



2011 Advertising/Sponsorship Opportunities for HBA Members

HBA members have a wide variety of ways to promote their business through advertising and sponsorships:

BluePrint Newsletter

Advertising Opportunities:

Ads received before the 23rd of the month will be published in the following newsletter, as space allows. Acceptable formats include eps, tiff, jpg, or pdf, and may be e-mailed to sarah@hbatc.com.



Full Page (7.75" x 10.25")

Color.....\$300/ month • \$3,000 /year*

2/3 Page (7.75" x 6.75")

Color\$250 / month • \$2,500/year*

1/2 Page (7.75" x 5" OR 3.75" x 10.25")

Color\$150 / month • \$1,500 / year*

1/3 Page (2.25" x 10.25" OR 7.75" x 3.25")

Color\$125 / month • \$1,250 / year*

1/4 Page (3.75" x 5" OR 7.75" x 2.25")

Color\$100 / month • \$1,000 / year*

1/8 page (3.75" x 2.25")

Color\$65 / month • \$650 / year*

*Yearly rates apply only when paid in advance

Free New Member Profile:

A great way for new members to introduce their business to the membership. Send a brief description of your products and/or services (up to two paragraphs) along with your logo (if available) to sarah@hbatc.com. Your profile will be published in an upcoming issue of the BluePrint newsletter.

Free Business Card Ad:

Any member who includes the HBA logo on his/her business card can receive a free one-time 1/8 page ad of that card in an upcoming issue of the BluePrint newsletter.



Membership Directory

HBA Membership Directories are published in January and August. 43,000 copies are distributed via the Tri-City Herald. Additional copies distributed by the HBA office and at HBA events.

Free Alphabetical and Categorical Listings:

Your business name and phone number is listed both alphabetically and categorically (under the categories you chose on the Member Category form.)

Advertising Opportunities:

Call the HBA office or your Tri-City Herald advertising representative for information on ad sizes and rates.

Membership Meetings

Sponsor any HBA General Membership meeting for direct exposure to members. Tri-Cities meetings are held in January, March, May, and October. Walla Walla Area Division meetings are held in February, April, June, and November.

Platinum Sponsor\$500

Exhibit table • Two minutes to address attendees regarding your products or services • Four dinners at a reserved table • Recognition on meeting notices • Signage

Gold Sponsor.....\$375

Sponsor recognition • One minute to address attendees regarding your products or services • Two dinners • Signage

Silver Sponsor\$250

Introduction to group •Signage



Regional Home & Garden Show

The Regional Home and Garden Show is held the last full weekend in February.

Premier Sponsor\$7,500

Recognition in TV and newspaper ads, HBA newsletter, and Show program • Signage in Exhibition Hall, Garden & Outdoor Living Area • Sponsor logo with link to sponsor web site on the Home and Garden Show web page • Two exhibit spaces. (One sponsor only)

Seminar Room Sponsor\$1,500

Sponsor's name will be mentioned with announcements of seminars during the Show. A possibility of 15 mentions during the Show. (e.g. "In the (Sponsor name here) seminar room, there will be a presentation on backyard waterfalls." • Recognition in HBA newsletter and Show program • One Exhibit space. (One sponsor only)

Exhibitor/Attendee Golf Cart Shuttle Sponsor

(4 available).....\$250 per cart

Signage on golf cart shuttles that can be seen by more than 200 exhibitors and 10,000 attendees • Recognition in HBA newsletter • Sponsor representatives can help drive carts. Cart drivers shuttle visitors to and from parking lot during Show. Shuttle service is well received by the public.

Exhibitor Lounge Sponsor\$500

Signs prominently displayed on tables in lounge • Many happy exhibitors because of coffee and donuts that are available on Saturday and Sunday • Recognition in HBA newsletter. (One sponsor only.)

Plastic Tote Bag Sponsor\$250

Sponsor provides bags with their logo or message for distribution to 10,000 Show attendees. (One sponsor only)

Advertising Opportunities:

A Regional Home & Garden Show tabloid is distributed in the Tri-City Herald the Thursday prior to the Show.

Call the HBA office or your Tri-City Herald advertising representative for information on ad sizes and rates.



Charity Golf Tournament

The Golf Tournament is held the first Thursday in June at Canyon Lakes Golf Course in Kennewick. Proceeds from the Tournament benefit local charitable organizations.

Platinum Sponsor\$5,000

Sponsor logo on all signage • Two teams of four golfers (includes dinner) • Dinner & Beverage Cart Sponsorship

• Opportunity to address attendees • HBA newsletter full page ad and editorial recognition

Gold Sponsor\$1,000

Sign recognition • Driving range sponsorship • One team of four golfers • Dinner Hole & Beverage Cart Sponsorship • HBA newsletter 1/2 page ad and editorial recognition

Silver Sponsor.....\$500

Sign recognition • One team of four golfers • Dinner & Hole sponsorship, HBA newsletter 1/4 page ad and editorial recognition

Bronze Sponsor\$250

Sign recognition • Dinner & Hole sponsorship • HBA newsletter 1/8 page ad and editorial recognition

Dinner Sponsor.....\$200

Sponsor recognition • Opportunity to address attendees • Sign recognition • HBA newsletter recognition • Four dinners

Beverage Cart Sponsor.....\$200

Sponsor recognition • Opportunity to address attendees regarding products and services • Sign recognition • HBA newsletter recognition • Two dinners

Hole Sponsors.....\$100/\$150

Sponsor recognition • Sign recognition • HBA newsletter recognition

E-mail Advertising

Your logo or ad will appear in a minimum of 2,000 e-mails each month including all member information and permit list e-mails. You may purchase a sponsorship for up to three consecutive months at a time at a cost of \$100 per month. We are limiting the sponsorship to one company per industry at a time (i. e. one bank, one landscaping company, one spa dealership, etc.) excluding year-long sponsors of the HBA. If at the end of your three months, no other business from your category has signed up to sponsor HBA e-mails, you may sign up for another one- to three-month period. There will be a maximum of seven sponsors for an e-mail.



Parade of Homes™

The Parade of Homes™ is held the first and second weekends following Labor Day and the Wednesday between.

Premier Event Sponsor.....\$10,000

Recognition in newspaper, television, and radio advertising, Parade of Homes magazine, tickets, and on Parade of Homes web site • HBA newsletter full page ad and editorial recognition • Participation in Parade of Homes Appreciation Night Dinner and Awards Ceremony including exhibit table or display space • Opportunity to address attendees regarding products or services • Presentation of Best Overall awards in each category • Sign recognition • Fifteen dinners at reserved table • Fifteen Parade of Homes tickets • “Best of Parade Award” in sponsor company name; company name and logo will be engraved on award

Parade of Homes Appreciation Night Dinner and Awards Ceremony:

Appreciation Night is held the Friday evening following the close of the Parade.

Platinum Sponsor (Limited Number Available).....\$2,500

Exhibit table • Opportunity to address dinner attendees • Recognition in all dinner advertising • Presentation of Judges Awards • Ad in all e-mail campaigns July-September • Sign recognition • HBA newsletter full page ad and editorial recognition • Fifteen dinner tickets at reserved table • Fifteen Parade of Homes tickets

Gold Sponsor (Limited Number Available)\$1,000

Exhibit table • Opportunity to address dinner attendees • Presentation of Judges Awards • Sign recognition • HBA newsletter 1/2 page ad and editorial recognition • Ten dinner tickets at reserved table • Ten Parade of Homes tickets

Silver Sponsor.....\$500

Opportunity to address dinner attendees • Sign recognition • HBA newsletter 1/4 page ad and editorial recognition • Four dinner tickets • Four Parade of Homes tickets

Bronze Sponsor\$250

Sign recognition • HBA newsletter 1/8 page ad and editorial recognition • Two dinner tickets • Two Parade of Homes tickets •

Advertising Opportunities:

Parade of Homes Magazine, Tabloid, Web Site

Full-color glossy magazine distributed with Parade of Homes tickets and at each Parade home; tabloid distributed in Tri-City Herald the Thursday prior to the Parade; ad tiles on the Parade of Homes web site.

Call the HBA office or your Tri-City Herald advertising representative for information on ad sizes and rates.

Tri-Cities Development Map

Reach thousands of potential customers looking to build in the Greater Tri-Cities area on an advertising vehicle with extended shelf life. The maps are distributed to members and the general public. Advertising sales begin in October. Call the HBA office for more information.



Turkey Shoot

Held in mid-November, this event is a terrific chance to support local charities and for members to win their Thanksgiving day turkey!

Premier Sponsor\$1,000

Sign recognition at the event • Four shooters • Opportunity to address attendees • HBA newsletter full page ad and editorial recognition

Gold Sponsor\$500

Sign recognition at the event • Two shooters • Opportunity to address attendees • HBA newsletter 1/2 page ad and editorial recognition

Dinner Sponsor.....\$250

Sign recognition at the event • Opportunity to address attendees • One shooter • HBA newsletter 1/4 page ad and editorial recognition

Ask About Our Yearlong Sponsorship Packages!
Visit our web site www.hbatc.com
for full details on all of these opportunities.