




2024

SPONSORSHIP GUIDE



**Building Industry
Association of Central
South Carolina**



(803) 525-1120

625 Taylor Street | Columbia, SC 29201

Annual Signature Events Sponsor 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.

REGAL Awards (February 24, 2024), page 1

- Platinum - \$5,500
- Diamond - \$4,000
- Emerald - \$3,000
- Gold - \$2,500
- Silver - \$1,000
- Bronze - \$750
- Entertainment Sponsor - \$2,500 (2 available)
- Bar Sponsor - \$3,000 (exclusive)
- Dessert Sponsor- \$3,000 (exclusive)
- Photography Sponsor - \$1,500 (2 available)
- Restroom Sponsor - \$500 (2 available)

Home & Garden Show (March 7-10, 2024), page 3

- Title Sponsor - \$15,000 (exclusive) **SOLD!**
- Admission Sponsor - \$5,000 (exclusive) **SOLD!**
- Beer Garden Sponsor - \$5,000 (exclusive) **SOLD!**
- Entertainment Sponsors - \$1,000 (4 available)
- Preview Night Sponsor - \$3,500 (4 available)
- Preview Night Bar Sponsor - \$2,500
- Corporate: _ \$2,500 _ \$1,000 _ \$500 _ \$300
- Exhibitor Badge Lanyard - \$1,000 (exclusive)

BIA Bass Classic (April 19, 2024), page 4

- Title Sponsor - \$5,000 (exclusive)
- Breakfast Sponsor- \$1,000 (2 available)
- Fishing Sponsor - \$400
- Weigh-In Sponsor at Bass Bash- \$2,000 (exclusive)
- Dinner Sponsor at Bass Bash- \$1,000 (2 available)
- Beverage Sponsor at Bass Bash- \$1,000 (2 available)

BIA Golf Classic (May 23, 2024), page 5

- Presenting Sponsor - \$15,000 (exclusive)
- Albatross Sponsor- \$6,000
- Eagle Sponsor - \$3,000
- Birdie Sponsor - \$1,500
- Registration Sponsor - \$1,500 (exclusive)
- Golfer Gift Sponsor - \$5,000 (exclusive)
- Breakfast Sponsor - \$500 (exclusive)
- Reception Sponsor - \$1,000 (3 available)
- Beverage Cart Sponsor - \$1000 (4 available)
- Bloody Mary Sponsor - \$500 (exclusive) **SOLD!**
- Hole/Tee Sponsor - \$500

Builder Speed Networking (June 2024), page 7

- Event Sponsor - \$1,500

Builder/Realtor Fish Fry (August 2024), page 8

- Venue Sponsor - \$1,500
- Entertainment Sponsor- \$1,000 (2 available)

BIA Clay Shoot (September 2024), page 9

- Presenting Sponsor - \$3,500 (exclusive)
- Golf Cart Sponsor- \$2,500 (exclusive)
- Lunch Sponsor- \$1,500 (2 available)
- Beverage Sponsor - \$1,500 (2 available)
- Shooting Station Sponsor - \$400

SMC Chili Cook Off (October 2024), page 10

- Presenting Sponsor - \$3,500 (exclusive)
- Beverage Sponsor- \$1,000 (2 available)
- Entertainment Sponsor- \$1,000 (2 available)
- Rubbish Sponsor- \$1,000 (2 available)
- PortaPotty Sponsor- \$1,000 (2 available)
- Award Sponsor - \$1,000 per award (4)
- Photo Booth Sponsor - \$1,500 (1 available)

2024 BIA Cornhole Tournament (November 2024), page 11

- Presenting Sponsor - \$3,000 (exclusive)
- Beverage Sponsor- \$500
- Board Sponsor - \$400 (limited)
- Lane Sponsor- \$200

2024 BIG THURSDAY (November 2024), page 12

- Championship Sponsor - \$2,400
- Heisman Sponsor- \$1,200
- MVP Sponsor- \$500
- Beverage Sponsor- \$1,000 (2 available)

2024 BIA Holiday Ball (December 2024), page 12

- Platinum - \$4,000
- Diamond- \$2,500
- Gold- \$1,500
- Silver - \$600
- Entertainment Sponsor- \$3,000
- Photography Sponsor - \$1,500 (2 available)
- Bar Sponsor - \$3,000
- Residential Builder of the Year - \$1,000 (exclusive)
- Commercial Builder of the Year \$1,000 (exclusive)
- Associate Member of the Year - \$1,000 (exclusive)
- Trade Partner of the Year \$1,000 (exclusive)

BIA General Membership Meetings, page 14

- Gold - \$2,000 each Jan__Feb__May__Sept__Oct__
- Silver - \$1,000 each Jan__Feb__May__Sept__Oct__
- Bronze - \$500 each Jan__Feb__May__Sept__Oct__

President’s Reception for New Member (3 per year), page 14

- Welcome Sponsor - \$500 each
- Welcome Sponsor - \$1,200 for all 3

Midlands Real Estate Forecast (October), page 15

- Event Sponsor - \$1,500
- Headline Sponsor - \$1,000 each

State Convention Columbia Dinner (October), page 15

- Dinner Sponsor - \$1,400
- Cocktail Sponsor- \$600

Council Sponsor Opportunities, page 16

High Performance Building Council

- Membership Meetings \$500 each

Remodelers Council

- Quarterly Membership Meetings - \$500 each
- Afterhours - \$500 each
- Building & Remodeling Awards Sponsor - \$1,000

Sales & Marketing Council

Quarterly Membership Meetings

- Presenting Sponsor - \$1,250 each
- Gold Sponsor - \$500 each
- Silver Sponsor - \$250 each

SMC Know & Grow (2-3 yearly)

- Presenting Sponsor – cost of location & breakfast

SMC Cocktails & Connections

- Presenting Sponsor - \$500 each (exclusive)

Marketing & Website Opportunities, page 18

Membership Touch System (yearly)

- Platinum Sponsor - \$2,000 (exclusive)

BIA Website

- Website Sponsor - \$1,000
- Homepage Ad - \$120 monthly, \$1,000 yearly
- Interior Banner Ad - \$60 monthly, \$150 three consecutive months, \$550 yearly

E-Newsletter

- Blueprint Express (monthly) -\$200 monthly, \$1,500 (yearly)
- Economic Quarterly Review - \$200 per quarter

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 2024)
- 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
or sondra@columbiabuilders.com

Questions? Call or text us at (803) 525-1120

For Office Use Only:

Date Received: _____

Invoice #: _____

BIA Elite Level:

- \$5,000 - \$9,999 \$10,000 - \$14,999
- \$15,000 - \$19,999 \$20,000+

REGAL Awards

February 24, 2024 Attendance: 400+ Members and Guests

Help celebrate the accomplishments of BIA builder and associate members in style at the 35th annual REGAL Awards. Presented by the Sales & Marketing Council of Greater Columbia, the REGAL Awards recognizes the best in sales & marketing.

Platinum Sponsor \$5,500

- Company name/logo on all promotional materials, BIA website and all social media
- Signage and verbal recognition during the event
- 24 tickets with three reserved tables with priority seating
- Award sponsor

Diamond Sponsor \$4,000

- Company name/logo on all promotional materials, BIA website and all social media
- Signage and verbal recognition during the event
- 16 tickets with two reserved tables with priority seating
- Award sponsor

Emerald Sponsor \$3,000

- Company name/logo on all promotional materials, BIA website and all social media
- Signage and verbal recognition during the event
- 10 tickets with one reserved table with priority seating
- Award sponsor

Gold Sponsor \$2,500

- Company name/logo on all promotional materials, BIA website and all social media
- Signage and verbal recognition during the event
- Eight (8) tickets with one (1) reserved table
- Award sponsor

Silver Sponsor \$1,000

- Company name/logo on BIA website and all social media
- Signage and verbal recognition during the event
- Four tickets with reserved seating
- Award sponsor
- Event recognition

Bronze Sponsor \$750

- Company name/logo on BIA website and all social media
- Verbal recognition during the event
- Two tickets with reserved seating
- Award sponsor

Entertainment Sponsor \$2,500 (2 available)

- Company name/logo on all promotional materials, BIA website and all social media
- Signage and verbal recognition during the event
- Four (4) tickets with reserved seating

Bar Sponsor (exclusive) \$3,000

- Signage at all interior bars
- Verbal recognition during the event
- Four tickets with reserved seating
- Right to distribute approved branded materials at bars

Dessert Sponsor (exclusive) \$3,000

- Verbal recognition during the event
- Four tickets with reserved seating
- Company logo printed on desserts

Photography Sponsor (2 available) \$1,500

- Signage and verbal recognition during the event
- Four tickets with reserved seating

Restroom Sponsor (2 available) \$500

- Signage and verbal recognition during the event
- Two tickets with reserved seating
- Special allowances in restrooms

Carolina Classic Home & Garden Show

March 7-10, 2024 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 SOLD! Thank you to Cool Care Heating Air Plumbing & Refrigeration

- Acknowledged in advertising and promotions leading up to and during the show
- Company name/logo on all promotional materials, BIA website and all social media
- Verbal recognition during the event
- 10' X 20' booth or credit towards a larger booth
- May add company signage and distribute company materials in the Beer Garden area
- Thirty 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.

Entertainment Stage Sponsors \$1,000 (4 available)

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 (4 available)

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 - \$1,000

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.

BIA Bass Classic

April 19, 2024 Reach: 150+ Members

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

Title Sponsor: \$5,000 (exclusive)

- Company name in title of event
- Company name/logo on BIA website and recognized on BIA social media
- Eight dinner wristbands and four boat registrations
- Tent set-up at weigh-in
- Presents awards to winners

Breakfast Sponsor \$1,000 (2 available)

- Company name/logo on BIA website and recognized on BIA social media
- Signage during your sponsored meal
- Option to distribute branded materials during your sponsored meal
- Two dinner wristbands or one boat registration

Fishin' Sponsors: \$400

- Signage during the event
- One boat entry fee and wristbands

Dinner Sponsor \$1,000 (2 available)

- Company name/logo on BIA website and recognized on BIA social media
- Signage during Bass Bash
- Option to distribute branded materials during your sponsored meal
- Two dinner wristbands or one boat registration

Weigh-In Sponsor \$2,000 (exclusive)

- Company name/logo on BIA website and recognized on BIA social media
- Signage during the event and at Bass Bash
- Four dinner wristbands or two boat registrations
- Tent set-up at weigh-in
- Option to distribute branded materials during weigh-in

Beverage Sponsor \$1,000 (2 available)

- Company name/logo on BIA website and recognized on BIA social media
- Signage during Bass Bash
- Two dinner wristbands or one boat registration
- Option to distribute branded materials during weigh-in/dinner

BIA Golf Classic

May 23, 2024 Attendance: 500+ Members & Guests

Presenting Sponsor \$15,000 (Exclusive)

- Top billing on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Two Hole sponsorships
- Logo included on the all hole signs
- Four golf foursomes

Albatross Sponsor \$6,000

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Two Hole sponsorships
- Three golf foursomes

Eagle Sponsor \$3,000

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage during the event
- One Hole sponsorship
- Two golf foursomes

Birdie Sponsor \$1,500

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage during the event
- One Hole sponsorship
- One golf foursome

Registration Sponsor \$1,500 (exclusive)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage during registration
- Able to greet all golfers at registration

Golfer Gift Sponsor \$5,000 (exclusive)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Verbal recognition during the event
- Company logo on golfer gift
- One golf foursome

Breakfast Sponsor \$500 (exclusive)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage during the event
- May offer promotional giveaways at the breakfast area

Reception Sponsor \$1,000 (3 available)

- Company name/logo on BIA website & all BIA social media
- Signage and verbal recognition during the event
- Opportunity to welcome golfers at the start of the reception

Beverage Cart Sponsor \$1,000 (4 available)

- Company name/logo on BIA website & all BIA social media
- Beverage Carts will be branded with sponsor logo
- May offer promotional giveaways from cart
- Option for company rep(s) to drive beverage carts

Bloody Mary Sponsor \$500 (1 available) SOLD! Thank you Double Tree by Hilton!

- Company name/logo on BIA website & all BIA social media
- Signage and verbal recognition during the event
- May offer promotional giveaways from tent

Hole Sponsor \$500 (multiple)

- Company name/logo on BIA website & all BIA social media
- Signage at assigned hole
- May set up on the day of the tournament at assigned hole and promote business to all the players

Builder Speed Networking

Frequency: Annually (June 2024)

Each table sponsor will get to set up exhibit material and sit with up to 15 builders exclusively to pitch their product/service. It's a great way for associate and builder members to do business with each other.

Event Sponsor \$1,500

- Top billing on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Opportunity to speak at event (2 minutes)
- One table sponsor

Builder REALTOR Fish Fry

September 2024 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

- Signage and verbal recognition at the event
- Eight tickets to event

Entertainment Sponsor \$1,000 (2 available)

- Signage and verbal recognition at the event
- Four tickets to event

BIA Clay Shoot

September 2024 Attendance: 80+

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. 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.

Presenting Sponsor \$3,500 (Exclusive)

- Top billing on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Opportunity to speak at event and provide promotional items(s)
- Two 4-person teams

Golf Cart Sponsor \$2,500 (Exclusive)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Verbal recognition during the event
- Signage on each cart
- Promotional items may be put on each cart
- One 4-person team

Lunch Sponsor \$1,500 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Promotional items may be given to all lunch attendees
- One 4-person team

Beverage Sponsor \$1,500 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Promotional items may be given out at the beverage station
- One 4-person team

Shooting Station Sponsor \$400

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage on a shooting station
- Option to set up the day of the tournament on a shooting station and promote business to all shooters (may have promotional items but NO ALCOHOL)

SMC Chili Cookoff

October 2024 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 14th 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 (Exclusive)

- Top billing on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- One Chili Cook Team Entry or Display Space
- Ten admission tickets

Beverage Sponsor \$1,000 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Four admission tickets

Entertainment Sponsor \$1,000 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition at event
- Four admission tickets

Rubbish Sponsor \$1,000 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Logo on all trash cans
- Four admission tickets

PortaPotty Sponsor \$1,000 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition at event
- Four admission tickets

Award Sponsors \$1,000 per award (Each Exclusive)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition at event
- Four admission tickets
- Presents the award winner (Best Booth Award; People's Choice Award or the Best Dang Chili Award)

Photo Booth Sponsor \$1,500 (1 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition at event
- Logo on all photo booth pictures
- Four admission tickets

BIA Cornhole Tournament

November 2024 Reach: 50+ event attendees

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

Presenting Sponsor \$3,000 (exclusive)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Includes one team registration
- One pair of VIP tickets to BIG THURSDAY Rivalry Party

Beverage Sponsor \$500

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Promotional items may be given out at the beverage station

Board Sponsor: \$400 (limited)

- Company name/logo on BIA website & all BIA social media
- One set of boards with logo and bags. Sponsor can keep boards and participate the following year (with boards) for a discounted rate (\$200)
- Includes one team registration

Lane Sponsor: \$200

- Company name/logo on BIA website & all BIA social media
- Company logo featured on signage in a lane
- Includes one team registration

BIG THURSDAY Rivalry Party

November 2024 Attendance: 200+ Members

Cool weather and football go hand-in-hand. BIG THURSDAY and the biggest football rivalry in the state do too! 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 \$2,400

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Twelve VIP wristbands and gift

Heisman Sponsor: \$1,200

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Six VIP wristbands and gift

MVP Sponsor: \$500

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Two VIP wristbands and gift

Beverage Sponsor \$1,000 (2 available)

- Company name/logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Four admission tickets

BIA Holiday Ball

December 2024 Reach: 150+ Members

The annual Holiday Ball provides members with an opportunity to share the holiday spirit and to celebrate the close of another year in the home building industry. The installation of the 2024 BIA Board Chair and the Builder of the Year and Associate of the Year will be announced. Join us for this festive occasion that includes dinner, drinks and entertainment.

Platinum Sponsor: \$4,000

- Company name/logo on BIA website and recognized on BIA social media
- Signage and verbal recognition during the event
- Sixteen tickets with two reserved tables

Diamond Sponsor \$2,500

- Company name/logo on BIA website and recognized on BIA social media
- Signage and verbal recognition during the event
- Eight tickets with one reserved table

Gold Sponsor: \$1,500

- Company name/logo on BIA website and recognized on BIA social media
- Signage and verbal recognition during the event
- Four tickets with reserved seats

Silver Sponsor \$600

- Company name/logo on BIA website and recognized on BIA social media
- Signage and verbal recognition during the event
- Two tickets

Entertainment Sponsor \$3,000

- Company name/logo on BIA website and recognized on BIA social media
- Signage at the event
- Eight tickets with one reserved table

Photography Sponsor) \$1,500 (2 available

- Company name/logo on BIA website and recognized on BIA social media
- Signage and verbal recognition during the event
- Four tickets with reserved seating

Bar Sponsor: \$3,000

- Company name/logo on BIA website and recognized on BIA social media
- Signage at the event
- Eight tickets with one reserved table

Award Sponsor \$1,000 each (exclusive)

- Company name/logo on BIA website and recognized on BIA social media
- Company name on plaque of the sponsored award
- Able to present award to recipient
- Two tickets

BIA General Membership Sponsor Opportunities

BIA General Membership Meetings (4-6 yearly)

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 Sponsor \$2,000

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting
- Depending on the program, reserved seating for up to 8 attendees
- Up to two minutes to address attendees

Silver Sponsor \$1000

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Depending on the program, reserved seating for up to 4 attendees

Bronze Sponsor \$500

- Company name on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Depending on the program, reserved seating for up to 2 attendees

President's Reception for New Members

Frequency: Three per year Attendance: 20-40 New Members, Board Members, BIA Staff

Reception to welcome new members and to provide them with an overview of the BIA, available opportunities and benefits, and how to get the most out of membership.

Welcome Sponsors: \$500/each; \$1,200 for all three

- Company name on all promotional materials, BIA website & all BIA social media
- Verbal recognition at event
- Opportunity to address new members at the event (3 minutes)
- Option to have display and/or provide branded materials at the meeting
- List of names & addresses of all attendees

Midlands Real Estate Forecast

October 2024 Attendance: 200+

An opportunity for area professionals across industries to access the economic health and future of the Midlands. This event features leading economic experts and industry leaders giving insight on all things buying, selling, building and growing. (The BIA partners with The Central Carolina REALTORS Association and local Chambers of Commerce)

Event Sponsor: \$1,500

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event

Headline Sponsor: \$1,000 each

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event

State Convention Columbia Dinner

October 2024 Reach: 25 - 35 BIACSC Builders & Associates plus spouses

Dinner and cocktails for the BIACSC delegation and their guests for one night during the State Convention.

Dinner Sponsors: \$1,400

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- 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

Cocktail Sponsors: \$600

- Company logo on all promotional materials, BIA website & all BIA social media
- Verbal recognition during the event
- 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

Council Sponsor Opportunities

High Performance Building Council

This council is comprised of members of BIA in home building, remodeling and partners specializing in green products and services.

HPBC Membership Meetings (after hours, Power Lunches and educational events) \$500 each

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting
- Up to two minutes to address attendees

BIA Remodelers Council

This council is the largest gathering of remodelers who are committed to the industry. They host the annual Remodelers Council Awards.

Remodelers Membership Meetings/Afterhours \$500 each

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting
- Up to two minutes to address attendees

Building and Remodeling Awards Sponsor \$1,000 each

- Company logo on all promotional materials, BIA website & all BIA social media
- Signage and verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting
- Up to two minutes to address attendees

Sales & Marketing Council

SMC Quarterly Membership Meetings

The goal of the Sales and Marketing Council is to bring together sales and marketing professionals for the purpose of mutually advantageous interaction and the exchange of ideas.

Presenting Sponsor \$1,250 each

- Company logo on all promotional materials, BIA website & all SMC social media
- Signage and verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting
- Reserved table for 8
- Up to five minutes to address attendees

Gold Sponsor \$500 each

- Company logo on all promotional materials, BIA website & all SMC social media
- Verbal recognition during the event
- Option to provide branded materials at the meeting
- Four tickets with reserved seating
- Up to three minutes to address attendees

Silver Sponsor \$250 each

- Company logo on all promotional materials, BIA website & all SMC social media
- Verbal recognition during the event
- Option to provide branded materials at the meeting
- One ticket with reserved seating

SMC Know and Grow – cost of location and breakfast (2-3 yearly)

An educational seminar that covers the latest and hottest topics in the industry. Attendees are served breakfast followed by a condensed course of current trends or trades.

- Company logo on all promotional materials, BIA website & all SMC social media
- Verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting

SMC Cocktails & Connections \$500 each + door prize valued at \$100 or more

A monthly event held at different venues around the Greater Columbia area.

- Company logo on all promotional materials, BIA website & all SMC social media
- Verbal recognition during the event
- Option to have display and/or provide branded materials at the meeting
- Up to two minutes to address attendees

Marketing/Website Opportunities

Membership Touch System \$2,000 (exclusive)

A series of e-mail and paper communications to all new members (welcome letter, new member benefit reminders, etc)

- Logo recognition on all Touch materials

BIA Website Sponsor – \$1,000

- Linked logo at bottom of all public-facing webpages

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 \$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 \$200/month; \$1,500/year

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

- Banner ad and link prominently featured

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