



2025 SPONSORSHIP GUIDE

Annual Signature Events Sponsor Opportunities



**Building Industry
Association of Central
South Carolina**



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 25, 2025), page 1

- Platinum—\$5,500
- Diamond—\$4,000
- Emerald—\$3,000
- Gold—\$2,500
- Silver—\$1,000
- Bronze—\$750
- Bourbon Lounge—\$5,000 (exclusive)
- Entertainment Sponsor—\$5,000 (exclusive)
- Bar Sponsor—\$3,000 (exclusive)
- Dessert Sponsor—\$3,000 (exclusive)
- Step & Repeat—\$2,500 (exclusive)
- Music—\$2,500 (exclusive)
- Specialty Photography Sponsor—\$2,000 (exclusive)
- Restroom Sponsor—\$500 (exclusive)
- General Photography—\$500 (exclusive)
- Security Sponsor—\$500 (exclusive)

Home & Garden Show (March 13-16, 2025), page 3

- Title Sponsor—\$15,000 (exclusive)
- Admission Sponsor—\$5,000 (exclusive)
- Beer Garden Sponsor—\$5,000 (exclusive)
- 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 & Bass Bash (April 24, 2025), page 4

- Title Sponsor—\$5,000 (exclusive)
- Breakfast Sponsor- \$1,000 (1 of 2 available)
- Friends of MC Smith - \$400
- Weigh-In Sponsor—\$2,000 (exclusive)
- Dinner Sponsor—\$1,000 (2 available)
- Beverage Sponsor - \$1,000 (2 available)

BIA Golf Classic (May 22, 2025), page 5

- Presenting Sponsor—\$15,000 (exclusive)
- Albatross Sponsor- \$6,000
- Eagle Sponsor - \$3,000
- Birdie Sponsor - \$1,500
- Hole Sponsor - \$500
- Registration Sponsor - \$1,500 (exclusive)
- Golfer Gift Sponsor—\$5,000 (exclusive)
- Breakfast Sponsor—\$500 (exclusive)
- Reception Sponsor - \$1,000 (2 of 3 available)
- Beverage Cart Sponsor—\$1000 (4 available)
- Bloody Mary Sponsor—\$500 (exclusive)

Builder Speed Networking (June 2025) page 7

- Event Sponsor - \$1,500 (exclusive)

BIA Economic Forecast/Fish Fry (September 2025) page 8

- Presenting Sponsor - \$3,000 (exclusive)
- Dinner Sponsor - \$1,500
- Entertainment Sponsor- \$1,000
- Bar Sponsor - \$500
- Speaker Sponsor - \$1,500
- Venue Sponsor - \$1,000
- Stage Sponsor- \$500

BIA Clay Shoot (September 2025), 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 2025), page 10

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

BIA Cornhole Tournament (Nov 2025), page 11

- Presenting Sponsor Cornhole - \$3,000 (exclusive)
- Bracket Sponsor Cornhole- \$750
- Beverage Sponsor- \$500
- Board Sponsor Cornhole - \$500 (limited)
- Lane Sponsor Cornhole- \$250

2025 BIG THURSDAY (November 2025), page 13

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

2025 BIA Holiday Ball (December 2025), page 14

- 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

Continues on next page...

BIA General Membership Meetings, page 15

- 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 15

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

State Convention Columbia Dinner (October), p. 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
- After Hours - \$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

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 2025)

___ 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
mattie@columbiabuilders.com

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

SMC Know & Grow (2-3 yearly)

- Presenting Sponsor – cost of location & breakfast

SMC Cocktails & Connections

- Presenting Sponsor - \$500 each (exclusive)

Marketing & Website Opportunities, page 17

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 -\$60 (weekly), \$200 (monthly), \$1,500 (yearly)
- Economic Quarterly Review - \$200 per quarter

BIA PR/Communications Sponsorship page 18

- Presenting Sponsor - \$10,000
- Quater Sponsor - \$3,000
- Month Sponsor - \$1,500

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 2025 Attendance: 400+ Members and Guests

Help celebrate the accomplishments of BIA builder and associate members in style at the 36th 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 promotional materials, BIA website and recognized on social media
- Signage and verbal recognition during the event
- 24 tickets with two reserved tables with priority seating
- Award sponsor

Diamond Sponsor \$4,000

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

Silver Sponsor \$1,000

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

Bourbon Lounge (Exclusive) \$5,000

- Logo recognition and signage
- Special allowances in lounge
- Eight tickets with one reserved table
- Award sponsor

Entertainment Sponsor (Exclusive) \$5,000

- Company name/logo on promotional materials, BIA website and recognized on 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

Step & Repeat (Exclusive) \$2,500

- Logo included on official step & repeat banner
- Four tickets with reserved seating

Music (Exclusive) \$2,500

- Signage at stage
- Logo recognition
- Four tickets with reserved seating

Specialty Photography Sponsor (Exclusive) \$2,000

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

Restroom Sponsor (Exclusive) \$500

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

General Photography (Exclusive) \$750

- Signage and logo recognition during the event
- Two tickets

Security (Exclusive) \$500

- Signage and logo recognition during the event
- Two tickets

Carolina Classic Home & Garden Show

March 13-16, 2025 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 Bath & Bronze

Beer Garden Sponsor \$5,000 (Exclusive)

- Acknowledged in advertising and promotions leading up to and during the show
- Company name/logo on promotional materials, BIA website and recognized on 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 advertising and promotion related to this stage
- Up to 5 free Preview Party tickets

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

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 (Exclusive)

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 and Bass Bash After Party

April 2025 Reach: 150+ Members

This year we are excited to announce that we will be moving to JC's Outdoors. 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) – Both Events **SOLD to JC's Outdoors**

- Company name with billing across both events
- 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 (1 of 2 available) – Bass Classic

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

Friends of MC Smith: \$400 – Bass Classic

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

Dinner Sponsor \$1,000 (2 available) – Bass Bash **SOLD OUT**

- 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) – Bass Bash **SOLD to Love Chevrolet**

- 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) - Bass Bash

- 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 22, 2025 Attendance: 500+ Members & Guests

Presenting Sponsor \$15,000 (Exclusive) SOLD to 84 LUMBER

- Top billing on all promotional materials, BIA website & recognized on BIA social media
- Signage and verbal recognition during the event
- Two Hole sponsorships, one on each course
- Four golf foursomes

Albatross Sponsor \$6,000

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

Eagle Sponsor \$3,000

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

Hole Sponsor \$500 (multiple)

- Company name/logo on BIA website & recognized on 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

Registration Sponsor \$1,500 (exclusive)

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

Bloody Mary Sponsor \$500 (1 available)

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

Reception Sponsor \$1,000 (3 available)

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

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

- Company name/logo on BIA website & recognized on 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

Builder Speed Networking

Frequency: Annually (June 26, 2025)

Participants 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 & recognized on BIA social media
- Signage and verbal recognition during the event
- Opportunity to speak at event (2 minutes)
- One participant table

BIA Economic Forecast and Fish Fry

September 2025 Expected Attendance: 150+

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 of Central SC will host an old-fashioned fish fry honoring our public officials after the Economic Forecast.

Presenting Sponsor \$3,000 (Exclusive and applies to both Fish Fry and Economic Forecast)

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

Dinner Sponsor \$1,500 (Fish Fry)

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

Entertainment Sponsor \$1,000 (Fish Fry)

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

Bar Sponsor \$500 (Fish Fry)

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

Speaker Sponsor: \$1,500 (Economic Forecast)

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

Venue Sponsor: \$1,000 (Economic Forecast)

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

Stage Sponsor: \$500 (Economic Forecast)

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

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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 2025 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on BIA social media
- Signage and verbal recognition at event
- Logo on all photo booth pictures
- Four admission tickets

BIA Cornhole Tournament

November 2025 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 & recognized on BIA social media
- Signage and verbal recognition during the event
- Includes one team registrations
- One pair of VIP tickets to BIG THURSDAY Rivalry Party

Bracket Sponsor: \$750

- Company name/logo on all promotional materials, BIA website & recognized on BIA social media
- Verbal recognition during the event
- Includes one team registration
- Company logo featured on the scoreboard

Beverage Sponsor \$500

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

Board Sponsor: \$500 (New, limited)

- Company name/logo on BIA website & recognized on 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: \$250 (Returning)

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

BIA PACleball Tournament

November 2025 Reach: 50+ event attendees

"PACleball" is a pickleball tournament that is raising funds for the South Carolina Builders Political Action Committee (PAC). The PAC is a non-partisan committee that provides financial support to local and state political candidates who are friends of the home building industry.

Presenting Sponsor: \$1,500 (Exclusive)

- Company name/logo on BIA website & recognized on BIA social media
- Signage and verbal recognition during the event
- One table or tent at the event
- Merchandise distributed during event
- Includes two player registration

Bracket Sponsor: \$750

- Company name/logo on all promotional materials, BIA website & recognized on BIA social media
- Verbal recognition during the event
- Company logo featured on the scoreboard
- Includes one player registration

Court Sponsor: \$250 (limited available)

- Company name/logo on all promotional materials, BIA website & recognized on BIA social media
- Verbal recognition during the event
- Company logo featured in a court
- Includes one player registration

BIG THURSDAY Rivalry Party

November 2025 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 & recognized on BIA social media
- Signage and verbal recognition during the event
- Twelve VIP wristbands and gift

Band Sponsor: \$2,500 (2 available)

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

BIA Holiday Ball

December 2025 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. 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

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

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

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

Bar Sponsor: \$3,000

- Company name/logo on BIA website and recognized on BIA social media
- Signage at the event
- Eight 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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

State Convention Columbia Dinner

October 2025 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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 & recognized on 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

Weekly Email Sponsor - \$60/week for BIA members & 100/week for non-members

- 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

BIA PR/Communications Sponsorship

The BIA has started new efforts to build and improve the overall image of the industry in our area. We are working to build a platform that is engaging to the public, those in the industry and those interested in being in our industry. Improving our image will help us accomplish many of our long-term goals, including membership growth and retention, workforce development, government affairs and more. We are working with a marketing team to build impressions across multiple social media platforms. These efforts take time and money to accomplish, which is why we're offering PR/Communications Sponsorships.

Presenting Sponsor - \$10,000 (Exclusive)

- Presented by credit on all episodes of the BIA Podcast in 2025, including a :30sec produced spot in each podcast and a featured interview with company representative on one podcast in 2025
- Minimum of eight individual posts across BIA Social Media channels throughout the year
- Company logo on one BIA Weekly Email per month throughout 2025
- Company logo in Sponsor Section of BIA Website throughout 2025

Quarter Sponsor - \$3000

- Sponsored by credit on all episodes of the BIA Podcast for one quarter in 2025, including a :15sec produced spot in those podcasts.
- Minimum of two posts on BIA Social Media channels highlighting your company during the quarter of sponsorship.
- Company logo on three BIA Weekly Emails throughout the quarter of sponsorship
- Company logo in Sponsor Section of BIA Website throughout 2025

Month Sponsor - \$1500

- Sponsored by Credit on one episode of the BIA Podcast, including a :15sec produced spot in that podcast
- Company logo on one BIA Weekly Mail in the month of sponsorship
- Company logo in Sponsor Section of BIA Website throughout 2025