





FABA CORNERTONE MARKETING PROGRAM

2025



Fredericksburg Area Builders Association

FABA CORNERSTONE MARKETING 2025



OUR 2024 SPONSORS

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 2025 FABA membership and will help you gain the exposure and make the connections you need to grow your business in 2025.



FABA CORNERSTONE MARKETING 2025



HOW IT WORKS

- Select your marketing level
- 1. Elite
- 2. Diamond
- 3. Platinum
- 4. Gold
- 5. Silver
- 6. Bronze
- Included is your 2025 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
- One Young Professional Affiliate membership for a member of your company under 45
- Printed logo on FABA Cornerstone promo materials
- · Printed signage at FABA events
- Company Logo on FABA Website Homepages
- Access to all event sponsorships and tickets in advance and at a discounted rate
- Ability to send posts and content for social media
- Elevated listing in the FABA online directory

Marketing: By Level

- For Silver, Gold, Platinum, Diamond and Elite 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 Diamond and Elite Level: Full-page ad and the option to provide fullpage educational content
- For Platinum and Gold: Half-page ad and the option to provide half-page educational content
- For Silver and Bronze: Quarter-size ad

ELITE LEVEL

FABA is offering this exclusive level for our Cornerstone program. Experience luxury VIP service at FABA like never before with this concierge service for all of 2025.

Elite Sponsor – (1) \$20,000

Includes base sponsorship, tickets listed below, and up to \$8,000 in a la carte marketing, event sponsorships, and event tickets.

10 tickets to each of the following events:

Summer Fest
The President's Gala
Legislative update
Woman's Brunch
The Annual Meeting

One foursome in the Spring Golf Tournament
One foursome in the Fall Golf Tournament
One foursome in the Spring Clay Shoot
One foursome in the Fall Clay Shoot
1 VIP tent at Summer Fest

Welcome signage at ALL FABA events leading into the event with QR code
Personalized service at the Gala and Annual Meeting
Logo featured on our website with link and company bio
Partner in hosting your open house
Elevated profile on the FABAVA.com directory
Tailored marketing and service based on the company
One reserved hard hat

Contact us: (540) 898 - 2730

MARKETING LEVELS



- Diamond 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 Summer Fest, the President's Gala,
 Legislative update, Woman's Brunch and the Annual meeting.
 - 1 foursome in the spring and fall Golf Tournament, one foursome in the spring and fall Clay Shoot
 - 1 VIP tent at Summer Fest
- Platinum 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 Summer Fest, the President's Gala, Legislative update, Woman's Brunch, and the Annual meeting.
 - 1 foursome in the spring or fall Golf Tournament, one foursome in the spring or fall Clay Shoots, your choice
 - 1 VIP tent at Summer Fest
- Gold Level (2) \$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, Legislative update, Woman's Brunch, and the Annual meeting.
 - o 1 foursome for Golf or Clay Shoot, your choice
 - 1 VIP tent at Summer Fest
- Silver 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, Legislative update, Woman's Brunch, and the Annual meeting.
 - o 1 foursome of Golf or Clay Shoot, your choice
- **Bronze 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, Legislative update, Woman's Brunch, 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, is a fabulous way to engage with our members.

PRESIDENT'S GALA

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TITLE SPONSOR1 available left	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
Logo prominently placed on all event marketing materials; Log on large event banner at entry to event venue; recognition in script for event; Your company will have a one-minute commercial slot. Introduction and Stage time at the event.	o \$2500.00	\$3000.00
PROGRAM SPONSORSSOLD OUT Thank you Topside, 84 Lumber, Carpet house and Jim Carpenter	\$500.00	\$1200.00
CENTERPIECE SPONSORSOLD OUT		
Thank you Built Right Homes	\$850.00	\$1000.00
ENTERTAINMENT SPONSOR2 available Logo prominently displayed at front of the dance floor/near stage/entertainment	\$700.00	\$1000.00
COAT CHECK SPONSORSOLD OUT Thank you Coleman Homes	\$300.00	\$350.00
WINE SPONSORSOLD OUT		
Thank you TTG and MidSouth	\$750.00	\$1000.00
PHOTO BOOTH SPONSOR 1 Available Logo prominently displayed at photo booth, recognition during the speech	\$550.00 g	\$650.00
DESSERT SPONSORSOLD OUT Thank you Builders First Source	\$750.00	\$1000.00
FAVOR SPONSOR1 available Logo prominently displayed on favors and packaging	\$750.00	\$1000.00
REGISTRATION SPONSORSOLD OUT Thank you 516 Project	\$500.00	\$650.00
SIGNITURE DRINK SPONSORSOLD OUT Thank you Annandale Millwork	\$800.00	\$1000.00
Contact us: (540) 898 - 2730	Meghan@fabava.com or Mmoore@	fabava.com

WOMEN'S BRUNCH

Celebrate and promote women in the building industry with our annual women's brunch. Held this spring for an estimated 35-60 people

WOMEN'S BRUNCH	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
TITLE SPONSORSOLD OUT Thank you Union Home Mortgage	\$800.00	\$1000.00
BRUNCH SPONSOR1 available left Your logo will be displayed on the table and recognition during the speech	\$500.00	\$800.00
COFFEE SPONSORSOLD OUT Thank you J Hall Homes	\$450.00	\$600.00
GIVEAWAY SPONSORSOLD OUT Thank you Jim Carpenter Company	\$250.00	\$350.00
REGISTRATION SPONSORSOLD OUT Thank you Carpet House	\$300.00	\$400.00
CENTERPIECE SPONSORSOLD OUT Thank you Ray's Siding	\$450.00	\$500.00
FAVOR SPONSORSOLD OUT Thank you Legacy Engineering	\$250.00	\$300.00
AWARDS SPONSORSOLD OUT Thank you TTG	\$250.00	\$300.00
Contact us: (540) 898 - 2730	Meghan@fabava.com or Mmoore@	@fabava.com

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ANNUAL CELEBRATION HOSTED BY THE YOUNG PROFFESIONALS

Bringing together the Young Professionals for an evening of celebration and networking each spring

YP CELEBRATION	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
TITLE SPONSORSOLD OUT Thank you Contractor Websites Plus	\$800.00	\$1000.00
MEAL SPONSOR1 available Your logo will be displayed on the table and recognized during the awards	\$600.00	\$800.00
REGISTRATION SPONSORSOLD OUT Thank you MidSouth	\$250.00	\$300.00
BAR SPONSORSOLD OUT Thank you RHouse Realty and Luck Stone	\$500.00	\$700.00
PHOTO BOOTH SPONSORSOLD OUT Thank you 516 Project	\$250.00	\$400.00
GIVEAWAYSOLD OUT Thank you CMG Home Loans	\$300.00	\$500.00

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 Company	\$2200.00	\$3000.00
HOLE SPONSOR10 available Logoed sign on the hole for the entire tournament. Send a representative to interact with golfers at the hole. Sitters are first come first serve.	\$300.00	\$350.00
GOLF CART SPONSORSOLD OUT Thank you Annandale Millwork	\$750.00	\$850.00
CONTEST SPONSORSOLD OUT Thank you Legacy Engineering and Builders First Source	\$450.00	\$600.00
BEVERAGE CARTSOLD OUT Thank you GAF	\$1300.00	\$1500.00
GO FOR PARSOLD OUT Thank you LP Building Products	\$800.00	\$1000.00
LUNCH SPONSORSOLD OUT Thank you Dominion Energy	\$1000.00	\$1300.00
19th HOLE RECEPTION SPONSORSOLD OUT Thank you MidSouth	\$1600.00	\$2000.00
AWARDS SPONSORSOLD OUT Thank you Coleman Homes	\$400.00	\$450.00
PUTTING GREEN SPONSORSOLD OUT Thank you Reico Kitchen and Bath & Fairway	\$200.00	\$250.00
REGISTRATION SPONSORSOLD OUT Thank you 84 Lumber	\$400.00	\$500.00
SWAG BAG SPONSORSOLD OUT Thank you Contractor Websites Plus	\$750.00	\$1000.00
PRIZE SPONSORUNLIMITED Your sponsorship will help provide prizes for the raffle and of tournament winners. Have your logo displayed on the prize tournament winners.		\$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	\$1200.00	\$1500.00
SAFTEY TABLE SPONSORSOLD OUT		
Thank you Ferguson	\$200.00	\$250.00
REGISTRATION SPONSORSOLD OUT Thank you Contractor Websites Plus	\$300.00	\$400.00
SNACK SPONSORSOLD OUT Thank you Reico	\$200.00	\$250.00
BEVERAGE SPONSORSOLD OUT Thank you Builders First Source	\$300.00	\$400.00
LUNCH SPONSORSOLD OUT Thank you Jim Carpenter Company	\$850.00	\$1000.00
STATION SPONSOR10 available Logoed sign on holes for the entire tournament. Send a representative to interact with shooters throughout the day	\$75.00	\$100.00
AWARDS SPONSORSOLD OUT Thank you Luck Stone	\$350.00	\$400.00
AMMO SPONSORSOLD OUT Thank you GAF	\$500.00	\$400.00

DISC GOLF

Contact us: (540) 898 - 2730

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 SPONSOR1 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 SRS	\$500.00	\$800.00
REGISTRATION SPONSOR1 available Thank you The Childress Agency	\$250.00	\$300.00
BEVERAGE SPONSOR1 available Thank you Joe Homebuyer	\$150.00	\$200.00
AWARDS SPONSORSOLD OUT Thank you 84 Lumber	\$250.00	\$400.00
HOLE SPONSOR18 available Logoed sign on holes for the entire tournament. Send a representative to interreact with golfers throughout the day	\$30.00	\$50.00

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 Contractor Websites Plus	\$250.00	\$350.00
WATER SPONSORSOLD OUT Thank you LP Building Products	\$450.00	\$600.00
PUTTING GREEN SPONSORSOLD OUT Thank you GAF	\$150.00	\$200.00
BEVERAGE SPONSORSOLD OUT Thank you 84 Lumber	\$650.00	\$800.00
HOLE SPONSOR9 available Logoed sign on holes for the entire tournament. Send a representative to interact with players throughout the day	\$100.00	\$150.00

Contact us: (540) 898 - 2730

SUMMER FEST

One of our largest events of the year happening this September. Our Summer Fest hosts 350 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	WITH CORNERSTONE PACKAGE	SOLD SEPERATLY
TITLE SPONSORSOLD OUT Thank you LP Building Products	\$2500.00	\$3000.00
BIB SPONSORSOLD OUT Thank you MidSouth	\$850.00	\$1000.00
REGISTRATION SPONSORSOLD OUT Thank you Fairway & Vet's Choice	\$500.00	\$600.00
CUPS SPONSORSOLD OUT Thank you Halsey Homes	\$600.00	\$750.00
GAMES SPONSORSOLD OUT Thank you 84 Lumber, Brandon Bilt, Carpet House and Mary J	\$500.00	\$1200.00
RAFFLE SPONSORSOLD OUT Thank you Built Right Homes	\$350.00	\$400.00
COMFORT STATION SPONSORSOLD OUT Thank you J Hall Homes	\$300.00	\$400.00
PARTY TENT SPONSORSOLD OUT Thank you Jim Carpenter Company KOOZIE SPONSOR SOLD OUT	\$1500.00	\$1800.00
KOOZIE SPONSORSOLD OUT Thank you Halsey Homes	\$500.00	\$650.00
BAR SPONSOR3 available left Signage of your logo located on and around the bar area. Your logo will be printed on all wristbands	\$1000.00	\$1500.00
ICE CREAM TRUCK SPONSORSOLD OUT Thank you Ray's Siding	\$600.00	\$800.00
ENTERTAINMENT SPONSOR1 available Logo displayed by band or Dj and recognized during the speece	\$1500.00	\$2000.00
VIP TENTS3 available 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 eople	\$400.00

Contact us: (540) 898 - 2730

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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 SPONSOR8 available Logoed sign on the hole for the entire tournament. Send a representative to interact with golfers on the hole throughout the day	\$300.00	\$350.00
GOLF CART SPONSORSOLD OUT		
Thank you Dominion Energy	\$750.00	\$850.00
19th HOLE RECEPTION SPONSOR1 available Set up and greet all players while they enjoy dinner during the awards ceremony. Signage included	\$1600.00	\$2000.00
BEVERAGE CARTSOLD OUT Thank you Builders First Source	\$1300.00	\$1500.00
LUNCH SPONSOR1 available Set up and greet all players while they enjoy a boxed lunch Signage included CONTEST SPONSOR1 available Thank you Joe Homebuyer	\$1000.00 \$450.00	\$1500.00 \$600.00
AWARDS SPONSORSOLD OUT Thank you Republic Home Builders	\$400.00	\$450.00
REGISTRATION SPONSORSOLD OUT Thank you LP Building Products	\$400.00	\$500.00
PUTTING GREEN SPONSORSOLD OUT Thank you J Hall Homes	\$200.00	\$250.00
CIGAR SPONSOR1 available Display your logo on the cigar table and hand out to each play	ver \$1000.00	\$1200.00
COURTESY CARTSOLD OUT Thank you Fairway	\$250.00	\$400.00
COOLER SPONSORSOLD OUT Thank you Fred Nats	\$1000.00	\$1300.00

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 SPONSOR1 available The title sponsor for this event will receive their logo prominently placed throughout. Recognition in the awards dinner script. Logo displayed at registration	\$1000.00	\$1200.00
MEAL SPONSOR1 available Your logo will be displayed on the table and recognition during the awards	\$800.00	\$1000.00
BEVERAGE SPONSOR3 available Thank you Fairway	\$500.00	\$1500.00
GIVEAWAY SPONSORSOLD OUT Thank you Luck Stone	\$250.00	\$350.00
DESSERT SPONSORSOLD OUT Thank you Ferguson	\$250.00	\$300.00
PRESIDENT'S SPONSORSOLD OUT Thank you Dominion Energy	\$500.00	\$650.00
AWARDS SPONSORSOLD OUT Thank you Contractor Websites Plus	\$250.00	\$300.00
CENTERPIECE SPONSORSOLD OUT Thank you Carpet House	\$350.00	\$450.00
REGISTRATION SPONSORSOLD OUT Thank you 84 Lumber	\$350.00	\$450.00
PROGRAM SPONSORSOLD OUT Thank you Builders First Source, Coleman Homes, Topside, Service and Mary Jordan	\$200.00	\$350.00

HOLIDAY PARTY

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 Contractor Websites Plus	\$800.00	\$1000.00
APPITIZER SPONSORSOLD OUT Thank you Ray's siding	\$500.00	\$1000.00
BAR SPONSOR2 available left		
Thank you LP Building Supply & The Childress Agency	\$500.00	\$1500.00
PRESENT SPONSORSOLD OUT Thank you Reico Kitchen & Bath	\$250.00	\$350.00
DESSERT SPONSORSOLD OUT Thank you Carpet House	\$250.00	\$300.00
REINDEER GAMES SPONSOR2 available Thank you SRS	\$250.00	\$300.00
REGISTRATION SPONSORSOLD OUT Thank you CMG Home Loans	\$300.00	\$350.00
CENTERPIECE SPONSORSOLD OUT Thank you IDesign Granite	\$250.00	\$300.00
FAVOR SPONSOR1 available Provide us with your favors for each guest as a take away	\$350.00	\$300.00
Contact us: (540) 898 - 2730	Meghan@fabava.com or Mmoore@	Pfabava.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.

MEMBERSHIP DRIVE KICK OFF PARTY

2 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

COMMUNITY SERVICE COMMITTEE

SOLD OUT \$1500.00 \$2000.00

Year long sponsorship provided by PEST SOLUTIONS, THANK YOU!

YOUNG PROFESSIONALS COMMITTEE

SOLD OUT \$1500.00 \$2000.00

Year long sponsorship provided by Jim Carpenter Company, THANK YOU!

Contact us: (540) 898 - 2730

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

1 Available \$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 on the builder/developer series, sales and marketing, and personal professional development series. Teaching opportunities available. This sponsorship includes all FABA University Sessions

LEGISLATIVE COMMITTEE

1 Available \$1500.00 \$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

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

\$300.00 \$400.00

MONTHS AVAILABLE

COUNTIES AVAILABLE

February City of Fredericksburg - SOLD OUT Thank you Legacy

Engineering

March
King George - Sold out - Thank you Fairway Mortgage

April Culpepper - Sold Out, Thank you Republic Home Builders

Stafford - SOLD OUT, Thank you Contractor Websites Plus

June Spotsylvania - SOLD OUT Thank you

August Orange

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October

Caroline- SOLD OUT Legacy Engineering in April

December

2025 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, 2024. (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) on Corners	\$85.00	\$115.00
 Spring Golf – Foursome 15 foursomes available 	\$650.00	\$750.00
 Spring Clay – Foursomes 10 foursomes available 	\$500.00	\$599.00
• Summer Fest - Tickets only on Cornerstone ○ 2- \$170 ○ 4- \$340 ○ 8- \$680	\$85.00	\$125.00
 Fall Golf - Foursome 18 foursomes available 	\$600.00	\$700.00
 Fall Clay - Foursomes 10 Foursomes available 	\$500.00	\$595.00
• Annual Meeting - 50 tickets on Cornerstone ○ 2 - \$50 ○ 4- \$100 ○ 6- \$150	\$25.00	\$40.00