500** - As our Advocacy Sponsor, your brand will receive visibility across [noco.hba.com](http://noco.hba.com), email marketing campaigns, and social media. This sponsorship includes a table of 8 for your team to attend the event, and a vendor booth for marketing opportunities to engage with guests.

**Vendor Booth Sponsor (limit 6) \$350** - As a Vendor Booth Sponsor, your brand will receive event recognition along with a vendor booth for marketing opportunities to engage with guests and distribute swag. This sponsorship includes two tickets to attend the event.

**Table Sponsor \$800** - As a Table Sponsor, your logo will be prominently displayed at your table, ensuring continuous visibility throughout the event. You'll also enjoy exclusive seating with a reserved table for 8 guests, providing a great opportunity for networking and engagement.



October 16

Embassy Suites,  
Loveland



**NOCO HBA HOUSING  
SUMMIT**



970-686-2798

[www.nocohba.com](http://www.nocohba.com)

*By securing an event sponsorship, sponsors agree to pay the full sponsorship fee prior to the event date. All sponsorship fees are non-refundable, and sponsorship opportunities are generally available on a first-come, first-served basis. Sponsors must also be current on their accounts; any outstanding balances from previous sponsorships may result in forfeiture of their sponsorship opportunity.*