

# 2023 BIA Marketing Guide

Build Your Brand  
with the BIA of Central SC



**Building Industry  
Association of Central  
South Carolina**

# Welcome

How far does your partnership dollar reach? Are you looking for a way to target consumers who are interested in your product or service?

This Marketing Strategies Guide can serve as your road map to add value to your advertising dollars by generating recognition for your company in front of industry consumers and peers.

In today's market, it is critical that you maximize every dollar spent. The Building Industry Association of Central South Carolina provides an abundance of opportunities for professional development and recognition directed specifically at builders, developers, remodelers and consumers who look to us when they are ready to buy.

The following pages provide information about a wide range of events and publications that will allow you to tailor your partnership program to suit your best interests. Do you prefer formal events such as the Holiday Ball or the REGAL Awards or the more casual setting of a golf tournament or clay shoot? Is education your thing or would you prefer a networking opportunity such as a General Membership Meeting or the Home & Garden Show. And don't forget the Washington Bus Trip or the Builders Day at the Capitol.

The BIA would like to extend a special thank you to our previous sponsors and request your continued support next year – you are the lifeblood of our Association.

Our objective is to help you increase your sphere of influence as We Build a Better Community!

If you have questions regarding an opportunity published in this guide, please contact us at (803) 256-6238.

## **Bin Wilcenski**

Interim Chief Executive Officer

Building Industry Association of Central South Carolina

# Table of Contents

Welcome.....	2
Calendar of Events.....	4
BIA of Central SC Staff.....	5
<b>BIA Meetings/Events</b>	
Membership Touch System.....	6
State Convention Columbia Dinner.....	6
BIG THURSDAY Rivalry Party.....	6
Builder Speed Networking.....	7
BIA Clay Shoot.....	7
Midlands Real Estate Forecast.....	8
President’s Reception for New Members.....	8
BIA General Membership Meetings.....	9
Builders Day at the Capitol.....	9
Builder REALTOR Fish Fry.....	9
BIA Remodelers Council.....	10
High Performance Building Council Meeting.....	10
High Performance Building Council Power Lunch.....	10
Sales and Marketing Council (SMC) Meetings.....	11
SMC Cocktails & Connections.....	11
SMC Know & Grow.....	12
SMC Chili Cookoff.....	12
Bus Trip to Washington.....	13
BIA Golf Classic.....	14
BIA Holiday Ball.....	15
M.P. Nieri BIA Bass Classic.....	16
Building and Remodeling Awards.....	16
REGAL Awards.....	17
<b>Association Digital Marketing</b>	
BIAofCentralSC.com.....	18
Blueprint Express.....	18
Quarterly Economic Review.....	18
<b>Consumer Events</b>	
Carolina Classic Home & Garden Show.....	20
TOUR OF HOMES.....	21
<b>Service Opportunities</b>	
Charitable Opportunities.....	22
Councils and Committees.....	23
<b>Sponsor Commitment Form.....</b>	<b>25</b>

## 2023 BIA Calendar

<p><b>JANUARY</b></p> <p><b>Thursday, Jan 19 –</b> BIA Meeting</p> <p><b>Jan. 31 – Feb. 3 –</b> International Builders’ Show Las Vegas, NV</p>	<p><b>FEBRUARY</b></p> <p><b>Feb 6 –</b> New Member Reception</p> <p><b>Saturday, Feb 11 –</b> REGAL Awards</p> <p><b>Thursday, Feb 16 –</b> Codes Class Table Top Night</p> <p><b>Feb. 23 - Job Shadow Day</b></p>	<p><b>MARCH</b></p> <p><b>Thursday, Mar 9 –</b> Member Preview Party</p> <p><b>March 10 – 12 –</b> Home &amp; Garden Show</p> <p><b>Tuesday, March 28 –</b> Builders Day at the Capitol</p>
<p><b>APRIL</b></p> <p><b>Tuesday, April 4 –</b> HBAofSC Bird Supper</p> <p><b>Wednesday, April 12 –</b> SMC Pour War</p> <p><b>Friday, Apr 21 –</b> M.P. Nieri BIA Bass Classic</p>	<p><b>MAY</b></p> <p><b>May 1 –</b> New Member Reception</p> <p><b>Thursday, May 11 –</b> 11:30a – BIA Meeting</p> <p><b>Thursday, May 25 –</b> BIA Golf Classic</p>	<p><b>JUNE</b></p> <p><b>June 6 - 8</b> Bus Trip to Washington</p> <p><b>Thursday, June 22</b> Builder Speed Networking</p>
<p><b>JULY</b></p>	<p><b>AUGUST</b></p> <p><b>Thursday, Aug 10 –</b> 5:30p – BIA Social Meeting</p> <p><b>Monday, Aug. 14 –</b> CRA/CBA Entries Due</p> <p><b>Thursday, August 31 –</b> Builder/REALTOR Fish Fry</p>	<p><b>SEPTEMBER</b></p> <p><b>Monday, Sept. 4 –</b> New Member Reception</p> <p><b>Thursday, Sept 14 –</b> BIA Meeting -CRA-CBA Awards</p> <p><b>Friday, Sept 29 –</b> BIA Clay Shoot</p>
<p><b>OCTOBER</b></p> <p><b>Thursday, Oct. 5 –</b> Midlands Real Estate Forecast</p> <p><b>Tuesday, Oct 10 –</b> BIA Annual Meeting</p> <p><b>Oct 12 – 15? –</b> HBA SC Convention</p> <p><b>Thursday, Oct 26 –</b> SMC Chili Cookoff</p> <p><i>Tuesday, Oct 31 - Halloween</i></p>	<p><b>NOVEMBER</b></p> <p><b>Thursday, Nov. 9 –</b> BIA Cornhole Qualifiers</p> <p><b>Thursday, Nov. 16 –</b> BIG THURSDAY &amp; Cornhole Finals</p> <p><i>Thursday, Nov. 23 - Thanksgiving</i></p>	<p><b>DECEMBER</b></p> <p><b>Friday, Dec. 8 –</b> BIA Holiday Ball</p> <p><i>Monday, Dec. 25 - Christmas</i></p>

BIA Sports

## **BIA Staff**



Bin Wilcenski, Interim Chief Executive Officer



Brooke Federspeil, Executive Assistant



Mary Ellen Palker, Financial Administrator



Makenzie Wagner, Government Affairs Director



Patty Wise, Sales & Marketing Council Director

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# Meetings & Events

## Membership Touch System

Frequency: Yearlong Reach: 750+ Members

Choose to be a sponsor of the Touch System, the membership retention program developed by the NAHB. When someone joins the BIA, they receive a series of e-mail and paper communications from the BIA that will feature your company logo. From welcome letters to new members to member benefit reminders for all, you can be the face of the Touch System.

**Sponsor: \$2,000** • Logo recognition on all Touch materials

## State Convention Columbia Dinner

Frequency: Annually Reach: 25 - 35 BIACSC Builders & Associates plus spouses

The BIACSC hosts dinner and cocktails for the BIACSC delegation and their guests for one night during the State Convention. All sponsors will receive recognition on event invitation, BIA website/calendar and social media, plus recognition at the event.

**Grand Sponsors: \$1,400**

- Two reserved seats for company representative and guests
- Up to Three BIA Builder Members plus their guests will be invited to dinner on behalf of your company

**Sponsors: \$600**

- Two reserved seats for company representative and guest
- One BIA Builder Member plus a guest will be invited to dinner on behalf of your company

## BIG THURSDAY Rivalry Party

Frequency: Annually (November) Attendance: 200+ Members Reach: All Members

Cool weather and football go hand-in-hand. BIG THURSDAY and the biggest football rivalry in the state do too! We bring back the tradition of BIG THURSDAY each year over steamed oysters, open bars and music. Members are invited to purchase tickets to this raucous party for themselves, friends, family and coworkers. Everyone is encouraged to dress in their team colors as we celebrate one of the longest-running rivalries in college football - University of South Carolina vs. Clemson University.

**Championship Sponsor: \$2,000**

- Twelve (12) VIP wristbands\* & gift
- Logo on promotional materials
- Logo on signage at event
- Verbal acknowledgement at event
- Opportunity to setup display and/or distribute materials at event

**Heisman Sponsor: \$1,000**

- Six (6) VIP wristbands\* & gift
- Logo on promotional materials
- Logo on signage at event
- Verbal acknowledgement at event
- Opportunity to setup display and/or distribute materials at event

**MVP Sponsor: \$500**

- Two (2) VIP wristbands\* & gift
- Company name on promotional materials
- Company name on signage at event
- Verbal acknowledgement at event
- Opportunity to distribute branded materials at event

\*ONLY sponsors have access to VIP wristbands.

## **BIA Corn Hole Tournament**

Frequency: Annually (November) Reach: Promoted to all members; 50+ event attendees

Members form two-person teams and compete in a single-elimination corn hole tournament. Players of all skill levels are invited, and the final four teams will play at BIG THURSDAY for the title of BIA Corn Hole Champions and the coveted miniature corn hole board trophies.

**Presenting Sponsors: \$1,000** (available to non-competing businesses)

- Company logo on all promotional materials, and signage at the event, plus verbal recognition at event
- Includes one Company Tent position and one team registration in event
- One pair of VIP tickets to BIG THURSDAY Rivalry Party

**Company Tent Sponsor: \$300**

- Set up a company display under your tent during the event and talk with players and spectators.

## **Builder Speed Networking**

Frequency: Annually (July) Reach: One-on-One with Members

Our annual Builder Speed Networking event brings together up to 15 of the top builders and remodelers in the Columbia market and associate members for the best sales opportunity around. Each associate member participating in Builder Speed Networking gets to setup exhibit materials and sit down with each builder to pitch their products. It's a great way for associate and builder members to do business with each other. When you're done, we'll serve lunch.

**BSN Sponsors: \$1,500** (available to non-competing businesses)

- Company name on all promotional materials
- Table Top display at event, if desired
- Recognition at event and time to address all attendees

## **BIA Clay Shoot**

Frequency: Annually (September) Attendance: 80+ Member Reach: 750+ Members

BIA members gather in the great outdoors and give clay shooting their best shot. The annual BIA Clay Shoot provides a relaxed atmosphere for builder and associate members to network. It's also a great way for associate members to build their customer base. Teams of four shooters take a turn at different shooting stations. No two traps are the same, so seasoned shooters and first-timers are sure to enjoy the activities. Participants provide their own shotgun and shells or they can be rented on site.

**Presenting Sponsor: \$3,000**

- Company name/logo accompanies event name as "Presenting Sponsor" on all promotional materials and signage at the event
- Opportunity to speak at event and provide branded materials at event
- Included in Presentation of Clay Shoot Prizes/Awards
- Two (2) four person teams

**Tournament Sponsor: \$1,000**

- Company logo on promotional materials and event signage; signage with logo at shooting station
- One (1) four person team

**Station Sponsor: \$400**

- Signage with company name/logo at a shooting station
- Opportunity to provide branded materials during the event



## Midlands Real Estate Forecast

Frequency: Annually (October 5, 2023) Attendance: 200 Members Reach: 4000+ Members

The Building Industry Association of Central South Carolina, The Central Carolina REALTORS® Association, the Columbia Chamber and the Lexington Chamber of Commerce have joined forces to bring you the Midlands Real Estate Forecast. Now in its sixth year, the Midlands Real Estate Forecast is an opportunity for area professionals across industries to come together and assess the economic health and future of the Midlands. This event features some of the industry's best economic experts and industry leaders giving insight on all things buying, selling, building and growing.

### Reception Sponsor: \$2,000

- Company logo featured on all promotional materials; logo and link on digital promotional materials
- Option to have a display and/or provide branded materials at meeting • Reserved table for eight (8)

### Premier Sponsor: \$1,500

- Company logo featured on all promotional materials; logo and link on digital promotional materials
- Option to have a display and/or provide branded materials at meeting • Reserved table for eight (8)

### Headline Sponsor: \$1,000

- Company logo featured on all promotional materials
- Company logo and link on all digital promotional materials
- Four (4) event tickets with Reserved Seating

### General Sponsor: \$500

- Company Recognized as Sponsor
- Two (2) event tickets

## President's Reception for New Members

Frequency: Three per year Attendance: 20-40 New Members, Board Members and others

The President of the BIA, Board of Directors and staff hold receptions to welcome new members and to provide them with an overview of the BIA, the many opportunities and benefits members enjoy, and how to get the most out of their membership. Sponsors get to address new members in a small atmosphere that allows for the complete attention of the new members.

### Reception Sponsors: \$300/each; \$800 for all three

- Recognition in all event promotions and signage at event • Time to speak at event
- Tabletop display space • List of names & addresses of all attendees



## **BIA General Membership Meetings**

Frequency: Monthly Attendance: 150-250 Members Reach: 750+ Members

The full membership of the BIA of Central South Carolina is invited to our general membership meetings, which sometimes include special events. Most meetings include lunch or dinner, networking opportunities, BIA business and education. Special events include Annual Meeting/Election of Officers + SPIKE Night, and the Central SC Building & Remodeling Awards presentations.

### **Gold Level Sponsors: \$1,500**

- Recognized on meeting reminder card & reminder e-mails to all members
- Company logo and link on website calendar • Logo on signage at meeting + verbal recognition
- Option to have a display and/or provide branded materials at meeting
- Up to two minutes to address attendees during the meeting

### **Silver Level Sponsors: \$600**

- Recognized on meeting reminder card & reminder e-mails to all members
- Company logo and link on website calendar • Logo on signage at meeting + verbal recognition
- Option to have a display and/or provide branded materials at meeting

### **Bronze Level Sponsors: \$300**

- Recognized on meeting reminder card & reminder e-mails to all members
- Company name and weblink on website calendar listing • Verbal recognition as Bronze Sponsor

## **Table Top Night**

Frequency: Annually (February) Attendance: 150+ Members

Members set up table top displays to show off their products and services to fellow members. Participants dress and decorate to a theme and door prizes are drawn at the end of the night

### **Sponsors: \$500**

Includes company logo on promotional materials, signage at event and priority booth location.

## **Builders Day at the Capitol**

Frequency: Annually (March) Attendance: 40+ Members (Local and Statewide)

Members of the BIA meet for a legislative briefing and luncheon near the State House. Following the briefing, members visit with legislators at the State House. Sponsors will be recognized on promotional materials and at the briefing, plus have an opportunity to address attendees.

### **Sponsorship: \$1,000**

## **Builder REALTOR Fish Fry**

Frequency: Annually (August 31, 2023) Expected Attendance: 150+

The BIA of Central SC and Central Carolina REALTORS® Association will host an old-fashioned fish fry honoring our public officials.

### **Venue Sponsor: \$1,500**

- Eight (8) tickets to event
- Recognition at the event

### **Bar Sponsors: \$500**

- Two (2) tickets to event
- Recognition at event
- Opportunity to provide cups and/or party favors

### **Entertainment Sponsor: \$1,000**

- Four (4) tickets to event
- Recognition at the event

## **BIA Remodelers Council**

Frequency: Quarterly Attendance: 20-50 Members Reach: 70+ Members

Each quarter, the Remodelers Council holds a general membership meeting. The meetings include a networking portion with drinks, dinner and a program. The Remodelers Council is the largest gathering of remodelers who are committed to their industry. This group of professionals hosts the annual Remodelers Council Awards.

### **Quarterly Meeting Sponsor: \$400**

- Recognized on meeting reminder card and reminder e-mails
- Sponsor listing on BIA website and social media
- Logo on signage at meeting
- Exhibit option at meeting
- Agenda time to address attendees

## **High Performance Building Council Meeting**

Frequency: Monthly Attendance: 15-30 Members Reach: 50+ Members

The High Performance Building Council is comprised of various BIA members in home building, remodeling and many different trade partners specializing in green products and services. Council members meet quarterly; however, the Council hosts After Hours, educational and networking events.

### **Sponsor: \$400**

- Recognized on meeting reminder card & reminder e-mails
- Sponsor listing on BIA website and social media
- Logo on signage at meeting
- Exhibit option at meeting and time to address attendees

## **High Performance Building Council Power Lunch**

Frequency: Biannually Attendance: 15-30 Members Reach: 50+ Members

The High Performance Building Council and guests are invited to lunch at a local restaurant to discuss issue impacting our industry.

### **Sponsor: \$400**

- Recognized on meeting reminder card & reminder e-mails
- Sponsor listing on BIA website and social media
- Logo on signage at meeting
- Exhibit option at meeting and time to address attendees



## Sales & Marketing Council Quarterly Meetings

Frequency: Quarterly Attendance: 100-150 Members Reach: 250+ Members

The Sales & Marketing Council encourages and maintains a high quality of sales and marketing expertise through educational programs, networking opportunities and recognition for its members. The SMC offers four quarterly meetings. It's an excellent opportunity to network with real estate professionals in the SMC.

### Presenting Sponsor: \$1,250 (1 per quarter available)

- Meeting referred as "(Name of sponsor company) Presents the Quarterly Meeting of the Sales & Marketing Council."
- Top billing on meeting signage and PowerPoint presentation (if available)
- Up to 5 minutes sponsor presentation on company
- Reserved table for eight (optional)
- Sponsor materials on tables
- Provide guests with promotional item (optional)
- Give away up to 3 door prizes at the end of meeting (optional)
- Verbal recognition during meeting
- Company name featured on promotional materials and SMC social media, as available
- Opportunity to set up table top display in meeting area

### Gold Sponsor/Expert Minute: \$500

- Up to 3 minutes to give educational insight into your area of expertise
- Sponsor materials on tables
- Four (4) guest passes to the meeting with optional priority seating
- Verbal recognition during meeting
- Company name featured on promotional materials and SMC social media as available

### Silver Sponsor: \$250

- Sponsor business cards or flyer at each table
- One (1) guest pass to the meeting
- Verbal recognition during meeting
- Company name featured on promotional materials and SMC social media, as available

## SMC Cocktails & Connections

Frequency: Monthly Attendance: 30-60 Reach: 250+

Cocktails and Connections will be a monthly event at different venues around the Greater Columbia area. It will be held the third Wednesday of each month. Event is open to all SMC members and their guests.

### Sponsor: \$500 + prize valued at \$100 or more

- Top billing on promotional materials for that event
- Opportunity to address attendees at the event
- Opportunity to distribute promotional materials at the event



## SMC Know & Grow

Frequency: 2-3/year Attendance: 20-40 Members

The Sales & Marketing Council hosts education seminars every other month for FREE to all members in an effort to help them stay up-to-date on the latest and hottest topics in the industry. Attendees are served breakfast followed by a condensed course on a current trend or trade.

### Sponsor: Cost of the Location & Breakfast

- Company name and logo on all promotional materials and Signage at the event
- Verbal recognition at the event
- Opportunity to speak at the event

## SMC Chili Cookoff

Frequency: Annually (October) Attendance: 200+ Members

The Sales & Marketing Council (SMC) of Columbia hosts the annual Chili Cookoff, a fun chili cook-off competition amongst groups of BIA members. We're in our 13<sup>th</sup> year of what has become a popular and fun event. A panel of judges gives awards for best chili and booth design and attendees get to vote for the People's Choice title!

### Presenting Sponsor: \$3,500

- Top billing on all promotional materials leading up to the event
- Recognition as Presenting Sponsor during the event
- One (1) Chili Cook Team Entry OR Display Space at the event
- Ten (10) tickets to the event

### Beverage Sponsor: \$1,000

- Company name/logo on promotional material, SMC website & Facebook
- Recognition at event & SMC Quarterly meeting
- Four (4) tickets to event

### Award Sponsors: \$1,000 per award (each exclusive)

- Presents the award winner
  - Recognition at event
  - Four (4) tickets to event
- Best Booth Award; People's Choice Award; and the Best Dang Chili Award



## Bus Trip to Washington

Frequency: Annually (Spring) Attendance: 30+ Members Reach: 750+ Members

The HBA of SC will host the legislative bus trip to Washington, DC during the time of the National Association of Home Builders' Legislative Conference. Members from our association and around the state travel together by bus to our Nation's Capital to meet with our South Carolina delegation and to enjoy the sights that DC has to offer. Participants pay to attend the three-day event; however, our sponsors contribute to help make the trip possible.

### Bus Sponsors: \$4,000

- Includes Two (2) attendees (bus ride and hotel accommodations – one room)
- Company name/logo on all promotional materials

### Cocktail + Dinner Sponsor: \$3,000 (1 available)

- Includes One (1) Attendee (bus ride and hotel accommodations – one room)
- Recognition as sponsor of cocktails + dinner

### Capitol Hill Sponsors: \$2,000

- Includes One (1) Attendee (bus ride and hotel accommodations – one room)
- Company Name on all promotional materials





## BIA Golf Classic

Frequency: Annually Attendance: 500+ Members & Guests

The annual BIA Golf Classic brings builder and associate members together over a round of golf. This popular networking event is presented by the BIA Charitable Foundation with proceeds going to support the BIA Scholarship Program. The BIA Golf Classic is ideal for associate members to promote their companies and network with builders and remodelers.

### Presenting Sponsor: \$15,000+

- Three (3) golf foursomes
- Top billing (logo) included on official event logo, banner, golfer gift
- Top billing on all promotional materials (logo included)
- Signage on sponsored holes
- Top billing logo in Golf Classic article on the website and social media
- Logo included on each hole sponsor sign

### Platinum Tournament Sponsor: \$6,000

- Three (3) golf foursomes
- Individual logo banner at tournament
- Lead billing with logo on promotional materials
- Signage on two sponsored holes

### Diamond Tournament Sponsor: \$3,000

- Two (2) golf foursomes
- Scoreboard listing at tournament
- Logo on promotional materials
- Signage on sponsored hole

### Beverage Cart Sponsor: \$750 (2 available)

- Beverage Cart will be branded with your company logo.
- Option for company rep(s) to accompany beverage cart
- Event recognition • Beverages provided

### Exclusive Reception Sponsor: \$1,000 (min. bid)

- Event Recognition
- Signage at the event
- Opportunity to welcome golfers at the start of dinner reception

### Wacky Game/Poker Run Sponsor: \$500

- Opportunity to set-up on hole with company representatives running a Wacky Golf Game

### Gold Level: \$1,500

- Four (4) golf positions
- Signage on sponsored hole and special promotions during tournament

### Silver Level: \$750

- Two (2) golf positions
- Signage on sponsored hole and special promotions during tournament

### Bronze Level: \$500

- Signage on sponsored hole
- Special promotions during tournament



## 2023 BIA Holiday Ball

Frequency: Annually (December) Attendance: 200-300 Members & Guests

The annual Holiday Ball provides members with an opportunity to share in the holiday spirit and to celebrate the close of another year in the home building industry. The evening includes the installation of the new BIA President, announcement of BIA Award winners (including Builder of the Year and Associate of the Year), dinner, drinks, and entertainment. It's a festive occasion that members look forward to sharing with each other, and it always sells out.

### Platinum Sponsor: \$4,000

- Sixteen (16) Holiday Ball tickets
- Logo signage at event
- Verbal recognition during ceremony

### Diamond Sponsor: \$2,200

- Eight (8) Holiday Ball tickets
- Logo signage at event
- Verbal recognition during ceremony

### Gold Sponsor: \$1,150

- Four (4) Holiday Ball tickets
- Verbal recognition during ceremony

### Silver Sponsor: \$600

- Two (2) Holiday Ball tickets
- Verbal recognition during ceremony

### Band Sponsor (non-exclusive): \$3,000

- Eight (8) Holiday Ball tickets
- Verbal recognition during ceremony

### Bar Sponsor: \$3,000

- Four (4) Holiday Ball tickets
- Verbal recognition during ceremony

### Pre-Party Sponsors: \$1,000

Sponsor a one-hour cocktail party prior to the Holiday Ball where all BIA Members (attending the Holiday Ball or not) can grab a drink before the main event.

- Company logo on promotional materials and signage at pre-party
- Verbal recognition as pre-party sponsor
- Ability to distribute branded materials at pre-party
- Two (2) Holiday Ball tickets

### Award Sponsors: \$800 each

- Two (2) Holiday Ball tickets
- Company name on plaque
- Verbal recognition during ceremony
- Present award to recipient

Residential Builder Member of the Year; Commercial Builder Member of the Year; Associate Member of the Year; Trade Partner of the Year; and the Richard N. Sandler Award



## M. P. Neri BIA Bass Classic

Frequency: Annually (April) Reach: 150+ Members

BIA members and their guests have enjoyed the annual M.P. Neri BIA Bass Classic for over 20 years! The day begins with breakfast and ends with dinner. Sponsoring the fishing tournament provides exposure to builders and remodelers in one of the most relaxed atmospheres the BIA offers.



**Title Sponsor: \$5,000** (SOLD for 2023!)

### Exclusive Breakfast and Dinner Sponsors: \$1,000 each

- Two (2) Dinner wristbands or One (1) boat registration
- Company logo on signage during your sponsored meal
- Option to distribute branded materials during your sponsored meal

### Exclusive Weigh-In Sponsor: \$2,000

- Four (4) dinner wristbands or Two (2) boat registrations
- Tent set-up at weigh-in
- Option to distribute branded materials during weigh-in

### Beverage Sponsor: \$1,000

- Two (2) dinner wristbands or One (1) boat registration
- Company logo on signage at the bar during the event
- Option to distribute branded materials during weigh-in/dinner

### Fishin' Sponsors: \$400

- One boat entry fee and wristbands
- Company name on signage at the event



## Building and Remodeling Awards

Frequency: Annually (September)

This program recognizes quality custom building and remodeling by BIA Members. These awards are comprised of the Columbia Remodeling Awards (CRAs) and the Custom Building Awards (CBAs). Awards are announced at the September BIA Meeting, on our website and social media and in local media.

### Awards Sponsors: \$1,000

- Logo recognition on awards program promotional materials
- Recognition in related press releases and award announcements
- Sponsors help present awards



## REGAL Awards

Frequency: Annually (February 11, 2023) Attendance: 400+ Members and Guests

Help celebrate the accomplishments of BIA builder and associate members in style at the 33rd annual REGAL Awards. Presented by the Sales & Marketing Council of Greater Columbia, the REGAL Awards recognizes the best in sales & marketing. It's a great way for sponsors to show their appreciation for the BIA's sales & marketing professionals.

### Platinum Sponsor: \$5,500

- 24 tickets with three (3) reserved tables with priority seating
- Award sponsor
- Special logo recognition

### Diamond Sponsor: \$4,000

- 16 tickets with two (2) reserved tables with priority seating
- Award sponsor
- Special logo recognition

### Emerald Sponsor: \$3,000

- 10 tickets with one (1) reserved table with priority seating
- Award sponsor
- Special logo recognition

### Gold Sponsor: \$2,500

- Eight (8) tickets with one (1) reserved table
- Award sponsor • Event recognition

### Silver Sponsor: \$1,000

- Four (4) tickets with reserved seating
- Award sponsor • Event recognition

### Bronze Sponsor: \$750

- Two (2) tickets with reserved seating
- Award sponsor • Event recognition

### Exclusive Lounge Sponsor: \$5,000

- Eight (8) tickets with one (1) reserved table
- Logo recognition and signage
- Special allowances in lounge

### Exclusive Music Sponsor: \$2,500

- Four (4) tickets with reserved seating
- Signage at stage • Logo and verbal recognition



### Exclusive Step & Repeat Sponsor:

**\$3,500/year; \$2,500/year with min. 3-year commit**

- Four (4) tickets with reserved seating
- Logo recognition on official Step & Repeat Banner

### Exclusive Bar Sponsor: \$3,000

- Four (4) tickets with reserved seating
- Signage at all interior bars
- Right to distribute branded materials at bars

### Exclusive Dessert Sponsor: \$3,000

- Four (4) tickets with reserved seating
- Logo recognition and signage
- Company logo printed U desserts

### Exclusive Photography Sponsor: \$1,500

- Four (4) tickets with reserved seating
- Logo recognition and signage

### Exclusive Restroom Sponsor: \$500

- Two (2) tickets with reserved seating
- Logo recognition and signage
- Special allowances in restrooms

# Digital Marketing

## **BIAofCentralSC.com**

Frequency: Annually and Monthly Reach: 27,000+ visitors; 90,000+ pageviews annually  
Advertise your company and link to your website in a variety of ways through our website, BIAofCentralSC.com. Website sponsors will have their linked company logo on every public-facing page of the website. Members can purchase ads on the main page of the site, or a rotating banner ad in the new Member Information Center and many interior pages of the site. Members can also enhance their public-facing on-line membership directory listing.

### **Website Sponsor: \$1,000**

- Linked logo at bottom of all public-facing webpages
- NOTE: Included with Platinum and Gold BIA elite levels of sponsorship.

### **Home Page Ad (members): \$120/month; \$1,000/year**

- To be placed on main website page with other ads and BIA promotions
- Up to 400x350 in size

### **Interior Banner Ad (members): \$60/month; \$150/3 months; \$550/year**

- Rotating banner ads in select pages\*. Up to five positions available.
- Ads will rotate through multiple advertisers and BIA internal banners
- 480 X 60 in size. You provide or we can create the banner for you.

\* Banner Placement Pages: All work categories, business directory search page and map page, event pages, hot deals, member forum, news releases, on-line member application and job postings.

## **Blueprint Express e-Newsletter**

Frequency: Monthly Reach: 900+ members and partners

The monthly e-mailed newsletter reaches over 700 members and over 200 partners, friends, government leaders, and other key players in the home building industry every month. The open rate is typically between 40% and 50%, which is well above the industry standard.

### **Sponsor: \$200/month or \$1,500/year**

- Banner ad and link prominently featured

## **Quarterly Economic Review**

Frequency: Quarterly Reach: 900+ members and partners

We compile data from the many different permitting offices, the Columbia MLS and local, state and national economic reporting sources and present that data in our award-winning Quarterly Economic Review. Readers get a report of permits pulled in Richland, Lexington, Kershaw counties and city governments, a list of Top 20 Builders by permits pulled, new homes on the market and more. The open rate is typically between 40% and 50%, which is well above the industry standard.

Sponsor: \$200/issue

- Banner ad and link prominently featured

## **10 Facts About Sponsorship**

1. Unlike above the line advertising, local sponsorship is cost effective.
2. It creates links with the community that can widen its potential audience.
3. It builds brand awareness and loyalty.
4. Audiences perceive sponsorship as a positive way of providing support.
5. It is a 2-way exchange, providing opportunities to connect with live audiences at VIP receptions, launches, private views, visibility at events, etc.
6. It is an opportunity to showcase a brand or product.
7. Companies that sponsor stand out from the competition.
8. It provides great PR opportunities.
9. It makes projects happen that otherwise might struggle to.
10. It shows that businesses care, and consumers like that.

# Consumer Events

## Carolina Classic Home & Garden Show

Frequency: Annually Reach: Columbia MSA for Advertising; 5,000+ Attendees

The Carolina Classic Home & Garden Show is the Midland's largest show promoting new home construction, remodeling, and home improvement. Over 150 exhibitors spend three days exposing their products and services to thousands of consumers. Sponsoring the Show provides multi-media exposure to consumers across the Midlands.

**Title Sponsor & Admission Sponsors: SOLD!** Thank you to Bath & Bronze Luxury Home Selections!

### Beer Garden Sponsor: \$5,000

Be the presenter of the popular Beer Garden located prominently in the front of the Cantey Building. Acknowledged as such in advertising and promotions leading up to and during the show.

- 10' x 20' booth or credit towards a larger booth
- Signage at the Show and verbal acknowledgements,
- Logo and link on show webpages, social media and advertisements,
- Right to add company signage and distribute company materials in the Beer Garden and Bar area
- Up to 30 Preview Party tickets

### Corporate/Media Sponsors - Varies

Customized sponsorships designed to meet your needs as a corporate level sponsor of the Carolina Classic Home & Garden Show. Rates range from \$2500 to \$300 – please contact us for more information.

### Music Stage Sponsors – \$1,000

Sponsor the Cantey Building stage in the Beer Garden area featuring recorded and live music.

- Company logo prominently featured in this area
- Verbal recognition from the stage throughout the show
- Recognized in all advertising and promotion related to this stage
- Up to 5 free Preview Party tickets

### Family Entertainment Activities - Varies

The Home Show Committee is planning to add some family activities to the show and there will be sponsorship opportunities with those. Details are coming so please ask for more information.

### Member Preview Night Sponsors - \$3,500

A private event where BIA Members and special guests can preview the show before it opens to the public. Your company will be showcased during this popular event in a variety of ways.

#### Additional value:

- Company logo on invitation/ticket sent to all BIA Members
- You may place company signage throughout the venue for this event
- Verbal acknowledgements of sponsors on the PA system during this event
- Up to 15 Preview Party tickets

### Member Preview Night Bar Sponsors - \$2,500

Host a full bar in or next to your Home Show booth! Limited to exhibits that are 10' x 20' or larger. Limited number of sponsors per building and area. Includes up to 10 free Preview Party tickets.

### Exhibitor Badge Lanyard Sponsor - \$500 + cost of production

We provide badges and pins for all exhibitors. This sponsorship will add lanyards with your company logo or message to every exhibitor in the show.

## **Tour of Homes**

Frequency: On-line year round

The TOUR OF HOMES is tool to help BIA Members market and sell new homes. It consists of a full-function website featuring homes and new home neighborhoods in the Midlands as well as promotions for your special sales events. We've partnered with Builders' Digital Experience (BDX), the people behind newhomesource.com, to build the site and market it year-round.

Join the TOUR OF HOMES for 12-months and the website will work 24/7/365 to drive traffic to your listings. The digital platform gives participants the flexibility to enter actual homes or virtual homes, and to be able to switch out homes at any time over your 12-month cycle. Here's how you can participate:

**Featured Home Position(s)** – \$500 each; Put your new home on the map and show all the key information about that home and the surrounding area. Enter three homes, get a fourth Featured Home position FREE!

**Featured Neighborhood** – \$1,000 per neighborhood and one Featured Home Position in that neighborhood. Extra Featured Home Positions are just \$250 each at this level.

**Featured Apartment or Senior Living Community** – \$1000 BIA Member/\$1500 for Non-BIA Member

### **Special Event Promotions –**

By entering the Tour of Homes at any of the above three levels, you also get Special Events Promotions. List your open houses and special promotions on the website to get that extra bump in traffic.

### **Website Sponsors & Map Listings for Non-builders**

The TOUR OF HOMES website will be active year-round and will be marketed to individuals looking to move here from around the country. Your company can benefit from this traffic by sponsoring the site or having a business listing on the map alongside the homes and communities.

**Website Sponsors:** \$750 - Includes prominent recognition as a website sponsor plus links to your website and social media as well as a Business Map Listing for 12 months.

**Business Map Listing:** \$250/pin for BIA Members; \$400/pin for non-members (discounts available for multiple locations) – Your company will be listed on the map alongside homes on the TOUR for 12 months.

**Attractions, Bars/Restaurant Map Listing:** \$250 – Have your restaurant, bar or local attraction listed on the map next to the featured homes and neighborhoods for 12 months.

## Charitable Opportunities

**Building Industry Charitable Foundation, Inc.:** The Foundation was established in 1993 for the betterment of the community. The Foundation assists individuals, programs and organizations in need across county lines. The Foundation provides college scholarships to qualifying children of BIA members. Contributions are made to various organizations, such as: Home Works of S.C., Salkehatchie Summer Youth Camp, Midlands Blue Star Mothers, The Ray Tanner Foundation, St. Lawrence Place, and other deserving charitable organizations.

**Sales & Marketing Council Happy Dollar Time:** At each SMC Quarterly Meeting, attendees have the opportunity to tell the others what they're happy about that day while contributing to the charitable organization of the day.

**Sales & Marketing Council School Supplies Drive:** SMC members donate school supplies for the children of St. Lawrence Place. Supplies are delivered to the BIA office in August prior to the start of the new school year. Items as well as monetary donations are accepted.

**Memorial Day BBQ:** The Remodelers Council partners with the SIC BBQ team to sell whole smoked butts and pulled pork to benefit the council's charitable efforts. Orders are ready for the Memorial Day weekend.

**Sales & Marketing Council Pour Wars:** The SMC hosts an annual Pour Wars in the Spring to benefit a charitable foundation. Eight people from all different professions such as Real Estate, Mortgage Bankers, Builders/Developers and Sales/Marketing Executives go head to head against each other as bartenders for the evening. The volunteer bartender who raises the most money in tips wins the challenge for charity!

We give back because we care about our community and the people that live here.



## **Councils & Committees**

Get the most out of your BIA membership by becoming actively involved. Participating in a committee is a great way to meet fellow members, grow the association, and help grow your business. Contact the BIA of Central Carolina for more information.

**Commercial Council** - Identifies and isolates issues that impact the commercial/ industrial development process, and develops a set of goals, objectives and an action plan to improve each of those.

**High Performance Building Council** - Promotes environmentally responsible design, construction and operation of homes and communities through education, leadership and networking.

**Remodelers Council** - Promotes ethical business practices and sets quality standards for the remodeling industry in the Midlands.

**Land Development Council** - Discusses and resolves issues pertaining to development of land for residential construction purposes.

**Sales & Marketing Council** - Encourages and maintains a high quality of sales and marketing expertise through educational programs, networking opportunities and recognition for its members.

**Ambassadors Club** - Assists with and conducts new member orientations; plays a vital role in getting new members involved; serves as a liaison between members and BIA leadership.

**BIA Young Professionals** - Introduces young professionals to the BIA through networking events and community activities that are designed to be fun and provide exposure to the benefits of membership.

**Codes & Inspections** - Monitors proposed changes in building codes; responsible for establishing and maintaining a forum for communication between building inspection departments and builder members.

**Education** - Informs members of all educational programs and services available by the BIA, NAHB and HBASC, and coordinates and conducts builder workshops.

**Golf Tournaments** - Plans, coordinates, and promotes annual BIA golf tournaments.

**Government Affairs** - Develops and coordinates local and state legislative goals; monitors state and local ordinances/legislation; informs membership of what action is needed.

**Home Show** - Plans, organizes, and promotes the Carolina Classic Home & Garden Show.

**Membership** - Establishes goals for membership growth; plans and conducts programs for membership development and retention.

**Political Education** - Evaluates local political races and recommends allocation of funds from S.C. Builders Political Action Committee.

**Public Relations** - Promotes BIA services to members through an internal information program: e-newsletters, social media, bulletins or brochures. Displays useful publications available from NAHB and encourage members to use these materials.

**Sumter/Clarendon County Chapter** - Members who work in Sumter or Clarendon counties receive invitations to meetings and event in that area.

**Volunteer Bank** – We put on a lot of meetings and events throughout the year and we want members to be involved. If you'd like to be informed about volunteer opportunities, put your name in the Bank.

# 2023 BIA of Central SC Marketing & Sponsorship Opportunities

To register for any of the following programs or opportunities, check off the options that interest you and return the form to the BIA. Some sponsorships are limited and may not be available at the time we receive your form.

## Membership Touch System

- Yearlong Sponsor - \$2,000

## State Convention Columbia Dinner

- Grand Sponsor - \$1,400
- Sponsor - \$600

## BIG THURSDAY Rivalry Party

- Championship Sponsor - \$2,000
- Heisman Sponsor - \$1,000
- MVP Sponsor - \$500

## BIA Corn Hole Tournament

- Presenting Sponsors - \$1,000
- Company Tent - \$300

## Builder Speed Networking

- Sponsor - \$1,500

## BIA Clay Shoot

- Presenting Sponsor - \$3,000
- Tournament Sponsor - \$1,000
- Station Sponsor - \$400

## Midlands Real Estate Forecast

- Reception Sponsor - \$2,000
- Premier Sponsor - \$1,500
- Headline Sponsor - \$1,000
- General Sponsor - \$500

## President's Reception for New Members

- Reception Sponsor - \$300 each
- Reception Sponsor - \$800 all three

## BIA Membership Meetings

- Gold Sponsor - \$1,500
- Silver Sponsor - \$600
- Bronze Sponsor - \$300
- Month Preference: \_\_\_\_\_

## Table Top Night

- Sponsor \$500

## Builders Day at the Capitol

- Sponsor \$1,000

## Builder/REALTOR Fish Fry

- Venue Sponsor - \$1,500
- Entertainment Sponsor - \$1,000
- Bar Sponsor - \$500

## Remodelers Council Meetings

- Remodelers Quarterly Meeting Sponsor - \$400

## High Performance Building Council

- HPBC Membership Meeting - \$400
- HPBC Power Lunch - \$400

## SMC Quarterly Meetings

- SMC Presenting Sponsor - \$1,250 (1/quarter)
- SMC Gold Sponsor - \$500
- SMC Silver Sponsor - \$250
- SMC Know & Grow Event Sponsor – Location/Food
- SMC Cocktails & Connections Sponsor - \$500 ++

## SMC Know and Grow

- Sponsor – Cost of Location/Breakfast

## SMC Chili Cookoff

- Presenting Sponsor - \$3,500
- Beverage Sponsor - \$1,000
- Best Booth Award - \$1,000 (1)
- People's Choice Award - \$1,000 (1)
- Best Dang Chili Award - \$1,000 (1)

## Bus Trip to Washington, DC

- Bus Sponsors - \$4,000
- Cocktail & Dinner Sponsor - \$3,000 (1)
- Capitol Hill Sponsors - \$2,000

## BIA Golf Classic

- Presenting Sponsor - \$15,000+
- Platinum Tournament Sponsor - \$6,000
- Diamond Tournament Sponsor - \$3,000
- Gold Level - \$1,500
- Silver Level - \$750
- Bronze Level - \$500
- Beverage Cart Sponsor - \$750 (4)
- Reception Sponsor – Bid: \_\_\_\_\_ (Min. \$1000)
- Wacky Game/Poker Run Sponsor - \$500

## 2023 BIA Holiday Ball

- Platinum - \$4,000
- Diamond - \$2,200
- Gold - \$1,150       Bar - \$3,000
- Silver - \$600       Band - \$3,000
- Pre-Party Sponsors - \$1,000
- Residential Builder of the Year - \$800 (1)
- Commercial Builder of the Year - \$800 (1)
- Associate Member of the Year - \$800 (1)
- Trade Partner of the Year - \$800 (1)
- Richard N. Sandler Award - \$800 (1)



**M.P. Nieri Bass Classic**

Title Sponsor - \$5,000 **SOLD!**

- Weigh-in Sponsor - \$2,000 (1)
- Dinner Sponsor - \$1,000 (1)
- Breakfast Sponsor - \$1,000 (1)
- Beverage Sponsors - \$1,000
- Fishin' Sponsor - \$400

**Building & Remodeling Awards**

- Award Sponsors - \$1,000

**REGAL Awards**

- Platinum - \$5,500
- Diamond - \$4,000
- Emerald - \$3,000
- Gold - \$2,500
- Silver - \$1,000
- Bronze - \$750
- Lounge Sponsor - \$5,000 (1)
- Entertainment/Music - \$2,500 (1)
- Step and Repeat - \$3,500 (once)/\$2,500 (mult.)
- Bar Sponsor - \$3,000 (1)
- Dessert Sponsor- \$3,000 (1)
- Photography Sponsor - \$1,500 (1)
- Restroom Sponsor - \$500 (1)

**BIA Website**

- Website Sponsor - \$1,000/year
- Home Page Ad
  - \$120/mo.  \$1,000/year
- Interior Banner Ad
  - \$60/mo.  \$150/3-mo.  \$550/year

**E-newsletters**

- Blueprint E-xpress - \$200/month
- Blueprint E-xpress - \$1,500/year
- Economic Quarterly Review - \$200/issue
  - \_\_ 1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> \_\_ 4<sup>th</sup> Quarter

**Carolina Classic Home & Garden Show**

- Title Sponsor - \$15,000 **SOLD!**
- Admission Sponsor - \$5,000 **SOLD!**
- Beer Garden Sponsor - \$5,000
- Music Stage Sponsors - \$1,000
- Member Preview Night - \$3,500
- Member Preview Bar - \$2,500
- Corporate: \_ \$2,500 \_ \$1,000 \_ \$500 \_ \$300
- Exhibitor Badge Lanyard - \$500+

**TOUR OF HOMES**

- Featured Home Position: \$500 ea.; multi-discount
- Featured Neighborhood: \$1,000 ea.
- Featured Apartment/Senior Community - \$1,000
- Website Sponsor: \$750
- Business Map Listing: \$250

Company Name: \_\_\_\_\_

Billing Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Other Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street/P.O. Box City State Zip

**Payment Options:**

- \_\_ Single Payment (now) \_\_ Two Payments (one now and one in June 2023)
- \_\_ Quarterly Payments (Jan, Apr, Jul, Oct) \_\_ Other

**Payment Method:** \_\_ Check \_\_ Credit Card

**Please return completed form to:**

BIA of Central SC, 625 Taylor St., Columbia, SC 29201  
 Fax to (803) 779-0635 E-mail to:  
[info@columbiabuilders.com](mailto:info@columbiabuilders.com)

**Questions?** Please call us at (803) 256-6238

<b>For Office Use Only:</b>
<b>Date Received:</b> _____
<b>Invoice #:</b> _____
<b>BIA Elite Level:</b>
__ \$5,000 - \$9,999 __ \$10,000 - \$14,999
__ \$15,000 - \$19,999 __ \$20,000+



**Building Industry  
Association of Central  
South Carolina**