

FABA Cornerstone Marketing 2023

# FABA CORNERSTONE MARKETING 2023



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. 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 2023 FABA membership and will help you gain the exposure and make the connections you need to grow your business in 2023.

### **OUR 2022 SPONSORS**





# FABA CORNERSTONE MARKETING 2023



### **HOW IT WORKS**

- Select your marketing level
- 1. Partner
- 2. Diamond
- 3. Platinum
- 4. Gold
- 5. Silver
- Included is your 2023 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 FABA + HBAV + NAHB Memberships
- 4 NAHB Affiliate Memberships for additional employees of your company
- Printed logo on FABA Cornerstone promo materials
- Printed signage at FABA events
- Company Logo (with link) on FABA Website Homepages
- Access to all event sponsorships and tickets in advance and at a discounted rate
- Social Media Posts (1 per quarter for all levels)

### **Marketing: By Level**

- For Gold, Platinum, Diamond, and Partner Levels: logo on FABA homepage, logo on FABA staff email signatures
- Large signs printed and brought to all FABA 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 halfpage educational content
- · For Gold and Silver: Quarter size ad

### **MARKETING LEVELS**



- Partner Level (1) \$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 Summer Fest, 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
  - o One VIP tent at Summer Fest
- Diamond Level (1) \$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 Summer Fest, the President's Gala, Disc Golf, Legislative update and the Annual meeting.
  - 1 foursome in the spring or fall Golf Tournament, one foursome in the spring or fall Clay Shoots, your choice
  - One VIP tent at Summer Fest
- Platinum Level (3) \$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 Summer Fest, the President's Gala, Disc Golf, Legislative update and the Annual meeting.
  - 1 foursome for Golf or Clay Shoot, your choice
  - One VIP tent at Summer Fest
- Gold Level (3) \$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 Summer Fest, the President's gala, Disc Golf, Legislative update and the Annual meeting.
  - o 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 Summer Fest, the President's gala, Disc golf, Legislative update and the Annual Meeting

#### 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

TITLE SPONSORSOLD OUT	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
Thank you Dominion Energy	\$2500.00	\$3000.00
CENTERPIECE SPONSORSOLD OUT Thank you, MidSouth, Rays Siding, Jim Carpenter Company, Topside FCU and Legacy Engineering	\$750.00	\$1000.00
ENTERTAINMENT SPONSOR4 available  Logo prominently displayed at front of the dance floor/near stage/entertainment	\$750.00	\$1000.00
COAT CHECK SPONSORSOLD OUT Thank you Holt for Homes	\$200.00	\$275.00
WINE SPONSORSOLD OUT Thank you Halsey Homes and Childress Construction	\$750.00	\$1000.00
BAR SPONSOR2 available  Logo prominently displayed at the bar and on cocktail napkins	\$1000.00	\$1500.00
SIGNITURE DRINK SPONSORSOLD OUT Thank you CMG Home Loans	\$450.00	\$500.00
DESSERT SPONSORSOLD OUT Thank you Reico	\$750.00	\$1000.00
FAVOR SPONSORSOLD OUT  Thank you Childress Agency	\$750.00	\$1000.00
REGISTRATION SPONSORSOLD OUT Thank you Embrace Home Loans	\$400.00	\$550.00
Contact us: (540) 898 - 2730	Meghan@fabava.com or Mmoore@	fabava.com

Contact us: (540) 898 - 2730

#### **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
TITLE SPONSORSOLD OUT Thank you Jim Carpenter	\$2200.00	\$3000.00
mank you jiin carpenter		
HOLE SPONSOR7 available  Logoed sign on the hole for the entire tournament. Send a representative to interact with golfers at the hole	\$130.00	\$150.00
GOLF CART SPONSORSOLD OUT		
Thank you Builders First Source	\$750.00	\$850.00
CONTEST SPONSORSOLD OUT		
Thank you Childress Construction	\$450.00	\$600.00
BEVERAGE CARTSOLD OUT		
Thank you GAF	\$1300.00	\$1500.00
BREAKFAST SPONSOR1 available		
Set up and greet all players while they enjoy breakfast at the clubhouse. Signage included	\$1000.00	\$1300.00
LUNCH SPONSORSOLD OUT  Thank you Dominion Energy	\$1000.00	\$1300.00
19th HOLE RECEPTION SPONSOR1 available Set up and greet all players while they enjoy dinner during the awards ceremony. Signage included	\$1800.00	\$2000.00
AWARDS SPONSORSOLD OUT Thank you Truist	\$350.00	\$400.00
PUTTING GREEN SPONSORSOLD OUT Thank you Dominion Energy	\$150.00	\$200.00
REGISTRATION SPONSORSOLD OUT Thank you Embrace Home Loans	\$350.00	\$400.00
SWAG BAG SPONSORSOLD OUT Thank you Sanfio Designs	\$650.00	\$1000.00
PRIZE SPONSORUNLIMITED  Your sponsorship will help provide prizes for the raffle and or tournament winners. Have your logo displayed on the prize to		\$100.00

#### SPRING CLAY SHOOT

Contact us: (540) 898 - 2730

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

SPRING CLAY	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
TITLE SPONSOR2 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 and on all digital marketing materials	\$1500.00	\$1800.00
SAFTEY TABLE SPONSORSOLD OUT		
Thank you Republic Homes	\$150.00	\$200.00
REGISTRATION SPONSORSOLD OUT Thank you Contractor Websites Plus	\$250.00	\$350.00
SNACK SPONSORSOLD OUT Thank you YHB CPA	\$150.00	\$200.00
BEVERAGE SPONSORSOLD OUT Thank you Reico	\$150.00	\$200.00
LUNCH SPONSORSOLD OUT  Thank you Jim Carpenter	\$850.00	\$1000.00
STATION SPONSOR6 available  Logoed sign on holes for the entire tournament. Send a representative to interreact with shooters throughout the day	\$50.00 <i>y</i>	\$75.00
AWARDS SPONSORSOLD OUT Thank you Metwood	\$350.00	\$400.00
PRIZE SPONSORUNLIMITED  Your sponsorship will help provide prizes for the raffle and o tournament winners. Have your logo displayed on the prize to		\$100.00

#### TWILIGHT GOLF

Contact us: (540) 898 - 2730

Held every spring 9 holes of afternoon fun before the spring hard hat

TWILIGHT GOLF	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
REGISTRATION SPONSORSOLD OUT Thank you Childress Agency	\$250.00	\$350.00
SWAG BAG SPONSORSOLD OUT Thank you Reico	\$450.00	\$600.00
PUTTING GREEN SPONSORSOLD OUT Thank you Coleman Homes	\$150.00	\$200.00
BEVERAGE SPONSORSOLD OUT Thank you MidSouth	\$650.00	\$800.00
HOLE SPONSORSOLD OUT  Logoed sign on holes for the entire tournament. Send a representative to interreact with shooters throughout the day	\$75.00	\$100.00

Contact us: (540) 898 - 2730

#### SUMMER FEST

One of our largest events of the year happening this Summer. Our Summer Fest hosts 450 guests. An after-hours event complete with seafood, crabs and bbq. In addition, we have cornhole, great music and of course plenty of members to mingle with.

SUMMER FEST TITLE SPONSORSOLD OUT	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
Thank you Pest Solutions	\$2500.00	\$3000.00
BIB SPONSORSOLD OUT Thank you Childress Agency	\$800.00	\$900.00
REGISTRATION SPONSORSOLD OUT Thank you Dominion Energy	\$400.00	\$550.00
CUPS SPONSORSOLD OUT Thank you Embrace Home Loans	\$600.00	\$750.00
DESSERT SPONSORSOLD OUT Thank you Childress Construction	\$500.00	\$700.00
AUCTION SPONSORSOLD OUT Thank you Republic Homes	\$350.00	\$400.00
PORTA POTTIE SPONSORSOLD OUT Thank you JHall Homes	\$300.00	\$400.00
PARTY TENT SPONSORSOLD OUT Thank you Jim Carpenter	\$1500.00	\$1800.00
KOOZIE SPONSORSOLD OUT Thank you Reico	\$400.00	\$500.00
BAR SPONSOR1 available  Signage of your logo located on and around the bar area. You logo will be printed on all drink tickets	\$1000.00	\$1500.00
ICE CREAM TRUCK SPONSORSOLD OUT Thank you Ray's Siding	\$500.00	\$800.00
ENTERTAINMENT SPONSOR1 available logo displayed by band or Dj and recognized during the speech	\$1500.00	\$2000.00
VIP TENTS5 available	¢3E0 00	\$400.00
Treat your staff, clients or coworkers to a little VIP treatment, Reserve seating in a private tent, table and chairs for up to 8 pe	\$350.00 Pople	\$400.00
(7.40) 000 0700		0.5.1

Contact us: (540) 898 - 2730

#### **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 SPONSOR2 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 SPONSOR1 available  Your logoed bag will be seen all day by all players.  Logoed bag for each player. (If you provide your own bags only a (\$200.00 fee)	\$500.00	\$650.00
DINNER SPONSORSOLD OUT Thank you Truist	\$500.00	\$800.00
REGISTRATION SPONSORSOLD OUT  Thank you Contractor Websites Plus	\$250.00	\$300.00
BEVERAGE SPONSORSOLD OUT  Thank you Contractor Websites Plus	\$150.00	\$200.00
AWARDS SPONSOR1 available Signage on the awards table, you care welcome to hand out to awards to the winners	\$250.00 he	\$400.00
HOLE SPONSOR13 available  Logoed sign on holes for the entire tournament. Send a representative to interreact with golfers throughout the day	\$30.00	\$50.00

#### **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
TITLE SPONSORSOLD OUT Thank you GAF	\$2000.00	\$2500.00
HOLE SPONSOR6 available  Logoed sign on the hole for the entire tournament. Send a representative to interact with golfers on the hole throughout the day	\$130.00	\$150.00
SWAG BAGSSOLD OUT Thank you JHall Homes	\$650.00	\$1000.00
GOLF CART SPONSORSOLD OUT	A750.00	<b>4050 00</b>
Thank you Ray's Siding	\$750.00	\$850.00
19th HOLE RECEPTION SPONSORSOLD OUT Thank you Pest Solutions	\$1500.00	\$2000.00
BEVERAGE CART1 available  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 coming. Your logo will also be printed on each drink ticket  LUNCH SPONSOR1 available	\$1300.00	\$1500.00
Set up and greet all players while they enjoy a boxed lunch Signage included	\$1300.00	\$1500.00
CONTEST SPONSORSOLD OUT Thank you Republic Homes and Dominion Energy	\$450.00	\$600.00
AWARDS SPONSORSOLD OUT Thank you Coleman Homes	\$250.00	\$300.00
REGISTRATION SPONSORSOLD OUT Thank you Contractor Websites Plus	\$350.00	\$400.00
PUTTING GREEN SPONSORSOLD OUT Thank you Ray's Siding	\$150.00	\$200.00
WATER BOTTLE SPONSORSOLD OUT Thank you MidSouth	\$600.00	\$800.00
PRIZE SPONSORUNLIMITED  Your sponsorship will help provide prizes for the raffle and or tournament winners. Have your logo displayed on the prize table.	\$50.00 le	\$100.00
Contact us: (540) 898 - 2730	Meghan@fabava.com or Mmoore@	fabava.com

#### **FALL CLAY SHOOT**

Contact us: (540) 898 - 2730

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
TITLE SPONSOR2 available  The title sponsor for this event will receive their logo prominently placed throughout. Recognition in the awards dinner script. Logo displayed at registration	\$1500.00	\$1800.00
STATION SPONSOR6 available  Logoed sign on the hole for the entire tournament. Send a representative to interact with shooters throughout the day.	\$50.00	\$75.00
SAFTEY TABLE SPONSORSOLD OUT Thank you Builders First Source	\$150.00	\$200.00
SNACK SPONSORSOLD OUT Thank you Holt for Homes	\$150.00	\$200.00
BEVERAGE SPONSORSOLD OUT Thank you Ray's Siding	\$150.00	\$200.00
LUNCH SPONSORSOLD OUT Thank you Builders First Source	\$850.00	\$1000.00
AWARDS SPONSORSOLD OUT Thank you GAF	\$350.00	\$400.00
REGISTRATION SPONSORSOLD OUT Thank you Contractor Websites Plus	\$250.00	\$350.00
PRIZE SPONSORUNLIMITED  Your sponsorship will help provide prizes for the raffle and or tournament winners. Have your logo displayed on the prize taken	\$50.00 ble	\$100.00

#### **ANNUAL MEETING**

Contact us: (540) 898 - 2730

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

ANNUAL MEETING	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
TITLE SPONSOR2 available  The title sponsor for this event will receive their logo prominently placed throughout. Recognition in the awards dinner script. Logo displayed at registration	\$800.00	\$1000.00
DINNER SPONSORSOLD OUT  Thank you Dominion Energy	\$800.00	\$1000.00
BAR SPONSORSOLD OUT Thank you Ray's Siding	\$1000.00	\$1500.00
GIVEAWAY SPONSORSOLD OUT Thank you YHB CPA	\$250.00	\$350.00
DESSERT SPONSORSOLD OUT Thank you Mary Jordan	\$250.00	\$300.00
PRESIDENT'S DINNER SPONSORSOLD OUT Thank you Jim Carpenter	\$500.00	\$650.00
AWARDS SPONSORSOLD OUT Thank you Holt for Homes	\$250.00	\$300.00
CENTERPIECE SPONSORSOLD OUT Thank you Reico	\$250.00	\$300.00
REGISTRATION SPONSORSOLD OUT Thank you Froehling & Robertson	\$200.00	\$250.00

#### **HOLIDAY PARTY**

Contact us: (540) 898 - 2730

The FABA holiday party each December will bring you all the holiday joy you need this time of year!

HOLIDAY PARTY	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
TITLE SPONSORSOLD OUT Thank you Truist and Contractor Websites Plus	\$800.00	\$1000.00
DINNER SPONSOR1 available  Your logo will be displayed on the table and recognition during the awards	\$800.00	\$1000.00
BAR SPONSOR1 available  Your logo will be displayed on the bar throughout the night of recognized during the speeches	and \$1000.00	\$1500.00
GIVEAWAY SPONSORSOLD OUT Thank you Sanfio Designs	\$250.00	\$350.00
DESSERT SPONSORSOLD OUT Thank you CMG Home Loans	\$250.00	\$300.00
REINDEER GAMES SPONSOR2 available  Sponsor the games for the evening. Have your logo feature through the event and recognition in the promotional mate		\$300.00
REGISTRATION SPONSORSOLD OUT Thank you Froehling & Robertson	\$200.00	\$250.00
CENTERPIECE SPONSORSOLD OUT Thank you MidSouth	\$250.00	\$300.00
FAVOR SPONSORSOLD OUT Thank you Metwood	\$250.00	\$300.00

#### 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

MEAL SPONSOR ... SOLD OUT

WITH CORNERSTONE PACKAGE

**SOLD SEPERATLY** 

Thank you Coleman Homes

\$500.00

\$700.00

REGISTRATION SPONSOR ... SOLD OUT

Thank you Froehling & Robertson

\$250.00

\$300.00

#### NEW MEMBER ORIENTATION

Months Available ...3 available

\$200.00

\$250.00

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 - Sold, thank you Superior Distribution May - Sold, thank you Metwood

July

November

#### COMMUNITY SERVICE COMMITTEE

1 Available \$1500.00 \$2000.00

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

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

#### 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.

#### WITH CORNERSTONE PACKAGE SOLD SEPERATLY

#### STUDENT CHAPTERS

SOLD OUT - Thank you Jim Carpenter

\$1500.00

\$2000.00

Provide year-long sponsorship support to our growing student chapters. Have your logo included on-site at the events and in all communications related to the committee

#### **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

#### LEGISLATIVE COMMITTEE

1 Available \$2500.00 \$3000.00

Provide year-long sponsorship support to the Legislative Committee and their multiple events. Have your logo included in all monthly meetings and weekly communications related to the committee

#### MEMBERSHIP DRIVE KICK OFF PARTY

1 Available \$250.00 \$300.00

The Spring and Fall is membership drive time for FABA. Sponsor the membership drive kick-off party hosting all of the membership drive participants

Contact us: (540) 898 - 2730

#### **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...7 AVAILABLE

WITH CORNERSTONE PACKAGE SOLD SEPERATLY

\$250.00 \$350.00

#### MONTHS AVAILABLE

Contact us: (540) 898 - 2730

*February* 

March

April

June

August

October

December

#### **COUNTIES AVAILABLE**

City of Fredericksburg - Thank you

**IDesign Granite** 

King George - Thank you Holt for

Homes

Culpeper\_thank you Fulton Mortgage

Stafford - Thank you Contractor

Websites Plus

Spotsylvania - Thank you Froehling

& Robertson

Orange

Caroline- Thank you Jim Carpenter

### **2023 EVENT TICKETS**



#### **EVENT TICKETS**

Contact us: (540) 898 - 2730

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 FABA events. These ticket rates are available through December 31st, 2022. (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
• Gala: (tables seat 8)  ○ 2-\$170  ○ 4-\$340  ○ 6-\$510  ○ 8-\$680	\$85.00	\$100.00
<ul> <li>Spring Golf – Foursome</li> <li>15 foursomes available</li> </ul>	\$600.00	\$650.00
<ul> <li>Spring Clay – Foursomes</li> <li>10 foursomes available</li> </ul>	\$500.00	\$540.00
• Summer Fest - Tickets only  ○ 2-\$170  ○ 4-\$340  ○ 8-\$680	\$85.00	\$100.00
<ul> <li>Fall Golf - Foursome</li> <li>18 foursomes available</li> </ul>	\$550.00	\$600.00
<ul> <li>Fall Clay - Foursomes</li> <li>10 Foursomes available</li> </ul>	\$500.00	\$545.00
• Annual Meeting - 50 tickets  ○ 2 - \$50  ○ 4- \$100  ○ 6- \$150	\$25.00	\$35.00