

Membership Cup Award - 2023 Application
1201 15th Street NW
Washington, DC 20005
1-800-368-5242

ID: MA17220

To be considered, Applications must be submitted online.
This document is for reference only.

Membership Cup Award

Contact Information

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<i>Company/Organization:</i>	Northeast Florida Builders Association
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Home Builders Association (HBA) Details

<i>Association Name:</i>	Northeast Florida Builders Association
<i>Association Number:</i>	1024
<i>Website:</i>	https://nefba.com/

Membership Plan

Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):

Hiring a new Executive Officer and Membership Director in the summer of 2021 allowed our association to shake things up, reassign roles and reevaluate our membership plan and how best to navigate as a networking-based association in a post pandemic environment. Our EO and Membership Director decided to really focus on revamping our annual membership drive and created a sub-committee to get member input. Our focus was to make our association goals more member led. By asking members what types of events would they like to see more of, what other ways could we better provide value to your company, etc...we received lots of feedback that was implemented which in turn, led to more participation and fosters a more value driven organization for all.

What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):

In late fall of each year, membership goals are discussed and decided up with our Executive Board. We factor in many variables such as market conditions and budget requirements as well as realistic growth expectations. Our membership goal in 2022 was to reach 1,150 members which was a 100-member increase from where we were at the time. This goal was not only met but we obliterated it. During our annual Membership Drive, we welcome 140 new builder/associate members in the span of a month with an additional 70 affiliate and council members. This brought our total to 210 new members in a month! The conversation then changed from a growth to a retainment mindset for these members in the future.

Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):

Membership became a focal point of each and every conversation. At NEFBA events, we always make sure to encourage new faces to join or others to "always remember to bring a new member" so we could demonstrate the value our association brings to their business.

Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):

Our plan's success depended on the buy-in we had from our members. Our motto became "your referral is our greatest tool." We encouraged our members to recruit those who they are already working alongside and have established relationships with and tell prospects how NEFBA has helped their business and why they keep renewing year over year. To further participation, we turned recruitment into a friendly competition. We created a "Reach" program where we recognize our top recruiters at each monthly board meeting with prizes. Our folks who recruit 2 companies receive a

gift card to a member company, those who reach 5 or more receive a NEFBA branded IceMule Cooler, and those who reach 10 or more receive personalized gifts that they would love. Past gifts include a kayak, paddle board, rare bourbon and boxes of cigars. By celebrating our recruiters achievements, rather than just expecting them to help, has dramatically increased recruitment. We make sure to give back and thank them for their efforts.

Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):

With our short-term goal of growing, we also set a long-term objective to focus on retention. It's great if we can bring in these new members but it doesn't serve us or them if we cannot retain them. So our philosophy became that retention starts on day one. Alongside our Membership committee, we try to get those who join to attend an event to "find their tribe" within their first 90 days. We have all been there, you walk through the doors of a meeting of an organization you have never been before and feel lost. You scan the room for a friendly face, someone you know who can help guide you, but see no one. Meanwhile the rest of the room is happily talking and joking. The meeting starts and you hear from a host of folks about events that sound fun and issues that relate to you and your business. But where to begin? We created a New Member Orientation that is hosted multiple times throughout the year to showcase our different councils and ways to get involved. We also instituted a "Greeter" program at monthly meetings of established members who will walk around and introduce new members.

Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):

We have placed an emphasis on the culture of membership. We wanted to make sure that both new and established members found our organization equally valuable because retaining members is just as important as recruiting new ones. We are mindful to never take a membership for granted and do not assume that a member will continue to renew year over year unless we are continually fostering that connection. While our annual membership drive is our big focus for recruiting new members, EVERY day is a membership drive in our world!

Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):

NEFBA is always committed to helping members grow their business, save money and make things happen. We push the strength in numbers mindset that "our voice is stronger together." We tell both our new members and prospective members alike that the 3-in-1 membership is a great benefit. This brings members the best of all worlds — local networking and resources, along with access to invaluable state and national information and privileges. From building permitting and development, to statewide tax issues, to federal safety regulations, your membership gives you a trusted voice and effective representation at city hall, the Florida Capitol, and in Washington, D.C. With 140,000 members nationwide, our voice is stronger together!

Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):

When hiring a new membership director in 2021, NEFBA was currently ranked 9th in nation. Over the course of the past two years, NEFBA has grown exponentially by smashing our recruitment and retainment goals and blossoming to 4th largest HBA in the country. Our organization has become a go-to and trusted organization in our community of Northeast Florida. Our results demonstrate that our membership plan will continue to help us grow and add value for our members.

Supporting Documents Uploads (PDF or MS-Word Format)

<i>Upload a written membership plan:</i>	NEFBAMembershipPlanfor2022.docx
<i>Supporting Document #1:</i>	2023ProspectiveMemberPacket.pdf
<i>Supporting Document #2:</i>	NewMemberWelcomeLetter.pdf
<i>Supporting Document #3:</i>	June2023MembershipOrientation3.pdf
<i>Supporting Document #4:</i>	MembershipDriveCall-a-ThonFlyer.pdf
<i>Supporting Document #5:</i>	JoinToday-MembershipPostcard2.pdf
<i>Supporting Document #6:</i>	2023SmartPartnersFINAL.pdf



NEFBA Membership Plan

Membership Goals

- **Increase Membership to 1,150 Builder & Associate Members**
 - Redesign how the annual membership drive is done. Create a team structure with increased board member participation.
 - Create Reach Two Program to encourage and track recruitment
- **Realize annualized retention rate of 85%**
 - Update and distribute talking points for builders to promote membership to subs.
 - Bring back the Pinnacle Builder program of “Members doing business with members”
 - Task Board members to act as greeters at monthly board meetings
- **Measure New Member Engagement**
 - Track first year builder & associate membership data by events attended, sponsorship dollars, committee involvement. Follow up with members who have not been active within the first 90 days.
 - Host a newly designed New Member Orientation at least 2x per year.
- **Position NEFBA as the trusted authority in the home building and construction industry to increase the association’s visibility and credibility in our community**
 - Launch a redesigned website providing more value for current members and that better demonstrates our mission, vision and values to prospective members.
 - Increase social media presence



2023 PROSPECTIVE MEMBER PACKET



Mission Statement

The Northeast Florida Builders Association is a not-for-profit trade organization representing members of the community who earn their livelihood from the housing and construction industries. We strive for excellence by providing our members education, training, networking, financial benefits, and representation in government and community affairs. We are committed to quality construction, affordable housing, sensible growth, the sanctity of the environment, and private property rights, thereby ensuring the highest quality of life in Northeast Florida.

Why Join NEFBA?

1

Strength in Numbers: 3-in-1 Membership

When you join NEFBA, you also become a member of the Florida Home Builders Association and the National Association of Home Builders (NAHB). This benefit brings members the best of all worlds – local networking and resources, along with access to invaluable state and national information and privileges. NAHB has 140,000 members nationwide. Our voice is stronger together!

2

Powerful Advocacy at all Levels of Government

From building permitting and development, to statewide tax issues, to federal safety regulations, your membership gives you a trusted voice and effective representation at city hall, the Florida Capitol, and in Washington, D.C.

3

Expand your Professional Network

As the 6th largest home builders association in the nation, NEFBA membership affords you opportunities to increase business and connect with other construction industry professionals. Bring awareness to your company and learn what your peers are doing in Northeast Florida. With over 200 events per year on the calendar, there is always something going on somewhere. We highly encourage you to serve on the committees and councils that interest you.

4

Member Discounts & Rebate Programs

There are a multitude of benefits, discounts, and rebates that can literally pay back your membership dues in just a short period of time. Your membership entitles you to corporate discounts and rebates with National Purchasing Partners and the Builder/Remodeler Member Rebate Program, as well as exclusive discounts on vehicle purchases, travel, office supplies and more!





1,200 Members & Counting!

Largest Builders Association in the State of Florida
6th Largest Builders Association in the Country



Specialized Committees/Regional Councils

Serve on councils or committees that interest you!



Endless Networking & Powerful Advocacy

With over 200 events per year on the calendar, there is always a way to get involved. Do you prefer structured events such as the NEFBA Board & Officers Installation, or more relaxed events such as the Nassau County Oyster Roast, or the Government Affairs Sporting Clay Shoot? NEFBA has something for everyone!



"BUSINESS CONSULTANTS SAY 85% OF ALL BUSINESS FAILURES OCCUR IN FIRMS THAT ARE NOT MEMBERS OF THEIR INDUSTRY TRADE ASSOCIATION."



Frequently Asked Questions

Who does my membership cover? Do each of my employees need a membership?

When a company joins NEFBA, the entire company is considered a member of the association. We encourage all employees to get involved - this is the best way to maximize your membership. When a company joins, one person is designated as the primary member of record, who is then listed on the website, in the printed membership directory and gains membership within FHBA and NAHB. Additional employees can be listed by joining as an Affiliate Member.

What is an Affiliate Membership?

The Affiliate Membership is available to employees of companies that are members of NEFBA. This membership includes a listing on the NEFBA website and in the annual printed Membership Directory. The Affiliate membership also includes a subscription to Builders News magazine and access to membership benefits within the state and national associations. The cost is \$100/year or \$75/year for young professionals 40 and under.

I'm not a Builder or Remodeler, Why Should I Join?

Membership is open to anyone licensed to do business, or any person or entity offering professional services of any kind to the building industry such as architectural, engineering, electrical, plumbing, marketing, design, financial services, etc., or any form of business that benefits/serves the industry. NEFBA is designed to help all companies involved in the construction industry to better contend with industry issues through collective action. With over 200 events on the calendar and 13 unique councils and committees, each offers the opportunity to make connections and grow your business in another sector.



Hallie Stadvec

Director of Membership & Marketing

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www.nefba.com

June 15, 2023

Dear **XX**,

On behalf of the Northeast Florida Builders Association (“NEFBA”), we would like to welcome you to our organization! By joining NEFBA, you are now part of the largest and most vibrant home builders association in Florida and one of the largest in the country with 1,260+ local company members. We are pleased to add new members who bring fresh ideas and energy to our association and we are thrilled to have you on board.

Please bookmark our website www.nefba.com, where you will find complete information on our programs and activities. I would also encourage you to follow us on Facebook/Instagram to stay up to date on all things NEFBA.

To help you get involved, here are a few events we have planned in the coming weeks:

- June General Membership/Board Meeting
- New Member Orientation
- Meet the Builder

I know that life gets busy, but I hope you will make the time to attend one of our many upcoming events. Involvement in your trade association helps not only you but our industry as a whole. Please feel free to use me as a resource for any of your membership needs and I look forward to meeting you.

Sincerely,



Hallie Stadvec
Director of Membership & Marketing
Northeast Florida Builders Association

DON'T GET CAUGHT WITHOUT DIRECTIONS

*Welcome to
The Northeast Florida
Builders Association!*

New Member Orientation

Thursday, June 29th

4:30 PM - 6:00 PM

NEFBA Office

**6747 Southpoint Parkway
Jacksonville, FL 32216**



Scan to Register

Why Attend?

Learn about our organization

Get info on upcoming events

Meet your committees

Get involved & start networking

Get acquainted with membership
benefits

Who Should Attend?

New Members

New employees of your company

Anyone looking to learn more!



10:00 AM - 2:30 PM



NEFBA Membership Drive Call-a-Thon

Eat lunch, win prizes, recruit new members!



Presented By

realtor.com®

JUNE 1ST

**NEFBA Office
6747 Southpoint Parkway**



Decline



Accept

Contact Hallie Stadvec at hstadvec@nefba.com

JOIN TODAY!

NORTHEAST FLORIDA
BUILDERS ASSOCIATION



NEFBA works to support the homebuilding industry through education, training, advocacy, networking and community involvement.

6747 Southpoint Parkway, Jacksonville, FL 32216 | (904) 725-4355 | membership@nefba.com



Northeast Florida Builders Association

ADVOCATE. EDUCATE. CELEBRATE

SMART PARTNERS: YOUR BRAND AND OURS

2023 MARKETING OPPORTUNITIES



2023 NEFBA President
Chris Wood
Riverside Homes

A MESSAGE FROM Our President

Using this Guide

As a member of the largest Builders Association in Florida, and with access to over 1,200 members, how do you want to make the most of your NEFBA membership in 2023? Do you primarily sell to custom homebuilders? Remodeling contractors? Single-family builders? Other associates or trades? Do you prefer structured events such as the NEFBA Board & Officers Installation, or more relaxed events such as the Nassau County Oyster Roast, or the Apprenticeship Sporting Clay Shoot?

This *SMART PARTNERS* Marketing Guide will serve as your road map to add value to your membership, build relationships, and generate recognition for your company in front of your industry peers. The sheer number of events and opportunities can be overwhelming, so we created this guide to help you plan your involvement for 2023.

The NEFBA *SMART PARTNERS* Marketing Guide highlights the majority of events produced by your association throughout the year. All opportunities featured have descriptions to give you a better idea of what the event is all about, and the recognition you can expect in return.

Getting the most from your membership also means being involved. We invite you to join a committee or council that will lead you to that pivotal next step of building relationships and potential leadership positions at the local, state and national levels.

Through our charitable arm, Builders Care, NEFBA also provides the opportunity to give back to your local community. We hope that you are excited about 2023 and we look forward to helping you and your company grow at NEFBA.

Best wishes,

Chris Wood

Our Staff



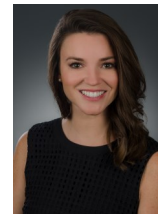
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NEFBA PARTNERSHIP OPPORTUNITIES

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SMART MARKETING:

BECOME A NEFBA PARTNER

GET THE MOST FROM YOUR SPONSORSHIP

MORE INFO: Jessie Spradley | jspradley@nefba.com
Corey Hacker | 904-421-0292 | chacker@nefba.com

Invest \$5,000 or more with the Northeast Florida Builders Association and become a SMART PARTNER in 2023! NEFBA SMART PARTNERS receive the below recognition when they sign up to spend \$5,000 or more in marketing during the 2023 calendar year. Sponsorships must be reserved before March 31st to count toward SMART Partnership. Show your commitment to NEFBA and become a SMART PARTNER today!

SMART PARTNERS BENEFITS	DIAMOND LEVEL \$25,000+	PLATINUM LEVEL \$20,000	GOLD LEVEL \$15,000	SILVER LEVEL \$10,000	BRONZE LEVEL \$5,000
Tiered recognition on NEFBA website	✓	✓	✓	✓	✓
Tiered recognition in January issue of NEFBA Ad in Jax Daily Record (If confirmed by 12/1)	✓	✓	✓	✓	✓
Elite Partner Logo produced by NEFBA for your use	✓	✓	✓	✓	✓
Tiered logo recognition on sign displayed at select NEFBA Events	✓	✓	✓	✓	✓
Tiered logo recognition on sign in NEFBA Lobby/Pre-function Area	✓	✓	✓	✓	✓
Tiered logo recognition on program at NEFBA Installation of Officers (12/15)	✓	✓	✓	✓	✓
Tiered logo recognition on all agendas for NEFBA General Membership Meeting	✓	✓	✓	✓	✓
NEFBA Online Directory Upgrade for the calendar year	✓	✓	✓	✓	
Tiered logo recognition included in NEFBA EVENTS weekly emails	✓	✓	✓		
Tiered logo recognition on SMART PARTNERS banner of NEFBA homepage	✓	✓			
Sponsor provided literature displayed at General Membership Meetings	✓				

NEFBA TITLE SPONSORSHIP OPPORTUNITIES

YOU CAN OWN A NEFBA EVENT

Our title sponsors enjoy exclusive one of a kind sponsorships. This is your chance to own a NEFBA event. Your company name will be in the event title as well as at the forefront of all marketing materials. We love to get creative with these sponsorships to really help our partners make it their own. The sky is the limit with a title sponsorship.

NEFBA BEAST FEAST

OCTOBER 2023

TITLE SPONSOR \$5,000

- Company display table at event
- Opportunity to address event attendees
- Tiered logo recognition on event postcard distributed to members and officials
- Company logo displayed at bar
- Tiered logo recognition in event emails, social media and event signage
- Verbal recognition throughout event

GOVERNMENT AFFAIRS CLAY SHOOT

TITLE SPONSOR \$6,000

- Includes 8 shooters
- Golf cart during event
- Title position on event banner & in event program, social media recognition
- Verbal recognition throughout event
- Opportunity to address attendees at event
- Station Sponsor

NEFBA GALA

TITLE SPONSOR \$10,000

- Exclusive Sponsorship, only one available
- Logo recognition on every ticket distributed to attendees
- Two-page ad in event program
- Two reserved tables in premier location (20 total tickets)
- Logo featured in Gala event emails, NEFBA social media, signage & event program
- Verbal recognition throughout evening of event
- Tiered logo recognition on event slideshow

CBRC TOP GOLF SPRING SLAM

TITLE SPONSOR \$5,000

- Includes 4 teams of 6
- 4 bay sponsors
- Tiered logo on event signage & event program with logo on all promo material
- Company display table in dining area

NEFBA HOLIDAY GOLF TOURNAMENT

DECEMBER 2023

TITLE SPONSOR \$5,000

- Company name included in all event promo
- Opportunity to address attendees at shotgun start & awards ceremony
- 8 golfers
- Beverage & Greenside Sponsorships
- Company provided display table at awards ceremony
- Tiered logo on print & promo material

CLAY GOLF TOURNAMENT

TITLE SPONSOR \$5,000

- Company name included in all event promo
- Opportunity to address golfers at shotgun start and awards ceremony
- Includes 8 golfers
- Beverage & Greenside Sponsorships
- Company provided display table at awards ceremony
- Tiered logo on print and promo material

NASSAU SPORTING CLAYS TOURNAMENT

TITLE SPONSOR \$5,000

- Includes 8 shooters
- Opportunity to address attendees during event
- Tiered logo recognition on event banner & program
- Duck call sponsor

MEMBERSHIP DRIVE

APRIL-MAY 2023

\$5,000 - EXCLUSIVE

- Grand Prize Sponsorship with logo and verbal recognition during welcome party
- Company spotlight in NEFBA weekly email
- Opportunity to address attendees at the April NEFBA Board meeting & new member welcome party
- Exclusive Logo on Call-a-thon banner
- Signage displayed during the drive welcome party
- Logo and verbal recognition at NEFBA general membership meeting the month before
- Verbal recognition at membership drive welcome party
- Logo recognition on all promotional material sent to current and prospective members
- Company logo featured in event emails
- Logo recognition in posts on NEFBA social media

MORE INFO:

Corey Hacker

904-421-0292 | chacker@nefba.com



MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association



GENERAL SPONSORSHIPS

Be there. Be recognized. Be noticed. Be connected. Be successful. That's what NEFBA's networking events are all about. We know your time is valuable, so we appreciate you spending it with NEFBA. Join us!

INSTALLATION OF OFFICERS

TITLE SPONSOR - \$5,000

INDUSTRY EXCLUSIVE

- 10 tickets to the Installation Dinner
- 3 minute stage presentation night of event
- Logo in all pre-promotional material
- Major recognition throughout event
- Back cover ad in program
- Logo placement on event signage
- Logo on event webpage of NEFBA website

GOLD SPONSOR - \$3,000

- 10 tickets to the Installation Dinner
- Logo in all pre-promotional material
- Major recognition throughout event
- Back cover ad in program
- Logo placement on event signage
- Logo on event webpage of NEFBA website

SILVER SPONSOR - \$1,500

- 4 tickets to the Installation Dinner
- Logo in all pre-promotional material
- Major recognition throughout event
- Full page ad in program
- Logo placement on event signage
- Logo on event webpage of NEFBA website

DRINK SPONSOR - \$1,000

- Tiered logo placement on event signage
- Logo recognition at bar & on back of all beverage tickets

GENERAL MEMBERSHIP & BOARD OF DIRECTORS MEETING

\$850 - 10 AVAILABLE

- 3 - 5 Minutes to address the attendees
- Opportunity to provide PowerPoint presentation, demonstration, or video
- Logo displayed at check-in
- Logo on event webpage of NEFBA website
- Logo on meeting agenda

2022 ATTENDANCE

AVERAGE REGISTERED

200 - Installation of Officers
60 - General Membership Mtg.



MORE INFO:

Corey Hacker 904-421-0292 | chacker@nefba.com



MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association



nefba

Northeast Florida Builders Association

MEET THE BUILDER

MEET THE BUILDER

MEET THE AREAS LEADING BUILDERS IN A RELAXED TRADESHOW SETTING

Want to meet the best builders in Northeast Florida? NEFBA's Meet the Builder event is a great way for our associate members to get in front of the leading builders in the region. You must be a member to attend.

GOLD SPONSOR

\$2,500 - 4 AVAILABLE

- Company promoted as event presenter in all marketing materials
- Opportunity to setup display table at event
- Opportunity to provide promotional items to attendees & exhibitors
- Premier logo placement on event emails & flyers distributed to NEFBA membership
- Premier logo placement on event signage
- Unlimited event tickets for company employees

BEVERAGE SPONSOR

\$850 - 4 AVAILABLE

- Tiered logo placement on event emails & flyers distributed to NEFBA membership
- Tiered logo placement on event signage
- Logo displayed at bar as beverage sponsor
- Two event tickets for company employees



MORE INFO:

Corey Hacker 904-421-0292 | chacker@nefba.com



nefba

Northeast Florida Builders Association

CODES & COMPLIANCE COMMITTEE

NORTHEAST FLORIDA FALL PREVENTION TRAINING

NEFBA Codes and Compliance Committee mission is to promote best practices in the industry through education and advocacy regarding the code, safety, and other building related topics. The Codes and Compliance Committee hosts the Annual Fall Stand Down, along with other safety and best practice trainings.

PLATINUM SPONSOR

\$1,500 - INDUSTRY EXCLUSIVE

- Company display table at event
- Logo recognition on flyer
- Opportunity to display company signage at luncheon
- Sponsor recognition in all advertising and marketing media
- Verbal recognition throughout event
- Signage with company logo displayed at event

GOLD SPONSOR

\$750

- Logo recognition on flyer
- Display company logo at event
- Sponsor recognition in all advertising and marketing media

SILVER SPONSOR

\$250

- Sponsor recognition in all advertising and marketing media
- Signage with company logo displayed at event

MORE INFO: Austin Nicklas 904-421-0291 | anicklas@nefba.com

NEFBA MEMBERSHIP DRIVE

The NEFBA Membership Drive is our annual push to recruit new members. The current membership, board of directors and council representatives get together to compete for cash prizes and much more! With your support we recruit over 100 new members each year.

TITLE SPONSOR

\$5,000 - EXCLUSIVE

- Grand Prize Sponsorship with logo and verbal recognition during welcome party
- Company spotlight in NEFBA weekly email
- Opportunity to address attendees at the April NEFBA Board meeting & new member welcome party
- Exclusive Logo on Call-a-thon banner
- Signage displayed during the membership drive welcome party
- Logo and verbal recognition at NEFBA general membership meeting the month before
- Verbal recognition at membership drive welcome party
- Logo recognition on all promotional materials sent to current and prospective members
- Company logo featured in event emails

GOLD SPONSOR

\$500 - 20 AVAILABLE

- Logo on banner displayed during the membership drive welcome party
- Logo and verbal recognition at NEFBA general membership meeting the month before
- Verbal recognition at membership drive welcome party
- Logo recognition on all promotional materials sent to current and prospective members
- Company logo featured in event emails
- Logo recognition in posts on NEFBA social media



MORE INFO:

Hallie Stadvec

904-421-0294

hstadvec@nefba.com



"The NEFBA Membership Drive is our association's major outreach event of the year. We want to educate the industry about the benefits of NEFBA Membership and encourage them to join us."

- Doug Wenzel, 25+ year member



April 6, 2023
JACKSONVILLE CLAY TARGET SPORTS

2022 ATTENDANCE

135 PEOPLE REGISTERED

40% Builders/Developers
10% Elected Officials



GOVERNMENT AFFAIRS CLAY SHOOT

DON'T MISS NEFBA'S FASTEST SELLING EVENT OF THE YEAR

The Northeast Florida Builders Association Government Affairs Committee hosts members and elected officials for their annual clay shoot. Have fun shooting clay pigeons with your local or state representatives!

TITLE SPONSOR

\$6,000 - EXCLUSIVE

- Includes 8 shooters
- Golf cart during event
- Title position on event banner
- Title position on event program
- Recognition on NEFBA social media
- Verbal recognition throughout event
- Opportunity to address attendees at event
- Station Sponsor

BAND SPONSOR

\$1,000 - EXCLUSIVE

- Exclusive signage with band
- Tiered logo recognition in program
- Verbal recognition throughout event

BEVERAGE SPONSOR

\$1,000 - EXCLUSIVE

- Exclusive signage at the Bar
- Tiered logo recognition in program
- Verbal recognition throughout event

DUCK CALL SPONSOR

\$250 - UNLIMITED

- Sign with company logo displayed at shooting station on the course

12 GAUGE SPONSOR

\$1,650 - UNLIMITED

- Includes 4 shooters
- Golf cart during event
- Logo on event banner
- Logo on event program
- Recognition on NEFBA social media
- Verbal recognition throughout event
- Station Sponsor

OYSTER SPONSOR

\$1,000 - EXCLUSIVE

- Exclusive signage at oyster station
- Tiered logo recognition in program
- Verbal recognition throughout event

MORE INFO: Austin Nicklas 904-421-0291 | anicklas@nefba.com



MARKETING OPPORTUNITIES
2023 Northeast Florida Builders Association





December 4, 2023
MARSH LANDING COUNTRY CLUB

2022 ATTENDANCE

120 GOLFERS REGISTERED

30% Builders & Remodelers
40% Associates



THE NEFBA HOLIDAY GOLF TOURNAMENT

SHOW YOUR CHRISTMAS SPIRIT AT OUR ANNUAL HOLIDAY GOLF TOURNAMENT

Join us at our most exclusive golf tournament of the year. Hosted at the beautiful Marsh Landing Country Club this event is a favorite among our golfing members.

TITLE SPONSOR

\$5,000 - EXCLUSIVE

- Company name included in all event promo
- Opportunity to address attendees at shotgun start & awards ceremony
- Includes 8 golfers
- Beverage & Greenside Sponsorships
- Company provided display table at awards ceremony
- Tiered logo on print & promo material
- Tiered logo on signage and program

GOLD SPONSOR

\$3,000 - INDUSTRY EXCLUSIVE

- Includes 8 golfers
- Beverage Sponsorship & Greenside Sponsorship
- Company display table at awards dinner
- Tiered logo on print and promo material
- Tiered logo on signage and program

SILVER SPONSOR

\$1,500 - 5 AVAILABLE

- Includes 4 golfers
- Your choice of beverage or greenside sponsorship
- Tiered logo on print and promo material
- Tiered logo on signage and program

GREENSIDE SPONSOR

\$500 - 9 AVAILABLE

- Company provided promotional table at greenside location on course
- Opportunity to hand out promotional material & network with golfers during the tournament
- Tiered logo on signage and program

BEVERAGE SPONSOR

\$500 - UNLIMITED

- Includes logo recognition on all beverage tickets
- Tiered logo on signage and program

HOLE SIGN

\$250 - UNLIMITED

- Includes logo on sign at tee box
- Tiered logo on signage and program

MORE INFO:

Corey Hacker

904-421-0292 | chacker@nefba.com

MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association





October 12, 2023
AT THE NEFBA OFFICE

2022 ATTENDANCE

250 PEOPLE REGISTERED

30% Builders & Remodelers
10% Elected Officials



THE NEFBA BEAST FEAST

THE MOST IMPORTANT POLITICAL NETWORKING EVENT IN NORTH FLORIDA

NEFBA's advocacy work is more important than ever. We're growing our influence with our elected representatives and the NEFBA Beast Feast is a key element of that effort. We invite members to connect with local legislators and appointed officials on a personal level at the NEFBA Beast Feast every year in October.

TITLE SPONSOR

\$5,000 – EXCLUSIVE

- Company display table at event
- Opportunity to address event attendees
- Tiered logo recognition on event postcard distributed to members and officials
- Company logo displayed at bar
- Tiered logo recognition in event emails
- Tiered logo recognition on social media
- Tiered logo recognition on event signage
- Verbal recognition throughout event

CIGAR SPONSOR

\$1,000 – EXCLUSIVE

- Recognition in event emails
- Exclusive company logo at Cigar Bar
- Tiered logo recognition on event signage
- Company name in posts on social media
- Verbal recognition throughout event

SILVER SPONSOR

\$750 – UNLIMITED

- Recognition in event emails
- Company name in posts on social media
- Tiered logo recognition on event signage

GOLD SPONSOR

\$1,500 – UNLIMITED

- Tiered logo recognition on event postcard distributed to NEFBA members and officials
- Tiered logo recognition in Beast Feast emails
- Tiered logo recognition on social media
- Tiered logo recognition on event signage
- Verbal recognition throughout event



VIP BAR SPONSOR

\$1,500 – EXCLUSIVE

- Recognition in event emails
- Exclusive company logo at VIP Bar
- Tiered logo recognition on event signage
- Company name in posts on social media
- Verbal recognition throughout event



MORE INFO: Austin Nicklas 904-421-0291 | anicklas@nefba.com

"We look forward to the NEFBA Beast Feast every year! Where else can you eat BBQ and hang out with the City Council President?"

- Chris Shee, MasterCraft Builder Group

MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association





SPECIAL THANKS TO OUR 2022 SPONSORS



SHERWIN-WILLIAMS



Mattamy Homes
Truist Mortgage
Adams Homes
First Federal Bank
Dream Finders Homes
Dostie Homes
Miranda Contracting
TCI IBP of Jacksonville

Regions Mortgage
CHW, Inc.
City National Bank
Silverfield Development
Company
UMI
TECO | Peoples Gas
Ameris Bank

Matovina & Company
Richmond American
Homes
Russell Rowland
James Hardie
McLeod Brock Law
Maverick Warranties &
Insurance



FEATURING:

Open Bar • Buffet Dinner • Live Music • Dancing • Prizes •
Casino Games • Silent Auction • Free Parking

MARKETING OPPORTUNITIES
2023 Northeast Florida Builders Association



THE GALA

A SIGNATURE EVENT

PRESENTED BY  Northeast Florida Builders Association

THE NEFBA GALA

THE GALA IS OUR MOST WELL ATTENDED EVENT OF THE YEAR

The NEFBA Gala is the biggest night for the residential construction and remodeling industry. We will be gathering together to celebrate the success of the past year with the NEFBA President and Board of Directors.

TITLE SPONSOR

\$10,000 - EXCLUSIVE

- Exclusive Sponsorship, only one available
- Logo recognition on every ticket distributed to attendees
- Two-page ad in event program
- Two reserved tables in premier location (20 total tickets)
- Logo featured in Gala event emails
- Company name and logo in Builder News
- Tiered logo recognition in posts on NEFBA social media
- Tiered logo recognition on signage displayed at registration table
- Tiered logo recognition in event program
- Verbal recognition throughout evening of event
- Tiered logo recognition on event slideshow

GOLD SPONSOR

\$5,000 - 5 AVAILABLE

- Full-page ad in event program
- One reserved table in premier location (10 total tickets)
- Logo featured in Gala event emails
- Company name and logo in Builder News
- Tiered logo recognition in posts on NEFBA social media
- Tiered logo recognition on signage displayed at registration table
- Tiered logo recognition in event program
- Verbal recognition throughout evening of event
- Tiered logo recognition on event slideshow

SILVER SPONSOR

\$3,000 - UNLIMITED

- Reserved seating for six in premier location
- Logo featured in Gala event emails
- Company name and logo in Builder News
- Tiered logo recognition in posts on NEFBA social media
- Tiered logo recognition on signage displayed at registration table
- Tiered logo recognition in event program
- Verbal recognition throughout evening of event
- Tiered logo recognition on event slideshow

BRONZE SPONSOR

\$1,700 - UNLIMITED

- Reserved seating for four in premier location
- Logo featured in Gala event emails
- Company name and logo in Builder News
- Tiered logo recognition in posts on NEFBA social media
- Tiered logo recognition on signage displayed at registration table
- Tiered logo recognition in event program
- Verbal recognition throughout evening of event
- Tiered logo recognition on event slideshow

PATRON SPONSOR

\$1,000 - UNLIMITED

- Reserved seating for two in premier location
- Recognition in Gala event emails
- Company name in Builder News
- Tiered logo recognition on signage displayed at registration table
- Tiered logo recognition in event program
- Verbal recognition throughout evening of event
- Tiered logo recognition on event slideshow

2022 ATTENDANCE

570

PEOPLE REGISTERED

30% Builders & Remodelers
60% Associates

MORE INFO:

Corey Hacker

904-421-0292

chacker@nefba.com

MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association



PARADE OF HOMES

SEE IT. LOVE IT. BUY IT.

The Northeast Florida Parade of Homes is the premier home tour in the region. The brand is highly regarded and well known in the 4-county area of St. Johns, Clay, Duval and Nassau.



PARADE OF HOMES SPONSOR BENEFITS

Presenting and Category Sponsors

CONSUMER - DIRECTED

- Logo on select print advertising
- Mention on Parade of Homes Social Media
- First Right of Refusal for following year if renewed by January 1st

INDUSTRY - DIRECTED

- Logo on Parade of Homes entry material for builders (if booked by January 1st)
- Parade of Homes sponsorship plaque for display at company headquarters
- Logo on Parade page of NEFBA website

- Recognition on NEFBA social media
- One sponsor-provided piece of literature in April NEFBA Board of Directors Packet
- Up to 10 free tickets to Parade Banquet depending on sponsorship level

PRESENTING SPONSOR

\$15,000 - EXCLUSIVE

CONSUMER - DIRECTED

- Two-page spread inside the Parade of Homes magazine
- Opportunity to choose family for magazine cover story
- Logo on Parade of Homes magazine cover
- Logo on sponsor recognition portion of Presidents letter
- Hot-linked logo on homepage of Parade of Homes website
- Company branded Parade of Homes digital impressions
- Logo on Parade of Homes yard signs
- Regular mention in Parade of Homes social media
- Name recognition on NEFBA media releases for Parade of Homes
- First right of refusal for following year if renewed by January 1st

INDUSTRY - DIRECTED

- Logo on Parade builder entry material (when booked by January 1st)
- Two event emails to all builder participants
- Opportunity to present awards at the Parade of Homes Banquet
- Table of 10 at the Parade of Homes Banquet

BENEFACITOR SPONSOR

\$10,000 - EXCLUSIVE

CONSUMER - DIRECTED

- Full-page ad on back cover of Parade of Homes magazine
- Logo on sponsor recognition portion of Presidents letter
- Hot-linked logo on homepage of Parade of Homes website
- Regular mention in Parade of Homes social media
- Name recognition on NEFBA media releases for Parade of Homes
- First right of refusal for following year if renewed by January 1st

INDUSTRY - DIRECTED

- Logo on Parade builder entry material (when booked by January 1st)
- One event email to all builder participants
- Opportunity to present awards at the Parade of Homes Banquet
- 4 tickets to the Parade of Homes Banquet

PARTNER SPONSOR

\$7,500 - FIVE AVAILABLE

CONSUMER - DIRECTED

- Full page ad in premier location of Parade of Homes magazine
- Hot-linked logo on homepage of Parade of Homes website
- Logo on Parade of Homes yard signs
- Regular mention in Parade of Homes social media
- Name recognition on NEFBA media releases for Parade of Homes
- First right of refusal for following year if renewed by January 1st

INDUSTRY - DIRECTED

- Logo on Parade builder entry material for builders (when booked by January 1st)
- Opportunity to present awards at the Parade of Homes Banquet
- Two tickets to the Parade of Homes Banquet

MORE INFO:

Corey Hacker 904-421-0292 | chacker@nefba.com
Ashley Hartley 904-721-1153 | ahartley@nefba.com

PARADE OF HOMES AWARDS BANQUET

THE PARADE BANQUET HOSTS OVER 30 BUILDER COMPANIES EACH YEAR

The NEFBA Parade of Homes Banquet is one of the best attended builder events of the year. With over 200 of the industry's most sought after professionals, you are sure to reach your target audience.

**PARADE
OF HOMES**
SEE IT. LOVE IT. BUY IT.

PARADEOFHOMESJAX.COM



PARADE OF HOMES AWARDS BANQUET

MAY 2023

TITLE SPONSOR

\$5,000 - CATEGORY EXCLUSIVE

INDUSTRY - DIRECTED

- Opportunity to open and close the event
- Preferential table seating for 10
- Video presentation opportunity during event
- Opportunity to appear in Parade of Homes video
- Tiered logo recognition on event program
- Verbal recognition throughout evening of event
- Logo recognition during awards presentation
- Opportunity to present awards to winning builders during the event

GOLD SPONSOR

\$3,000 - 4 AVAILABLE

INDUSTRY - DIRECTED

- Preferential table seating for 10
- Video presentation opportunity during event
- Tiered logo recognition on event program
- Verbal recognition throughout evening of event
- Logo recognition during awards presentation
- Opportunity to present awards to winning builders during the event

SILVER SPONSOR

\$1,500 - UNLIMITED

INDUSTRY - DIRECTED

- Preferential table seating for 4
- Tiered logo recognition on event program
- Verbal recognition throughout evening of event
- Logo recognition during awards presentation

2022 ATTENDANCE

130

PEOPLE REGISTERED

90% Builders
10% Associates

50+

Awards given to the very best in new home construction on the First Coast!



MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association

nefba
Northeast Florida Builders Association

2022 LAUREL AWARDS

LAUREL AWARDS

For the 2022 LAUREL Awards the NEFBA Sales & Marketing council comes together to recognize their achievements & excellence in their field. Market your company in front of the highest achievers in the industry!

2022 LAUREL AWARDS

FEBRUARY 24, 2023

Hyatt Regency Jacksonville Riverfront

DIAMOND SPONSOR - \$5,000

INDUSTRY EXCLUSIVE

- Premium ad placement in program
- VIP table for 10
- 4 complimentary Laurel Award Entries
- Logo in all pre-promotional material
- Major recognition throughout event
- Recognition at bar
- Large logo on drink tickets
- 3 minute stage presentation night of event
- Opportunity to distribute marketing material to attendees

PLATINUM SPONSOR - \$3,500

- Full-page ad in program
- 8 Tickets to Laurel Awards
- 3 complimentary Laurel Award Entries
- Logo in all pre-promotional material
- Major recognition throughout event
- Tiered logo on drink ticket
- Opportunity to present an award on stage

GOLD SPONSOR - \$2,500

- Half-page ad in program
- 4 Tickets to Laurel Awards
- 2 complimentary Laurel Award Entries
- Tiered logo on drink ticket
- Logo & Company name mentioned throughout event



SILVER SPONSOR - \$1,500

- 1/4-page ad in program
- 2 tickets to Laurels
- 1 complimentary Laurel Entry
- Logo & Company name mentioned throughout event

BRONZE SPONSOR - \$850

- Logo in program
- 1 ticket to event
- Company name mentioned on stage

2022 ATTENDANCE

300

PEOPLE REGISTERED

60% Builders & Remodelers
40% Associates



MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association



NEFBA TRADE EXPO

Come meet the members and trade partners of the Northeast Florida Builders Association. This annual tradeshow features the latest in products and services from the NEFBA members you know and trust. Make personal connections with trades, suppliers and other leading industry professionals. Builders enjoy complimentary drinks during the builder happy hour.

GOLD SPONSOR

\$3,000

- 8x20 booth space in premier gold locations
- Premier logo placement on all signage & promotional material
- Logo recognition in program, on event webpage, and social media
- Two tables, 4 chairs & ID sign
- Up to eight name badges for booth personal
- First right of refusal for following year if renewed by December 1st
- Logo recognition on builder drink tickets or wristbands

SILVER SPONSOR

\$1,500

- 8x10 booth space in premier silver locations
- Logo recognition on Grand Prize Contest entry card
- Logo recognition in program, on event webpage, and social media
- One tables, 2 chairs & ID sign
- Up to six name badges for booth personal

2022 ATTENDANCE

90

BUILDER ATTENDEES

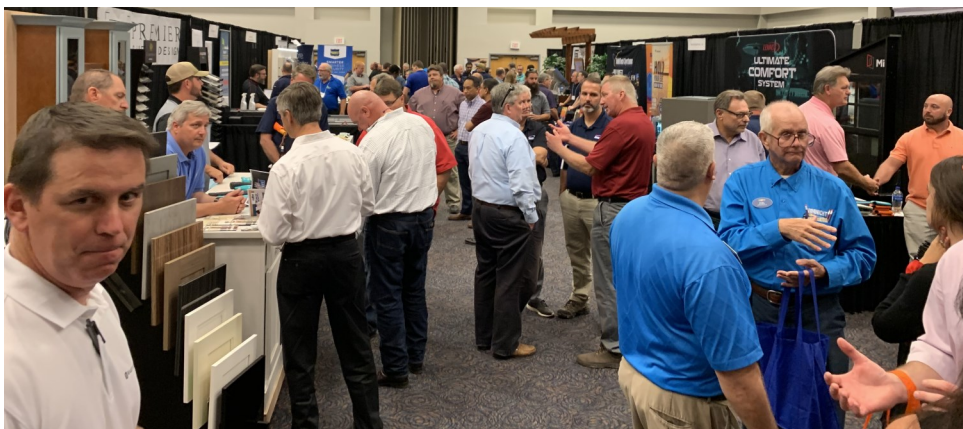
50+ Exhibitor Displays

BEVERAGE SPONSOR

\$1,000 - 4 AVAILABLE

- Logo recognition on builder drink tickets or wristbands

MORE INFO: Corey Hacker 904-421-0292 | chacker@nefba.com



MARKETING OPPORTUNITIES
2023 Northeast Florida Builders Association





CUSTOM BUILDERS & REMODELERS COUNCIL

The Custom Builders & Remodelers Council of NEFBA is an organization of custom builders & professional remodeling contractors, subcontractors and industry partners who support and learn from each other. The council is committed to being a tool for its members to improve their technical and professional competency and credibility; and as a resource for information, education, certification and networking.

TOP GOLF SPRING SLAM

TITLE SPONSOR - \$5,000

INDUSTRY EXCLUSIVE

- Includes 4 teams of 6
- 4 bay sponsors
- Tiered logo on event signage
- Tiered logo in event program
- Logo on all promo material
- Company display table in dining area

GOLD SPONSOR - \$2,500

- Includes 2 teams of 6
- 2 bay sponsors
- Tiered logo on event signage
- Tiered logo in event program
- Logo on all promo material

SILVER SPONSOR - \$1,500

- Includes 1 team of 6
- 1 bay sponsors
- Tiered logo on event signage
- Tiered logo in event program
- Logo on all promo material

FOOD SPONSOR - \$1,000

- Logo displayed at all food tables
- Tiered logo on event signage
- Tiered logo in event program
- Logo on all promo material

BEER BUCKET SPONSOR - \$1,000

- Logo displayed on all beer buckets
- Tiered logo on event signage
- Tiered logo in event program
- Logo on all promo material

BAY SPONSOR - \$250

- Includes 2 spectators
- NEFBA provided company sign at bay

ON-SITE SOCIALS

\$350 - 4 AVAILABLE

- Opportunity to host an event at your showroom or design center
- Event promoted to NEFBA & Custom Builders & Remodelers Council members
- Logo recognition on event webpage & flyer
- Opportunity to pass out promotional material and address attendees

COFFEE TALK

\$350 - BUILDER EXCLUSIVE

- Logo recognition on event promo material and emails
- Logo recognition on event webpage & flyer
- Opportunity to pass out promotional material and address attendees

BREW CHAT

\$500 - 4 AVAILABLE

- Logo recognition on event promo material and emails
- Logo recognition on event webpage & flyer
- Opportunity to pass out promotional material and address attendees



MORE INFO: Ashley Hartley 904-721-1153 | ahartley@nefba.com

"I find the Custom Builders & Remodelers Council Brew Chats to be extremely informative and worthwhile."

- Michael Lenahen, 2018 Chair



PROFESSIONAL WOMEN IN BUILDING

The NEFBA Professional Women in Building Council (PWB) is the voice of women in the local building industry. We are dedicated to promoting industry professionalism and supporting members at the local level, through education, professional development and networking opportunities.

HALLOWEEN SPOOKTACULAR

CATACOMBS SPONSOR - \$750

- Provides attendees access to Catacombs
- Name presented on catacombs
- Opportunity to address attendees
- 4 tickets to event
- Phantom sponsorship

BOOS SPONSOR - \$500

- Choose beers on event menu
- Signature cocktail named after your company
- Company logo on drink tickets
- 2 tickets to event
- Phantom sponsorship

PHANTOM SPONSOR - \$250

- Logo on promo material, event webpage & PWB Facebook
- Logo displayed on event signage
- Opportunity to provide raffle items
- 2 tickets to event

DUCK RACE

TOP DUCK - \$1,000

- Includes 20 ducks
- Company display table at event
- Tiered logo on event signage
- Tiered logo on event program
- Logo on promo material
- Logo on event webpage
- Logo on PWB Facebook

MIGHTY DUCK - \$500

- Includes 10 ducks
- Tiered logo on event signage
- Tiered logo on event program
- Logo on promo material
- Logo on event webpage
- Logo on PWB Facebook

RUBBER DUCK - \$250

- Includes 5 ducks
- Tiered logo on event program
- Logo on promo material
- Logo on event webpage
- Logo on PWB Facebook

LUNCHEONS

\$500 - 6 AVAILABLE

- 3 - 5 Minutes to address the attendees
- Opportunity to provide PowerPoint presentation or demonstration
- Logo on event page of NEFBA website
- Logo on all promotional material
- Logo featured on NEFBA social media promoting the event

SOCIALS

\$350 - 4 AVAILABLE

- Opportunity to host PWB membership at your showroom or approved location of choice
- Email blasts to the NEFBA & PWB Membership promoting the event
- Promotion in the NEFBA Events email
- Event promoted on event webpage & flyer



MORE INFO: Ashley Hartley 904-721-1153 ahartley@nefba.com

SMC
SALES & MARKETING COUNCIL
NORTHEAST FLORIDA BUILDERS ASSOCIATION



WAKE UP WITH SMC
SALES & MARKETING COUNCIL
NORTHEAST FLORIDA BUILDERS ASSOCIATION

SMC INVITES YOU TO GET SOCIAL AT OUR MONTHLY NETWORKING AND BREAKFAST EVENT!

PRESENTATION FROM ROBERT DIETZ, NAHB CHIEF ECONOMIST, IBS AND SEBC INSTRUCTOR

**FRIDAY, OCTOBER 8
8:00AM - 9:30AM
UNF UNIVERSITY CENTER**



MORE INFO: Ashley Hartley 904-721-1153 | ahartley@nefba.com

MARKETING OPPORTUNITIES
2023 Northeast Florida Builders Association

SALES AND MARKETING COUNCIL

SMC is where Builders, Realtors® and other industry professionals come together for business development, networking and educational opportunities. As NEFBA's largest council it is THE place to see and be seen!

REALTOR BUILDER TRADESHOW

PLATINUM SPONSOR - \$3,500

INDUSTRY EXCLUSIVE

- Company name and logo displayed at expo entrance and booth
- Access to tradeshow flyers for your use
- Opportunity to greet attendees at door
- Company ad displayed in continuously running slideshow
- Announcement of your booth giveaway
- Post show attendee list provided
- Your choice of available platinum sponsor booth locations
- 2 tables, 4 chairs & ID sign
- Full page ad in event program
- Logo featured in promo ads & marketing
- 5 name badges for booth personnel
- 20 additional tickets to expo hall

GOLD SPONSOR - \$2,000

- Company ad displayed in continuously running slideshow
- Announcement of your booth giveaway
- Post show attendee list provided
- Your choice of available gold sponsor booth locations
- 1 tables, 2 chairs & ID sign
- Half page ad in event program
- Logo featured in promo ads & marketing
- 5 name badges for booth personnel
- 10 additional tickets to expo hall

SILVER SPONSOR - \$1,200

- Company ad displayed in continuously running slideshow
- Announcement of your booth giveaway
- Post show attendee list provided
- Your choice of available silver sponsor booth locations
- 1 tables, 2 chairs & ID sign
- Quarter page ad in event program
- Logo featured in promo ads & marketing
- 2 name badges for booth personnel

WAKE UP WITH SMC

GOLD SPONSOR - \$800

ONE PER MONTH

INDUSTRY EXCLUSIVE

- Opportunity to address attendees for 5 minutes with slides or video
- Opportunity to distribute promotional material on tables
- Logo recognition in SMC ad in Jacksonville Daily Record for sponsored month
- Logo recognition on event webpage
- Logo recognition at every breakfast
- Post attendee registration list for sponsored breakfast
- 2 tickets for sponsored breakfast

SILVER SPONSOR - \$500

TWO PER MONTH

- Opportunity to distribute promotional material on tables
- Logo recognition in SMC ad in Jacksonville Daily Record for sponsored month
- Logo recognition on event webpage
- Logo recognition at every breakfast
- Post attendee registration list for sponsored breakfast
- 2 tickets for sponsored breakfast

EDUCATION

GOLD - \$400

- Opportunity to address attendees for up to 5 minutes
- Event email marketing to SMC & NEFBA members
- Company logo on marketing material
- Event & sponsorship promoted on SMC social media
- Opportunity to provide a raffle item
- Company logo on drink tickets
- Logo recognition on event webpage & flyer
- Company display table at event
- Post attendee registration list provided

2022 ATTENDANCE

AVERAGE REGISTERED

50 - Wake Up with SMC Breakfast

75 - SAM Tram

30 - SMC Social

30 - SMC Education

SAM TRAM

BUS SPONSOR - \$400 + Gift Cards

- Opportunity to pass out promo material
- Receive copies of business cards collected
- Give away door prizes

MODEL SPONSOR - \$300

- Have 50+ Realtors visit your model
- Opportunity to pass out promo material
- Receive copies of business cards collected
- Give away door prizes

NETWORKING SOCIALS

PLATINUM - \$500

INDUSTRY EXCLUSIVE

- Opportunity to address attendees for up to 3 minutes
- Event email marketing to SMC & NEFBA members
- Company logo on marketing material
- Event & sponsorship promoted on SMC social media
- Opportunity to provide a raffle item
- Company logo on drink tickets
- Logo recognition on event webpage & flyer
- Company display table at event
- Post attendee registration list provided

SILVER - \$250

- Event email marketing to SMC & NEFBA members
- Company logo on marketing material
- Event & sponsorship promoted on SMC social media
- Company logo on drink tickets
- Logo recognition on event webpage & flyer



MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association



YOUNG PROFESSIONALS GROUP

Designed to encourage under-40 members' involvement in every level of the association including networking, education and advocacy initiatives, the Young Professionals group helps lead NEFBA's efforts to make membership more attractive to this important demographic.

CORNHOLE TOURNAMENT

TITLE SPONSOR - \$2,000

- Opportunity to address attendees
- Custom made company cornhole board and bags used in final game
- 4 complimentary teams in the tournament
- Logo displayed on event signage
- Logo displayed on event flyer & event webpage of NEFBA website

NEW BOARD SPONSOR - \$1,000

16 AVAILABLE

- Custom made company cornhole board and bags
- 2 complimentary teams in the tournament
- Logo displayed on event signage
- Logo displayed on event flyer & event webpage of NEFBA website

BEVERAGE SPONSOR - \$650

- Logo displayed on event signage
- Logo displayed on event flyer & event webpage of NEFBA website
- Logo displayed at the bar

RETURNING BOARD - \$500

- 2 complimentary teams in the tournament
- Logo displayed on event signage
- Logo displayed on event flyer & event webpage of NEFBA website
- Logo on event webpage of NEFBA website



ELP LUNCH SPONSOR

\$500 - 1 PER CLASS

EXCLUSIVE SPONSORSHIP

- Opportunity to address Emerging Leaders Class for 5 minutes on date selected
- Logo displayed on screen during luncheon
- Logo displayed on food tables



MORE INFO:

Austin Nicklas 904-421-0291 | anicklas@nefba.com



LEADERSHIP LUNCHEON

\$1,000 - CATEGORY EXCLUSIVE

- 3 - 5 Minutes to address the attendees
- 4 complimentary tickets to luncheon
- Opportunity to set up display table at event
- Logo prominently displayed on event flyer
- Logo on event webpage of NEFBA website

\$500 - UNLIMITED

- Logo displayed on event flyer
- Logo on event webpage of NEFBA website
- 2 complimentary tickets to luncheon



"The goal of the Emerging Leaders Program is to help shape the future leaders of NEFBA as well as the leaders of our local residential construction industry."

- Chet Skinner, Founding Member

MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association





ST. JOHNS BUILDERS COUNCIL

The St. Johns Builders Council is a council of NEFBA for builders, remodelers and other companies who have an interest in the construction industry, specifically in St. Johns County. The group discusses, forms opinions, petitions local government, and takes actions on issues facing the construction industry in St. Johns County.

GOLF TOURNAMENT

CORPORATE SPONSOR - \$3,000

- Includes 8 golfers
- Beverage & Greenside sponsorship
- Logo recognition on all promotional material
- Company provided display table at dinner

GOLD SPONSOR - \$1,500

- Includes 4 golfers
- Greenside sponsorship
- Tiered logo recognition on banner & program
- Logo recognition on beverage ticket

VIP GREEN SPONSOR - \$500

- Includes company provided promotional table at greenside
- Logo in program

HOLE SPONSOR - \$200

- Includes NEFBA provided sign with company logo at hole
- Name recognition in program

PUTTING CONTEST SPONSOR - \$400

- Company display sign on putting green
- Logo recognition on banner and program

LONGEST DRIVE SPONSOR - \$300

CLOSEST TO THE PIN - \$250

BOX LUNCH SPONSOR - \$1,000

- Company display banner at lunch table
- Sponsor provides boxed lunch for golfers

SJBC SOCIALS

10 AVAILABLE

- Opportunity to host SJBC membership at your showroom or approved location of choice
- 3 - 5 minutes to address attendees
- 2 email blasts to the SJBC Membership promoting the event
- Logo recognition on event page of NEFBA website
- Promotion in the NEFBA Events email
- Sponsor is responsible for providing food

FISHING TOURNAMENT

REDFISH SPONSOR - \$5,000

- Includes 3 boat entries
- Company display table at event
- Tiered logo recognition on event posters, banners & t-shirt
- Company banner displayed at weigh in
- Opportunity to provide promotional items for captains bags
- Recognition in awards program
- 8 banquet tickets

SEA TROUT SPONSOR - \$2,500

- Includes 2 boat entries
- Tiered logo recognition on event posters, banners & t-shirts
- Opportunity to provide promotional items for captains bags
- Recognition in awards program
- 6 banquet tickets

FLOUNDER SPONSOR - \$1,000

- Includes 1 boat entry
- Opportunity to provide promotional items for captains bags
- Recognition in awards program
- 2 banquet tickets

BANQUET SPONSOR - \$500

- Recognition on event posters & t-shirt
- Opportunity to provide items for Captain's bags
- Recognition in awards program
- 2 banquet tickets

BEVERAGE SPONSOR - \$400

- Recognition in awards program
- 2 banquet tickets
- Logo on bar

BEST OF ST. JOHNS

PRESENTING SPONSOR - \$3,000

- Includes 2 tables of 6
- Large logo on banner, program & all promotional material
- Recognition in awards program

DINNER SPONSOR - \$1,500

- Includes 1 table of 6
- Medium logo on banner, program & all promotional material
- Recognition in awards program

BEVERAGE SPONSOR - \$1,000

- Personalized sponsor banner at bar
- 12 drink tickets
- Recognition in awards program

TABLE SPONSOR - \$750

- Personalized sponsor sign on table
- 2 dinner tickets & 2 beverage tickets
- Recognition in awards program

HOLIDAY DINNER

PRESENTING SPONSOR - \$2,000

- Includes 6 dinner tickets
- Logo on all promo material
- Logo on banners
- Recognition in awards program
- Time at the podium
- Recognition in program

DINNER SPONSOR - \$1,000

- Includes 4 dinner tickets
- Logo on banners
- Recognition in awards program
- Time at the podium

BEVERAGE SPONSOR - \$750

- 4 dinner tickets
- Logo on banner at bar
- Recognition in awards program

TABLE SPONSOR - \$500

- 2 dinner tickets
- Personalized sponsor sign on table
- Recognition in awards program
- Sponsor promo items on table



MORE INFO:

Shelia Crocker

904-421-0295

scrocker@nefba.com



MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association





CLAY BUILDERS COUNCIL

The Clay Builders Council is a council of NEFBA for builders, remodelers and other companies who have an interest in the construction industry, specifically in Clay County. The group discusses, forms opinions, petitions local government, and takes actions on issues facing the construction industry in Clay County.

MONTHLY BREAKFAST

\$500 - 10 AVAILABLE

- Opportunity to give 3 minute presentation to breakfast attendees
- One free tickets to breakfast selected
- Opportunity to display promotional material on tables
- Logo included in NEFBA social media posts promoting breakfast

BOWLING TOURNAMENT

STRIKE SPONSOR - \$1,000

- One team of five
- Logo in program
- Logo on event webpage
- Company display table at event
- One Lane sponsor

SPARE SPONSOR - \$750

- One team of five
- Logo in program
- Logo on event webpage

LANE SPONSOR - \$150

- Company logo circulated on TV's throughout event
- Company logo in program

GOLF TOURNAMENT

TITLE SPONSOR - \$5,000

- Company name included in all event promo
- Opportunity to address golfers at shotgun start and awards ceremony
- Includes 8 golfers
- Beverage & Greenside Sponsorships
- Company provided display table at awards ceremony
- Tiered logo on print and promo material
- Tiered logo on signage and program

GOLD SPONSOR - \$3,000

- Includes 8 golfers
- Beverage & Greenside Sponsorships
- Company provided display table at awards ceremony
- Tiered logo on print and promo material
- Tiered logo on signage and program

SILVER SPONSOR - \$1,500

- Includes 4 golfers
- Your choice of Beverage or Greenside Sponsorship
- Tiered logo on print and promo material
- Tiered logo on signage and program

GREENSIDE SPONSOR - \$500

- Company provided promotional table at greenside location on the course
- Opportunity to hand out promotional material & network with golfers during the tournament
- Tiered logo on signage and program

BEVERAGE SPONSOR - \$450

- Includes logo recognition on all beverage tickets
- Tiered logo on signage and program

HOLE SIGN - \$250

- Includes logo on sign at tee box
- Tiered logo on signage and program

SOCIALS

\$600 - CATEGORY EXCLUSIVE

- Opportunity to set up display table at event
- Opportunity to speak to event attendees
- Logo prominently displayed on event tables
- Logo prominently displayed on event flyer
- Logo on event webpage of NEFBA website

\$300 - UNLIMITED

- Tiered logo recognition on event banner or sign
- Tiered logo displayed on event flyer
- Tiered logo on event webpage of NEFBA website



MORE INFO: Shelia Crocker 904-421-0295 | scrocker@nefba.com

"The Clay Builders Council provides members with an opportunity to become involved and take an active role in the events and issues that shape the construction industry in Clay County."

- Joe Wiggins
2020/2021 Chairman





NASSAU BUILDERS COUNCIL

The Nassau Builders Council is a council for builders, remodelers and other companies who have an interest in the construction industry in Nassau County.

MORE INFO: Shelia Crocker 904-421-0295 | scrocker@nefba.com

SPORTING CLAYS TOURNAMENT

TITLE SPONSOR - \$5,000

CATEGORY EXCLUSIVE

- Includes 8 shooters
- Opportunity to address attendees during event
- Tiered logo recognition on event banner & program
- Duck call sponsor

12 GAUGE SPONSOR - \$1,200

- Includes 4 shooters
- Tiered logo recognition on event banner & program
- Duck call sponsor

16 GAUGE SPONSOR - \$900

- Includes 2 shooters
- Tiered logo recognition on event banner & program
- Duck call sponsor

20 GAUGE SPONSOR - \$600

- Includes 1 shooter
- Tiered logo recognition on event banner & program

DUCK CALL SPONSOR - \$250

- Includes company name on sign at shooter's station

OYSTER ROAST

TITLE SPONSOR - \$2,500

CATEGORY EXCLUSIVE

- Premier logo placement on event flyer
- Opportunity to address the group at the event
- Logo prominently displayed on event signage
- Logo on event webpage of NEFBA website

OYSTER/BEVERAGE SPONSOR - \$750

- Logo placement on event flyer
- Sign placed near bar and oyster grill
- Logo displayed on event signage
- Logo on event webpage of NEFBA Website

EVENT SPONSOR - \$500

- Logo placement on event flyer
- Logo displayed on event signage
- Logo on event webpage of NEFBA Website

LOGO SPONSOR - \$350

- Logo placement on event flyer
- Logo displayed on event signage

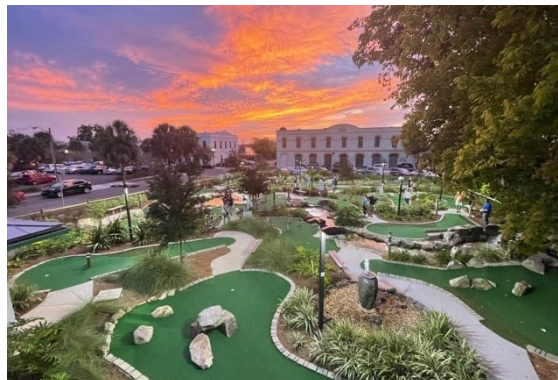
SOCIALS

\$600 - CATEGORY EXCLUSIVE

- Opportunity to set up display table at event
- Opportunity to speak to event attendees
- Logo prominently displayed on event tables
- Logo prominently displayed on event flyer
- Logo on event webpage of NEFBA website

\$300 - UNLIMITED

- Tiered logo recognition on event banner or sign
- Tiered logo displayed on event flyer
- Tiered logo on event webpage of NEFBA website



APPRENTICESHIP PROGRAM

The NEFBA Apprenticeship Program has been registered with the Florida Department of Education since 1973. Forty-eight years of offering a quality construction apprenticeship program providing career preparation for the workforce to meet the needs of employers, industry, and the community, thereby enhancing the quality of life in Northeast Florida.



APPRENTICESHIP ANNUAL CLAY SHOOT

TITLE SPONSOR - \$5,000

- Shoot will be hosted as the "title sponsor's" Apprenticeship Clay Shoot
- Includes 12 shooters
- Golf cart during event
- Logo prominently displayed on event banner, program & social media
- Verbal recognition throughout event
- Station Sponsor

12 GAUGE SPONSOR - \$1,200

- Includes 4 shooters
- Golf cart during event
- Logo prominently displayed on event banner, program & social media
- Verbal recognition throughout event
- Station Sponsor

16 GAUGE SPONSOR - \$750

- Includes 2 shooters
- Logo displayed on event banner, program & social media
- Verbal recognition throughout event
- Station Sponsor

BUCK SHOT SPONSOR - \$300

- Signage at Drink Station
- Donation goes towards Apprenticeship Scholarships

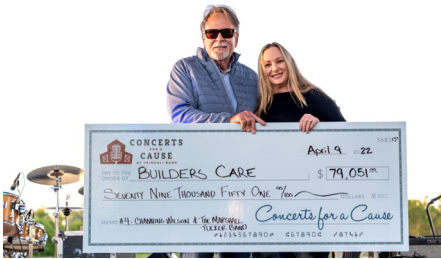
MORE INFO: Christina Thomas 904-421-0297 | cthomas@nefba.com

"Through NEFBA Apprenticeship, I may have been trained as an electrician. But, to me, the most important thing is that my trade has allowed me to make a valuable difference in my community — with my team, my company, and with others."

-David Harp
Division Manager, IMC Construction Group



WWW.BUILDERSCARE.ORG



BUILDERS CARE

HELP GIVE HOPE TO NORTHEAST FLORIDA'S MOST NEEDY CITIZENS

Since 2001 Builders Care has helped hundreds of people in Northeast Florida in need of critical home repairs. Builders Care is a charitable construction contractor whose mission is to provide affordable to no-cost construction services to the elderly and disabled in Northeast Florida with the kindred purpose of building a better habitat for all.

BUILDERS CARE CARING MEMBERS

CARING SPONSOR - \$5,000 (ONE TIME DONATION)

SUSTAINING SPONSOR (MONTHLY PAYMENTS)

PLATINUM - \$500 MONTHLY

GOLD - \$200 MONTHLY

SILVER - \$100 MONTHLY

BRONZE - \$50 MONTHLY

- Tax deductible
- Tiered logo recognition on Builders Care website
- Company name in NEFBA weekly emails
- Tiered logo recognition on slideshow at NEFBA General Membership meetings

HOME FROM THE HEART BUILDER

BUILDER GIVES PROFIT FROM ONE HOME TO BUILDERS CARE

- Mass media coverage on all outlets
- Feature story in Builder News magazine
- Ownership of top scroll on Builders Care website
- Heavily featured in NEFBA weekly emails
- Verbal recognition at NEFBA monthly meetings
- Slide show presentation promoting Home from the Heart at 3 NEFBA monthly meetings
- Logo recognition on Builders Care social media

MORE INFO: Krissy Barkas 904-727-3443 | kbarkas@nefba.com



"I would like to say what a fabulous organization Builders Care truly is and how I greatly appreciate everything they were able to do to help me during a very sad and traumatic time in my life. I would recommend Builders Care to anyone going through tough times. I cannot thank you enough for your kindness and help."

- Anonymous Supporter

MARKETING OPPORTUNITIES

2023 Northeast Florida Builders Association



ARE YOU READY TO BE A SMART PARTNER?

Use the form below to help plan your NEFBA Sponsorships for 2023. Once you decide, contact us to help you create the perfect customized sponsorship package for your business.

MORE INFO: Jessie Spradley | jspradley@nefba.com
Corey Hacker | 904-421-0292 | chacker@nefba.com

EVENT	SPONSORSHIP LEVEL	COST