



Fredericksburg
Area
Builders
Association

Building a Better Community

FABA
CORNERSTONE
MARKETING
2022

**HAVE
IT
YOUR
WAY**

FABA CORNERSTONE MARKETING 2022



FABA knows that running your business keeps your hands full. We're here to help promote your company as a leader in the building industry. The Cornerstone Sponsorship program puts your business in front of the region's building industry professionals and provides you increased visibility to the public and our members through exclusive marketing opportunities and event/networking benefits, as well as other VIP perks and opportunities throughout the year. For the first time, we are giving you the power to tailor your marketing, sponsorship, and event opportunities throughout the year with the "Have it your way" plan! Select from five levels of sponsorships. All levels include your 2022 FABA membership and will help you gain the exposure and make the connections you need to grow your business in 2022.

OUR 2021 SPONSORS

2021
FABA CORNERSTONE

Partner Sponsor

Dominion Energy

Platinum Sponsors

Builders FirstSource | BMC | MID SOUTH Building Supply, Inc. 100% Employee Owned Distributor of Building Products

ATLANTIC BUILDERS | CHILDRESS AGENCY | GAF | JIM CARPENTER COMPANY

Quarles | Post Solutions | Reico | Topside Federal Credit Union

Gold Sponsors

BUILT RIGHT HOMES | COLEMAN HOMES, INC. | RAY'S Siding Co.

Silver Sponsors

REPUBLIC HOME BUILDERS | SUPERIOR DISTRIBUTION

FREDERICKSBURG AREA BUILDERS ASSOCIATION

Thank you to our 2021 Partner, Platinum, Gold, Silver and Friend level sponsors.

Friend Sponsors

Assurance FINANCIAL | BRANDON BILT FOUNDATIONS 540-720-7202 | Habitat for Humanity

CARTER Lumber | CLARION HOTEL & SUITES BY CHOICE HOTELS | CONTRACTOR WEBSITES PLUS

DOMINON ENERGY RATER GROUP | EGS | embrace home loans

HH HANSEN HOMES | HOLT FOR HOMES REALTORS New Home Specialists | J.H. HALL HOMES, INC. Quality. Craftsmanship. Opportunity.

LEGACY ENGINEERING | Mary Jordan, MRP Realtor® Unmet Real Estate | METWOOD BUILDING SOLUTIONS

PERMA TREAT Pest and Termite Control | Steve Schneider REAL ESTATE CONSULTANT | SUBURBAN AUTO SALES

THRASHER INTERIORS & CONSTRUCTION | UT UNIVERSAL TITLE | VIRGINIA PARTNERS BANK MARYLAND PARTNERS BANK

FREDERICKSBURG AREA BUILDERS ASSOCIATION

FABA
CORNERSTONE
MARKETING
2022



HOW IT WORKS

- Select your marketing level
 1. Partner
 2. Diamond
 3. Platinum
 4. Gold
 5. Silver
- Included is your 2022 Membership, tickets, and base Cornerstone packet features. Now, handpick your sponsorships!

A la carte sponsorship Items:

- The cost of sponsorship with “a la carte packages” is reduced from “retail price”
- Any sponsorships not claimed as part of A la Carte Packages will be sold to the general membership in advance of the event.
- Some event sponsorship opportunities will sell out in these packages.

THE BASE: INCLUDED IN ALL LEVELS



- 1 Year FABAs + HBAV + NAHB Memberships
- 4 NAHB Affiliate Memberships for additional employees of your company
- Printed logo on FABAs Cornerstone promo materials
- Logo included in all FABAs staff email signatures
- Printed signage at FABAs events
- Company Logo (with link) on FABAs Website Homepages
- Access to all event sponsorships and tickets in advance and at a discounted rate
- Enhanced online directory listing on FABAs Website
- Social Media Posts (1 per quarter for all levels)

Marketing: By Level

Enhanced Directory Listing (by level)

- For Gold, Platinum, Diamond, and Partner Levels: logo on FABAs homepage, logo on FABAs staff email signatures
- Large signs printed and brought to all FABAs events

Newsletter – published monthly (12 Issues plus archived)

- For Partner Level: Full page ad and the option to provide full-page educational content
- For Diamond and Platinum: Half page ad and the option to provide half-page educational content
- For Gold and Silver: Quarter size ad

Directory Ad – published once per year

- For Partner Level: Full page ad for the year
- For Diamond and Platinum: Half-page ad
- For Gold and Silver: Quarter size ad

MARKETING LEVELS



- **Partner Level** – (SOLD OUT) **\$10,000** Includes base sponsorship, tickets listed below and up to \$5,000 in a la carte marketing, event sponsorships and event tickets.
 - 10 tickets to each of the following – Crab feast, the President's Gala, Disc Golf, Legislative update and the Annual meeting.
 - 1 foursome in the spring and fall Golf tournament, one foursome in the spring and fall Clay Shoot
 - One VIP tent at Crab Feast
- **Diamond Level** – (SOLD OUT) **\$8000** Includes base sponsorship, tickets listed below and up to \$4,000 in a la carte marketing, event sponsorships and event tickets.
 - 8 tickets to – Crab feast, the President's Gala, Disc Golf, Legislative update and the Annual meeting.
 - 1 foursome in the spring and fall Golf tournament, one foursome in the spring and fall Clay Shoots
 - One VIP tent at Crab Feast
- **Platinum Level** – (4) **\$6000** Includes base sponsorship, tickets listed below and up to \$3,000 in a la carte marketing, event sponsorships and event tickets.
 - 6 tickets to – Crab feast, the President's Gala, Disc Golf, Legislative update and the Annual meeting.
 - 1 foursome of Golf or Clay Shoot, your choice
- **Gold Level** – (7) **\$4000** Includes base sponsorship, tickets listed below and up to \$2,000 in a la carte marketing, event sponsorships and event tickets.
 - 4 tickets to – Crab feast, the President's gala, Disc Golf, Legislative update and the Annual meeting.
 - 1 foursome of Golf or Clay Shoot, your choice
- **Silver Level** – (unlimited) **\$2000** Includes base sponsorship, tickets listed below and up to \$1,000 in a la carte marketing, event sponsorships and event tickets.
 - 2 tickets to – Crab feast, the President's gala, Disc golf, Legislative update and the Annual meeting

2022 CORNERSTONE MARKETING MENU

PRESIDENT'S GALA

Held every year in January, our President's Gala kicks off the new year in an elegant way. Hosting over 250 people each year, this is a fabulous way to engage with our members all at once.

PRESIDENT'S GALA

	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
PRESENTING SPONSOR...1 available <i>Logo prominently placed on all event marketing materials; Logo on large event banner at entry to event venue and on stage; recognition in script for event; logo on all digital marketing. Your company will have a one-minute commercial slot. Logo displayed on table at sign in/registration; Introduction and Stage time at event</i>	\$2000.00	\$2500.00
CENTERPIECE SPONSOR...SOLD OUT <i>Thank you Topside, Union Home Mortgage, J Hall Homes and Jim Carpenter Company</i>	\$750.00	\$1000.00
ENTERTAINMENT SPONSOR...2 available <i>Logo prominently displayed at front of the dance floor/near stage/entertainment</i>	\$750.00	\$1000.00
COAT CHECK SPONSOR...SOLD OUT <i>Thank you Legacy Engineering</i>	\$100.00	\$200.00
WINE SPONSOR...1 available <i>Logo prominently displayed on wine bottle hangtags (one red sponsor, one white sponsor)</i>	\$750.00	\$1000.00
CHAMPAGNE SPONSOR...SOLD OUT <i>Thank you Ray's Siding</i>	\$450.00	\$500.00
DESSERT SPONSOR...SOLD OUT <i>Thank you Builders First Source/ BMC</i>	\$750.00	\$1000.00
FAVOR SPONSOR..SOLD OUT <i>Thank you Embrace Home Loans</i>	\$750.00	\$1000.00
REGISTRATION SPONSOR...SOLD OUT <i>Thank you Contractor Websites Plus</i>	\$200.00	\$250.00

2022 CORNERSTONE MARKETING MENU

SPRING GOLF

Held every year in May, this event hosts 170 attendees for a beautiful day out on the golf course.

SPRING GOLF

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

PRESENTING SPONSOR...SOLD OUT

\$1500.00

\$2000.00

Thank you Jim Carpenter Company

HOLE SPONSOR...7 available

\$130.00

\$150.00

Logoed sign on the hole for the entire tournament. Send a representative to interact with golfers at the hole throughout the day

GOLF CART SPONSOR...SOLD OUT

\$250.00

\$300.00

Thank you MidSouth

CONTEST SPONSOR ...SOLD OUT

\$450.00

\$600.00

Thank you Reico and Superior Distribution

BEVERAGE CART...1 available

\$1300.00

\$1500.00

Everyone loves to see the beverage cart on the golf course. Your logo will be posted on the side of the cart for everyone to see. Your logo will also be printed on each drink ticket.

BREAKFAST SPONSOR...SOLD OUT

\$1000.00

\$1300.00

Thank you Childress Agency

LUNCH SPONSOR...SOLD OUT

\$1000.00

\$1300.00

Thank you Dominion Energy

DINNER SPONSOR...SOLD OUT

\$1500.00

\$2000.00

Thank you Builders First Source/ BMC

AWARDS SPONSOR...SOLD OUT

\$250.00

\$300.00

Thank you Embrace Home Loans

PUTTING GREEN SPONSOR...SOLD OUT

\$130.00

\$150.00

Thank you Ray's Siding

REGISTRATION SPONSOR...SOLD OUT

\$200.00

\$250.00

Thank you Contractor Websites Plus

2022 CORNERSTONE MARKETING MENU

SPRING CLAY SHOOT

Our annual clay shoot, hosted in Remington VA,
attracts 75 players and attendees.

SPRING CLAY

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

PRESENTING SPONSOR...2 available

\$1200.00

\$1500.00

The title sponsor for this event will receive Logo prominently throughout. Recognition through in the awards dinner script. Logo displayed at registration and sign in tables

SAFTEY TABLE SPONSOR...SOLD OUT

Thank you Contractor Websites Plus

\$150.00

\$200.00

REGISTRATION SPONSOR...SOLD OUT

Thank you Contractor Websites Plus

\$150.00

\$200.00

SNACK SPONSOR...SOLD OUT

Thank you Froehling and Robertson

\$150.00

\$200.00

BEVERAGE SPONSOR...SOLD OUT

Thank you Embrace Home Loans

\$150.00

\$200.00

LUNCH SPONSOR...SOLD OUT

Thank you Jim Carpenter Company

\$450.00

\$500.00

STATION SPONSOR...4 available

Logoed sign on holes for the entire tournament. Send a representative to interact with shooters throughout the day

\$50.00

\$75.00

AWARDS SPONSOR...SOLD OUT

Thank you Froehling and Robertson

\$500.00

\$600.00

2022 CORNERSTONE MARKETING MENU

CRAB FEAST

One of our largest events of the year happens every August. Our Crab Feast hosts 450 guests. An after-hours event complete with all-you-can-eat crabs and bbq. Our auction keeps everyone on their toes. In addition, we have cornhole, great music and of course plenty of members to mingle with.

CRAB FEAST

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

PRESENTING SPONSOR...SOLD OUT

Thank you Pest Solutions

\$2000.00

\$2500.00

BIB SPONSOR...SOLD OUT

Thank you Legacy Engineering

\$500.00

\$750.00

REGISTRATION SPONSOR...SOLD OUT

Thank you Dominion Energy

\$450.00

\$600.00

CUPS SPONSOR...SOLD OUT

Thank you MidSouth

\$500.00

\$750.00

DESSERT SPONSOR...SOLD OUT

Thank you Mary Jordan Realty

\$500.00

\$700.00

AUCTION SPONSOR...SOLD OUT

Thank you Holt For Homes

\$300.00

\$400.00

PORTA POTTIE SPONSOR...SOLD OUT

Thank you J Hall Homes

\$300.00

\$400.00

VIP COCKTAIL HOUR SPONSOR...SOLD OUT

Thank you Jim Carpenter Company

\$1200.00

\$1800.00

KOOZIE SPONSOR...SOLD OUT

Thank you Embrace Home Loans

\$400.00

\$500.00

DRINK TICKETS SPONSOR...SOLD OUT

Thank you Builders First Source/ BMC , GAF and Reico

\$1000.00

\$1500.00

VIP TENTS...1 available

Treat your staff, clients or coworkers to a little VIP treatment at the annual crab feast. Reserve seating in a private tent, table and chairs for up to 8 people

\$350.00

\$400.00

Contact us: (540) 898 - 2730

Meghan@fabava.com or Mmoore@fabava.com

2022 CORNERSTONE MARKETING MENU

DISC GOLF

Our annual disc golf event is a great way to interact with our young professionals group and other members during an afternoon of fun outside.

DISC GOLF

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

TITLE SPONSOR...2 available

The title sponsor for this event will receive Logo prominently throughout. Recognition through in the awards dinner script. Logo displayed at registration and sign in tables

\$800.00

\$1000.00

SWAG BAGS SPONSOR...SOLD OUT

Thank you Contractor Websites Plus

\$500.00

\$650.00

DINNER SPONSOR...SOLD OUT

Thank you Universal Title

\$300.00

\$400.00

REGISTRATION SPONSOR...SOLD OUT

Thank you Contractor Websites Plus

\$200.00

\$300.00

BEVERAGE SPONSOR...SOLD OUT

Thank you MidSouth

\$100.00

\$150.00

HOLE SPONSOR...SOLD OUT

\$30.00

\$50.00

2022 CORNERSTONE MARKETING MENU

FALL GOLF

Our fall golf invitational is held every fall. The course plays host to 150 attendees for the day.

FALL GOLF	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
PRESENTING SPONSOR...1 available <i>The title sponsor for this event will receive their logo prominently placed throughout. Recognition in the awards dinner script. Logo displayed at registration, inside the golf carts and sign-in tables</i>	\$1500.00	\$2000.00
HOLE SPONSOR...4 available <i>Logoed sign on the hole for the entire tournament. Send a representative to interact with golfers on the hole throughout the day</i>	\$130.00	\$150.00
GOLF CART SPONSOR...SOLD OUT <i>Thank you Contractor Website Plus</i>	\$250.00	\$300.00
DINNER SPONSOR...SOLD OUT <i>Thank you Pest Solutions</i>	\$1500.00	\$2000.00
BEVERAGE CART...SOLD OUT <i>Thank you Luck Stone</i>	\$1300.00	\$1500.00
LUNCH SPONSOR...SOLD OUT <i>Thank you Dominion Energy</i>	\$1300.00	\$1500.00
CONTEST SPONSOR...SOLD OUT <i>Thank you, Republic Homes</i>	\$450.00	\$600.00
AWARDS SPONSOR...SOLD OUT <i>Thank you Embrace Home Loans</i>	\$250.00	\$300.00
PUTTING GREEN SPONSOR...SOLD OUT <i>Thank you MidSouth</i>	\$130.00	\$150.00

2022 CORNERSTONE MARKETING MENU

FALL CLAY SHOOT

Our fall clay shoot is held every fall. The course plays host to 75 attendees for the day.

FALL CLAY SHOOT

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

PRESENTING SPONSOR...2 available

\$1200.00

\$1500.00

The title sponsor for this event will receive their logo prominently placed throughout. Recognition in the awards dinner script. Logo displayed at registration

STATION SPONSOR...SOLD OUT

\$50.00

\$75.00

SAFTEY TABLE SPONSOR...SOLD OUT

Thank you Republic Homes

\$150.00

\$200.00

SNACK SPONSOR...SOLD OUT

Thank you Superior Distribution

\$150.00

\$200.00

BEVERAGE SPONSOR...SOLD OUT

Thank you Contractor Websites Plus

\$150.00

\$200.00

LUNCH SPONSOR...SOLD OUT

Thank you Builders First Source/ BMC

\$450.00

\$500.00

AWARDS SPONSOR...SOLD OUT

Thank you Embrace Home Loans

\$300.00

\$400.00

REGISTRATION SPONSOR...SOLD OUT

Thank you Contractor Websites Plus

\$150.00

\$200.00

2022 CORNERSTONE MARKETING MENU

ANNUAL MEETING

The FABAs Annual Meeting is held each November to wrap up another great year at FABAs and in the building industry. This event attracts up to 75 of FABAs most engaged members and board members.

ANNUAL MEETING

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

PRESENTING SPONSOR...SOLD OUT

\$800.00

\$1000.00

Thank you, Coleman Homes and MidSouth

DINNER SPONSOR...SOLD OUT

\$500.00

\$800.00

Thank you Dominion Energy and Union Home Mortgage

BAR SPONSOR...SOLD OUT

\$350.00

\$500.00

Thank you Ray's Siding

GIVEAWAY SPONSOR...SOLD OUT

\$250.00

\$350.00

Thank you Superior Distribution

DESSERT SPONSOR...SOLD OUT

\$250.00

\$300.00

Thank you Universal Title

PRESIDENT'S DINNER SPONSOR...SOLD OUT

\$400.00

\$450.00

Thank you Jim Carpenter Company

AWARDS SPONSOR...SOLD OUT

\$150.00

\$200.00

Thank you Republic Homes

CENTERPIECE SPONSOR...SOLD OUT

\$250.00

\$300.00

Thank you Mary Jordan Realty

REGISTRATION SPONSOR...SOLD OUT

\$150.00

\$200.00

Thank you Embrace Home Loans

Contact us: (540) 898 - 2730

Meghan@fabava.com or Mmoore@fabava.com

2022 CORNERSTONE MARKETING MENU

FABA COUNCILS AND COMMITTEES

Listed below you will find the menu of FABA councils and committees. These groups serve FABA though out the year with multiple events, meetings, and communications. No matter the task, the goal remains the same, they support our members, FABA, the community and your local building industry.

LEGISLATIVE AND ECONOMIC OUTLOOK

	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
MEAL SPONSOR ... SOLD OUT <i>Thank you Union Home Mortgage</i>	\$500.00	\$700.00

REGISTRATION SPONSOR ... SOLD OUT <i>Thank you Contractor Websites Plus</i>	\$250.00	\$300.00
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NEW MEMBER ORIENTATION

Months Available ...3 available	\$200.00	\$250.00
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The hour before the Hard Hat, our new members will meet and learn about all things FABA. Speak to the new members about your company and FABA experience. Drink ticket to the Hard Hat included

January

May - Thank you Holt For Homes

July - Thank you Childress Agency

November - Thank you Froehling and Robertson

COMMUNITY SERVICE COMMITTEE

1 Available	\$1500.00	\$2000.00
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Provide year-long sponsorship support to the Community Service Committee and their multiple events. Have your logo included on-site at events and in all communications related to the committee

YOUNG PROFESSIONALS COMMITTEE

1 Available	\$1500.00	\$2000.00
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Provide year-long sponsorship support to the Young Professional's committee and their multiple meetings. Have your logo included on-site at meetings and in all communications related to the committee

Contact us: (540) 898 - 2730

Meghan@fabava.com or Mmoore@fabava.com

2022 CORNERSTONE MARKETING MENU

FABA COUNCILS AND COMMITTEES

Listed below you will find the menu of FABA councils and committees. These groups serve FABA though out the year with multiple events, meetings, and communications. No matter the task, the goal remains the same, they support our members, FABA, the community and your local building industry.

STUDENT CHAPTERS

WITH CORNERSTONE PACKAGE SOLD SEPERATLY

SOLD OUT

\$1500.00

\$2000.00

Thank you Jim Carpenter Company

EDUCATION COMMITTEE

1 Available

\$1500.00

\$2000.00

Provide year-long sponsorship support to the Education Committee. The Committee offers classes based around builder/developer series, sales and marketing, and personal professional development series. Teaching opportunities available

DEVELOPERS COUNCIL

SOLD OUT

\$2500.00

\$3000.00

Thank you Union Home Mortgage

FABA BUILDING ANNIVERSARY OPEN HOUSE

SOLD OUT

\$250.00

\$300.00

Thank you Union Home Mortgage and MidSouth

MEMBERSHIP DRIVE KICK OFF PARTY

SOLD OUT

\$250.00

\$300.00

Thank you Mary Jordan Realty and Holt for Homes

2022 CORNERSTONE MARKETING MENU

COUNTY SPOTLIGHTS

Claim your month and county for our bi-monthly county spotlight. One sponsor per month and per county. Your Logo will be displayed throughout the event, time to speak will be included and a shoutout from the presenter as well. These are casual breakfast/lunch-style events aimed at engaging members in that county.

COUNTY SPOTLIGHTS... SOLD OUT

WITH CORNERSTONE PACKAGE SOLD SEPERATLY

\$250.00

\$350.00

MONTHS AVAILABLE

COUNTIES AVAILABLE

SOLD OUT

Purchased:

February - Culpepper - Thank you Republic Homes

March - King George - Thank you Holt For Homes

April - Fredericksburg - Thank you Contractors Websites Plus

June - Stafford - Thank you Union Home Mortgage

August - Spotsylvania - Thank you Union Home Mortgage

October - Orange - Thank you Universal Title

December - Caroline - Thank you Jim Carpenter Company

2022 EVENT TICKETS



EVENT TICKETS

Interested in being ahead of the game for next year even more? As a Cornerstone sponsor, you are able to purchase tickets in advance at a discounted rate for all FABAs events. These ticket rates are available through December 31st, 2021. (These tickets are separate from the a la carte sponsorship dollars included in your Cornerstone level. Some events will sell out with this opportunity.)

EARLY TICKET ACCESS

WITH CORNERSTONE PACKAGE

SOLD SEPERATLY

<ul style="list-style-type: none">• Gala: (tables seat 8)<ul style="list-style-type: none">○ 2- \$150○ 4- \$300○ 6- \$450○ 8- \$600	\$75.00	\$95.00
<ul style="list-style-type: none">• Spring Golf – Foursome<ul style="list-style-type: none">○ 20 foursomes available	\$500.00	\$545.00
<ul style="list-style-type: none">• Spring Clay – Foursomes<ul style="list-style-type: none">○ 10 foursomes available	\$500.00	\$540.00
<ul style="list-style-type: none">• Crab Feast - Tickets only<ul style="list-style-type: none">○ 2- \$140○ 4- \$280○ 8- \$560	\$70.00	\$100.00
<ul style="list-style-type: none">• Fall Golf - Foursome<ul style="list-style-type: none">○ 20 foursomes available	\$500.00	\$545.00
<ul style="list-style-type: none">• Fall Clay - Foursomes<ul style="list-style-type: none">○ 10 Foursomes available	\$500.00	\$540.00
<ul style="list-style-type: none">• Annual Meeting - 50 tickets<ul style="list-style-type: none">○ 2 - \$50○ 4- \$100○ 6- \$150	\$25.00	\$35.00