



2024

Marketing & Sponsorship Guide

Build a customized marketing plan with this complete guide to BCASWI Sponsorships, events and activities for 2024



BUILDING CONTRACTORS ASSOCIATION OF SOUTHWESTERN IDAHO
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www. BCASWI.org

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Our Members build strong homes.
Our Association builds strong relationships!
Join our efforts and become a
Champion in the Building Industry.

Core Benefits to BCASWI Members

- Advocate Government Issues
- Support and Research
- Education, Training and Workforce Development
- Business Development and Networking
- Access to expert advice
- Use of Classroom for Trainings
- Networking Opportunities
- BCASWI Participation
- Automatic membership in the state association (IHBA) and the national association (NAHB)
- Exposure to the latest building products and services

Welcome to our NEW 2024 Marketing & Sponsorship Guide:

Are you looking to increase your business with Custom Home Builders and/or Remodelers? Use this Marketing Guide as a roadmap for adding value to your sponsorship opportunities. Generate recognition for your company in front of major industry consumers and peers. The BCA of Southwestern Idaho provides many opportunities for networking, professional development, and recognition directed specifically at builders, developers, and remodelers - as well as to customers looking to build, or buy, their dream home. The following pages provide information about a wide range of opportunities - from Annual Partnerships, to Publications, to Events. Tailor the sponsorship programs to suit your best interests. If you have questions regarding an opportunity published in this guide, don't hesitate to reach out to our staff at **208-377-3550**.

Yearly Event Planner

2024

JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> • NAHB International Builder Show • IHBA Party at NAHB IBS 	<ul style="list-style-type: none"> • IHBA Winter Board Annual Meeting • New Member Orientation 	<ul style="list-style-type: none"> • GMM - Economic Forum • Boise Spring Home Show (Spectra Productions)
APRIL	MAY	JUNE
<ul style="list-style-type: none"> • PWB Parade of Homes Pet Edition Trades Scholarship Fundraiser 	<ul style="list-style-type: none"> • SAM TRAM • Spring Parade of Homes • Associates Builder Panel • New Member Orientation 	<ul style="list-style-type: none"> • PAC Golf Tournament • IHBA Annual Spring Summer State Board of Directors Meeting
JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> • GMM Summer Social • New Member Orientation 	<ul style="list-style-type: none"> • Jim Amyx Spike Golf Tournament 	<ul style="list-style-type: none"> • Associates Council Clay Shootout • Fall Parade of Homes
OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • Fall Parade of Homes • New Member Orientation • Associates Builder Panel 	<ul style="list-style-type: none"> • GMM Officer Election • IHBA Annual Fall/Winter Board Meeting • Top Golf Event 	<ul style="list-style-type: none"> • GMM Holiday Party - Officer installation

To become a BCASWI Annual Partner, your company must comit to the total sponsorship ammount. Your payment must be recieved by December 30th, 2023. Due to marketing deadlines, sponsor commitments received past the deadline date will not be included in the January marketing materials.



Partner Levels (availability)	VALUE	Premier \$10000 (2)	Gold \$7500 (3)	Silver \$5000 (3)	Bronze \$3000 (4)	Unlimited \$2000
1. Credit for Events		\$5000	\$3500	\$2000	\$1000	\$1000
2. Recognition at all events	\$750	✓	✓	✓	✓	✓
3. Enhanced Website Direcorry	\$100	✓	✓	✓	✓	✓
4. Logo in Member Directory	\$300	✓	✓	✓	✓	✓
5. Premium Website Banner Ad	\$30/mo	12 mo	12 mo	6 mo	3 mo	3 mo
6. Electronic Newsletter Feature	\$300	✓✓	✓	✓	✓	
7. Social Media Feature Posting	\$250	✓✓	✓	✓	✓	
8. Logo on office banner	\$500	✓	✓	✓	✓	
9. VIP Seating at Holiday Party	\$250	✓	✓	✓		
10. Premium Website Advertising	\$925	✓	✓			
11. Ad in member directory		Full Page \$750	1/2 Page \$350	1/4 Page \$185		
Total Value:		\$10035	\$7585	\$5315	\$3290	\$2240

DESCRIPTION:

1. Allowance for ticket participation at our events. List of ticketed events available on request.
2. Recognition at all events: Verbal, tabletop display, and/or banner.
3. Enhanced Member Profile on BCASWI Website Directory: Website link, email, business logo and description. Advertiser supplies all information.
4. Company logo in printed membership directory. *If purchased before directory deadline.
5. Website Banner Ad, up to 4 pictures, and an embedded video. Advertiser provides all items.
6. Spotlight your company or an event in our electronic weekly update to our membership.
7. Featured event or company spotlight on Social Media.
8. Stand up banner displayed in office lobby and taken to all BCASWI events.
9. Priority seating at our annual installation of officers.
10. Premium Website Advertising logo featured on front page of website as our premier sponsor.
11. Member Directory artwork provided by advertiser, must be submitted prior to printing deadline.

* BCASWI Partners receive maximum visibility and bonus benefits throught the year such as priority notifications/invitations, special deals for events and contests. In addition partners will only be contacted for implimentingbenefits.

MAXIMIZE YOUR COMPANY'S VISABILITY

À LA CARTE

NAHB Touch Program (2)

Series of customized communication pieces sent to members. Includes new member welcome letters to encouraging association involvement for existing members.



\$1500

Home show (1)

Display your promotional materials at the BCASWI booth at the annual Home Show.



\$1500

Exclusive Water Sponsor (1)



\$1500

Company logo will be on all bottles in office fridge and served at Association events

Purchase includes 1,000 branded bottles, once pallet is used sponsorship will reopen

Trailer Advertising Opportunity



2 Year Sponsorship
\$500 *approx 3 sq ft
\$750 *approx 4 sq ft
\$1000 *approx 5 sq ft
\$1500 *5 sq ft+ prime
\$2000 *10 sq ft+ door

Available to members for rent for ONLY \$200

Includes 100 Chairs, 10 Rounds, 2 Banquet & BBQ

*Contact staff to verify ad size location & availability

Online Advertising

\$360 Web Banner Ad- (12mo) placed above directory main page with link connection.

\$100 Upgraded Web Directory Listing - Website link, email, business logo and description on online directory.

Now the beauty of a home lasts as long as the love for it.



\$25 SET UP FEE

12 month run

News & Events E-newsletter

Spotlight your company and or event in our news and events E-newsletter.

Publish one article on a subject matter of interest to BCASWI Members

*Spotlight will also be featured on our BCASWI Social Media.

\$550

Membership Directory

1 Listing Per Member - FREE!

Logo on Directory Listing \$300

Ads are an additional cost

Full Page: \$750 | Half Page: \$350

1/4 Page: \$185

The official annual guide of current BCASWI Members, distributed to current active members and new members

Sign up today Email:
ESyverson@BCASWI.org



Each year we host events specifically geared toward bringing our membership together. This year we will have our New Young Professionals Networking Meet-up, Monthly Associate's Council Meetings, Clay Shoot Tournament, Quarterly New Member Orientations, General Membership Meetings/Events, Golf Tournaments and MORE...Take a look at some opportunities to get involved.

General Membership

BCASWI offers a wide variety of networking opportunities, including General Membership Meetings (GMM). Each GMM features a guest speaker and allows attendees to vote on membership business and focuses on our industry. Our GMMS include an Economic Update, Summer Social, Elections.

YEARLY GMM EVENT SPONSOR: \$1000 (3)

Economic Summit | Summer Appreciation BBQ | Elections

- Recognition at all GMMS
- First pledge choice - ONE 5 Minute presentation
- Logo on event posting, advertising, flyers and social media event post
- Table Top Presentation at all BCASWI GMMs
- One complimentary ticket to every GMM

NEW MEMBER ORIENTATION SPONSOR: \$250 (4)

- Recognition at all Quarterly New Member Orientation Events
- Opportunity to host/present at ONE Orientation
- Logo on new member packet
- Logo on hosting sponsor invitations, flyers and social media post
- Opportunity to display signage and promotional materials at event
- Opportunity to distribute promotional items in new member bag
- Power Point presentation inclusion

MEMBERSHIP TOP GOLF

Membership Holiday Celebration, Awards Ceremony and Officer Installation

- | | | |
|--|--------|---|
| <input type="checkbox"/> Lunch Sponsor (1) | \$1500 | <input type="checkbox"/> Team Sponsor \$750 6-8 Players |
| <input type="checkbox"/> Beverage Sponsor(1) | \$500 | <input type="checkbox"/> |

- Recognition at event
- Logo on event posting, advertising, flyers and social media post

*The Jim Amyx Spike Golf Tournament will be a Seperate Event

CHRISTMAS PARTY & OFFICER INSTALLATION

Membership Holiday Celebration, Awards Ceremony and Officer Installation

- | | | | |
|---------------------------------------|--------|--|------------|
| <input type="checkbox"/> AV Sponsor | \$500 | <input type="checkbox"/> Decoration Sponsor | \$750 |
| <input type="checkbox"/> Room Sponsor | \$1000 | <input type="checkbox"/> Entertainment Sponsor | \$1000 (2) |

- Recognition at event
- Logo on event posting, advertising, flyers and social media post

Young Professional Network

The Young Professional Network is for members and potential members under 45. Socials are held monthly at area breweries or eateries. Approximately 30-40 members are expected to attend. Social sponsors buy the first round.

YPN MIXER FIRST ROUND SPONSOR \$350 (9)

- Host one of our Monthly Mixers at a local hot spot or brewery
- ONE 5 Minute presentation
- Logo and link on event calendar entry on BCA website.
- Logo on all advertising, flyers and Social media event posts
- Opportunity to display signage and promotional materials at event

Associates Council

Associates' Council sponsors activities that educate and/or entertain the membership and enhance recognition and appreciation between builder and associate members. This includes an semi-annual Builder Panels, Clay Shoot Out Tournament in the fall and 4 additional meetings hosted on or off-site by a sponsoring Associate Member.

MONTHLY MEETING HOST & LUNCH SPONSOR - \$250/IN KIND (4)

- First pledge choice to host one of our monthly lunch meetings at your location (provide lunch of choice) (Feb, April, June, July)
- ONE 10 Minute presentation
- Logo on event posting, advertising, flyers and social media event post
- Opportunity to display signage and promotional materials at event

BUILDER PANEL SPONSOR - \$500 (2)

Builder Panel gives the opportunity to our members to get in front of a builder in an open question and answer forum to discuss industry hot topics and get feedback from some of our most trusted builders.

- Opportunity to host 1 of our well attended Builder Panel Events
- ONE 5 Minute presentation at event
- Logo on event posting, advertising, flyers and social media event post
- Opportunity to display signage and promotional materials at event

CLAY SHOOT SPONSORSHIP

Our Annual BCASWI Clay Shoot Out 100-round competition & fundraiser.

- | | | | |
|------------------------------------|-----------|--|-----------|
| <input type="checkbox"/> Lunch (2) | \$1000 | <input type="checkbox"/> Drinks | (IN-KIND) |
| <input type="checkbox"/> Trophy | \$500 | <input type="checkbox"/> Adult Bev. | (IN-KIND) |
| <input type="checkbox"/> Breakfast | (IN-KIND) | <input type="checkbox"/> Station Sponsor | \$100 |

Sales & Marketing

Our annual SAM Tram Parade of Homes® Tour is our Sales and Marketing Council's yearly service project to raise money for the BCSWI Scholarship Fund established to provide a way to recognize worthy students within our Association "family" each year. Our Tour gives our members the opportunity to pre-view the Parade of Homes® and celebrate our Builders' and Associates' contribution to the Spring Parade season.

SAM TRAM SPONSORSHIP

- | | | | |
|--|-----------|-------------------------------------|-----------|
| <input type="checkbox"/> Transportation (3) | \$1500 | <input type="checkbox"/> Drinks | (IN-KIND) |
| <input type="checkbox"/> Breakfast (2) | (IN-KIND) | <input type="checkbox"/> Adult Bev. | (IN-KIND) |
| <input type="checkbox"/> Lunch on location (3) | (IN-KIND) | <input type="checkbox"/> Snacks | (IN-KIND) |



SPRING & FALL PARADE OF HOMES® ADVERTISING:

Full magazine with flip page technology available to be viewed online for a full year - 12 months of advertising! Plus minimum of 100,000 print copies with two Sunday runs in the Idaho Press Tribune, runs in Boise Weekly, runs in Meridian Press, Kuna Melba News, and direct mail!!

Discounted rates are available for agreement to advertise in both show magazines.

For advertising rate information contact:

Autumn Blume at ablume@bcaswi.org or 208-377-3551.

SPRING & FALL TICKET SPONSOR OPPORTUNITY:

TITLE SPONSOR - This spot is a special value because it allows the holder to work with the BCA Parade of Homes® Committee on how to showcase your business during the Parade. [All advertising must be approved by the Committee.] Your company will be printed on all hard & e-tickets including on social media, website, app and mentioned on TV and radio spots.

SECONDARY SPONSORS - Your company will be printed on all hard & e-tickets including on social media, Parade website.

COUPON SPONSORS - Your company provided coupon will be printed on all hard and e-tickets. Your company may not be the only coupon within your business type.

For ticket sponsor price information contact:

Autumn Blume at ablume@bcaswi.org or 208-377-3551

SPRING AWARD PLAQUE SPONSORS:

Judging and awards are done each year for the Spring Parade of Homes® show. Awards are presented at the Spring Parade of Homes® banquet. Plaques are available to be sponsored beginning in March for Kitchen, Master Suite, Interior Design & Finish, Exterior Design, Best Decorated, and Best Overall.

For award plaque sponsor information contact:

Autumn Blume at ablume@bcaswi.org or 208-377-3551

PARADE OF HOMES DRAWING/ MAGAZINE AUCTION SPONSORS

Parade of Homes Contract Review, Signing and Magazine Auction gives associate members an opportunity to have dinner with a builder and chance for members and builders to bid on prime magazine advertising.

- | | | | |
|---------------------------------------|--------|---------------------------------------|-------|
| <input type="checkbox"/> Venue | \$1000 | <input type="checkbox"/> Vendor Booth | \$200 |
| <input type="checkbox"/> AV Equipment | \$1000 | <input type="checkbox"/> Table Top | \$100 |

Professional Women In Building Sponsorship Opportunities



As the Building Industry continues to grow and change, it is becoming more important than ever to support and celebrate the professional women who are leading the way. Sponsoring these women in their endeavors not only help them achieve their goals, but can also benefit your own business by aligning yourself with these powerful individuals and their efforts to break down barriers and promote inclusivity in the building industry. You are showcasing your own commitment to progress and innovation. Support also leads to increased visibility and networking opportunities for both you and your company. With so many talented and driven women in the field, why wouldn't you want to be a sponsor or donate to make a difference?

PWB MAIN SPONSOR \$1000

- Opportunity to Host a PWB meeting or event (must be approved and scheduled)
- ONE 5 minute Presentation at that meeting or event
- Logo on PWB Website Page
- Logo on PWB Advertising, Invitations, Flyers and Events
- Social Media Shout-out and or Announcement
- Includes table-top display
- Opportunity to distribute promotional items and display signage at social events

SOCIAL SPONSOR \$500

- Logo on social flyers and event webpage
- Verbal recognition and Thank You Flyer at event
- Social media thank you post
- Opportunity to distribute promotional items and display signage at social events



PET HOME SHOWCASE: TRADE EDUCATION FUNDRAISER

Showcases the talents of the West Ada Career and Technical Education Program students. The impressive students design and construct creatively themed pet homes to be offered in a fundraising raffle in an effort to support our local students who are a great fit for construction trade career paths.

POH Pet Edition Sponsor: | \$1K

- Recognition from the host
- Small logo on event web page
- Name or small logo on sponsor specific signage, T-shirts, marketing and promotions
- Social media mentions
- Opportunity to distribute promotional items in attendee goody bags

Education Sponsor | Min \$2K

Support for PWB Trade Education Program

- All of the benefits above PLUS the Opportunity to meet/greet



Major Education Sponsor | \$10K

Support for PWB Trade Education Program

- Opportunity to host booth at event and/or meet/greet
- Large logo on event web page
- Logo featured on Village website & digital billboard, event signage, T-shirts, event marketing, and promotions

Secure Your Sponsorship Today! SEND AN EMAIL TO ESYVERSON@BCASWI.ORG

HOW TO BECOME A SPONSOR OF BCASWI

Submit this Pledge Sheet by November 15th, 2023 to secure your advertizing & sponsorship

WE ARE INTERESTED IN SECURING SPONSORSHIPS:

SPONSORSHIP	DESCRIPTION	COST
TOTAL:		

Sponsorships are sold on a first-come, first-served basis. Space is limited. No guarantees on requests.

If you are purchasing an annual partnership and would like to pre-purchase ticketed events, please note above.

Invoices will be sent out in November of 2023 and must be paid within 60 days.

*If you would like early invoicing, to be included in your 2023 budget year please note and accommodations will be made

We will contact you to get information needed to implement benefits.

All artwork provided by advertiser and must be submitted prior to printing deadline.

This advertising contract is made and entered into this ____ day of _____, by and between The Building Contractors Association of Southwestern Idaho (hereinafter, the "BCA") and the undersigned advertiser (hereinafter, the "advertiser"). Invoices for Advertising, Annual Partnerships and General Sponsorships will be sent out in December of 2023 and must be paid with-in 30 days. Sponsorship/Advertising fees are non-refundable, non transferable, and member remains liable for the agreed upon pay. BCASWI will contact you to get information to implement benefits. The advertiser hereby agrees to have read, understand, completed, and abide by the above contract. If membership expires and/or there is a failure to provide artwork or make the agreed upon payment this will be cancelled.

The Advertiser hereby agrees to have read, understand, completed, and abide by the above contract.

Advertisers Company Name

Advertisers Contact PRINTED Name & Title

Advertisers Email

Phone Number

Advertisers SIGNED Name

Any Additional Contacts PRINTED Name & Title

Email

Phone Number

2024 TICKETING PRICES FOR ANNUAL PARTNERS



Annual Partners can use ticket credits for the following at 2023 prices. Tickets will continue to be sold on a first come basis, so reserve your seats now. If additional ticketed events are added, credits can be used for these events.

Current Ticketed Events	COST	#	TOTAL:
Clay Shoot	\$450 per team		
SAM TRAM	(\$75)		
Top Golf	\$125/person		
Trailer Rental	\$200		
Parade of Homes Contract Signing & magazine Auction	\$36		
POH Banquet	\$65/Person		
Christmas Party and Installation of Officers	\$68/Person		
GMM Election of Officers	\$20		
GMM Economic Summit	\$20		
Builder's Panel	\$20		
Associate Council Lunches	\$20		
POH attendee tickets	\$15		

Total :

Annual Partner Company Name

Annual Partner PRINTED Name & Title

Annual Partner Email

Phone Number

Annual Partner SIGNED Name

Any Additional Contacts PRINTED Name & Title

Email

Phone Number