



2019 MARKETING GUIDE

Build a customized marketing plan with this complete guide to the MSBIA sponsorships, events and activities.



2019 Pre-Packaged Premium Annual Sponsorships

TAKE YOUR MEMBERSHIP TO ANOTHER LEVEL!!!

Deadline to sign up for a Premier Annual Sponsorship is **December 21, 2018!**

Payment plans are available. Contact Leslie@ms-bia.org or call Leslie @941.907.4133 x309

Being a premier sponsor not only gives you the piece of mind that your have it all covered, but it also includes a level of care from the MSBIA staff. We will be sure to follow up with you when its time for each event. You will not need to worry about missing any of our events no matter how small or large.

AND ... YOUR ANNUAL MEMBERSHIP DUES ARE INCLUDED!!!!

CAPSTONE

- **Membership Dues**
- Quarter Page Advertisement in Contractors Guide
- Table top at 2 General Membership Meetings
- 1 of the following 3:
 - ⇒ Table top at Trade Show / Associate Appreciation Night
 - ⇒ Foursome at Spring Fling Golf Tournament & Tee Box Sign
 - ⇒ Four shooters & station sponsor sign at Sporting Clays
- \$500 Credit for **Parade of Homes**
- \$250 Credit for **Sarasota Slam**
- \$250 Credit for **Sales & Marketing Awards** Event
- Opportunity to host Member Mixer or Networking Breakfast at your location.
- Flyers or promo item in new member welcome kits
- 1 Eblast to membership
- Company Logo on: (linked to your website where applicable)
- ◇ Premium Sponsor Sign in MSBIA Office lobby
- ◇ All inside pages of MS-BIA.org
- ◇ Featured listing on online directory
- ◇ Sponsor page of printed Contractors Guide/ Member Directory
- ◇ MSBIA Premium Sponsor ad in Parade of Homes Magazine
- ◇ Traveling banner brought to all events and meetings
- ◇ Home Front Newsletter & Weekly "What's Up"

Value \$4,525
Cost \$2,500

CORNERSTONE

- **Membership Dues**
- 1 Ticket to each Membership Meetins & Installation
- Half Page Advertisement and 1/2 page editorial spread in Contractors Guide / Member Directory
- Table top at 1 General Membership Meeting
- 2 of the following 3:
 - ⇒ Table top at Trade Show / Associate Appreciation Night
 - ⇒ Foursome at Spring Fling Golf Tournament & Tee Box Sign
 - ⇒ Four shooters & station sponsor sign at Sporting Clays
- \$750 Credit for **Parade of Homes**
- \$500 Credit for **Sarasota Slam**
- \$500 Credit for **Sales & Marketing Awards** Event
- Opportunity to host Member Mixer or Networking Breakfast at your location.
- Flyers or promo item in new member welcome kits
- 1 Flyer in with invoices
- 1 Eblast to membership
- Company Logo on: (linked to your website where applicable)
- ◇ Premium Sponsor Sign in MSBIA Office lobby
- ◇ All inside pages of MS-BIA.org
- ◇ Featured listing on online directory
- ◇ Sponsor page of printed Contractors Guide/ Member Directory
- ◇ MSBIA Premium Sponsor ad in Parade of Homes Magazine
- ◇ Traveling banner brought to all events and meetings
- ◇ Home Front Newsletter & Weekly "What's Up"

Value \$7,125
Cost \$5,000

PILLAR

- **Membership Dues**
- 2 Tickets to each Membership Meeting & Installation
- Full Page Advertisement in Contractors Guide / Member Directory
- 1 page Editorial Spread in Contractors Guide / Member Directory
- Table top at 1 General Membership Meeting
- Table top at **Trade Show** / Associate Appreciation Night
- Foursome at Spring Fling **Golf Tournament** & Tee Box Sign
- Four shooters & station sponsor sign at **Sporting Clays**
- \$1500 Credit for **Parade of Homes**
- \$1000 Credit for **Sarasota Slam**
- \$500 Credit for **Sales & Marketing Awards** Event
- Opportunity to host Member Mixer or Networking Breakfast at your location.
- 1 Unclaimed SPIKE point for primary member
- Flyers or promo items in new member welcome kits
- Flyers in with invoices 2x
- Banner ad on MS-BIA.org
- 1 Eblast to membership
- Company Logo on: (linked to your website where applicable)
- ◇ Premium Sponsor Sign in MSBIA Office lobby
- ◇ All inside pages of MS-BIA.org
- ◇ Featured listing on online directory
- ◇ Sponsor page of printed Contractors Guide/ Member Directory
- ◇ MSBIA Premium Sponsor ad in Parade of Homes Magazine
- ◇ Traveling banner brought to all events and meetings
- ◇ Home Front Newsletter & Weekly "What's Up"

Value \$11,100
Cost \$7,500

SPIRE

- **Membership Dues**
- 4 Tickets to each Membership Meeting & Installation of Officers
- Full Page Advertisement in Contractors Guide / Member Directory
- 2 page Editorial Spread in Contractors Guide / Member Directory
- Table top at 2 General Membership Meetings
- Table top at **Trade Show** / Associate Appreciation Night
- Foursome at Spring Fling **Golf Tournament** & Tee Box Sign
- Four shooters & station sponsor sign at **Sporting Clays**
- \$2500 Credit for **Parade of Homes**
- \$1500 Credit for **Sarasota Slam**
- \$1000 Credit for **Sales & Marketing Awards** Event
- Opportunity to host Member Mixer or Networking Breakfast at your location.
- Electronic copy of membership directory and attendee lists from events
- 2 Unclaimed SPIKE points for primary member
- Flyers or promo items in new member welcome kits
- Flyers in with invoices 3x
- Banner ad on MS-BIA.org
- 2 Eblasts to membership
- Display brochure in MSBIA lobby
- Company Logo on: (linked to your website where applicable)
- ◇ Premium Sponsor Sign in MSBIA Office lobby
- ◇ All inside pages of MS-BIA.org
- ◇ Featured listing on online directory
- ◇ Sponsor page of printed Contractors Guide/ Member Directory
- ◇ MSBIA Premium Sponsor ad in Parade of Homes Magazine
- ◇ Traveling banner brought to all events and meetings
- ◇ Home Front Newsletter & Weekly "What's Up"

Value \$13,850
Cost \$10,000

Membership Includes:

Referrals: We are actively marketing MSBIA Members to inform the community of our industry professionals, driving business to our members. All members are listed in our online directory and our Annual printed Contractors Guide / Member Directory.

Legislative: We work together for a better business environment with local, state and federal government officials. We're on your side.

Networking: We have countless opportunities for you to expand your network with building industry professionals and to market your business. Being an active member will grow your business.

Member Discounts: Members-only discounts that mean real savings on many daily business essentials.

Education: Classes and seminars on relevant industry topics to give you an edge over the competition and meetings on changes affecting the industry.

Advertising: Sponsorship opportunities, Contractors Guide/Member Directory; MS-BIA.org website featuring the online member directory; Social media pages to recognize member businesses; Parade of Homes publication and website; Annual Trade Show!

Camaraderie: Monthly meetings, volunteer opportunities, community service events and fun times with fellow building industry professionals. We think of our members as a family. Come join the fun!

Special Regional Luncheons: Developed for our builder members, lunches will be scheduled throughout our region to meet with the local building officials and talk about issues experienced in our industry and code update.

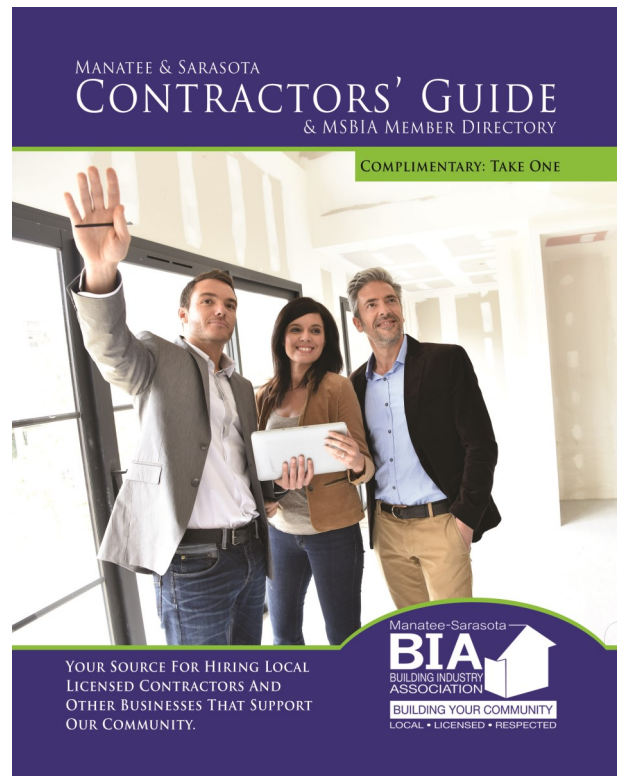
Contractors Guide / Member Directory

This annual glossy publication features advertorials of member businesses, the member directory, articles about home improvement and home building, local area resources including contact info for local building departments, emergency contact info, recreational areas, chambers of commerce and much more.

It is distributed and available at member businesses, trade shows, chambers of commerce, realtor events, and other member events.

Any member who purchases an advertisement in the publication is offered FREE advertorial space! Ads start at just \$199.

Deadline for the 2019 edition is January 4, 2019.



Committees and Councils

The Sales and Marketing Council (SMC) of the Manatee-Sarasota BIA brings together the sales and marketing professionals in the home building industry to help improve their sales and marketing techniques and success through educational opportunities, exchange of ideas, and events or activities specifically targeted for your professional growth. The members of this council are responsible for the planning and implementation of their events and activities.

This council is designed specifically for individuals seeking greater understanding of the new homes sales industry and serves to recognize those members through award programs that showcase examples of sales and marketing excellence. Any builder, associate or affiliate member or employee of a firm that is a member of MSBIA is eligible for membership in the Council. Members of the local council automatically become members of the National Sales & Marketing Council and Florida Sales & Marketing Council. Annual membership is \$100.00



Professional Women in Building Council (PWB) is the voice of women in the building industry—dedicated to promoting industry professionalism and supporting members at the local, state and national levels. Through education, professional development and networking opportunities, PWB helps members acquire and develop invaluable leadership and business management skills that boost career success. The council also offers various national recognition programs, scholarships and awards. Annual membership is \$100.00. Primary Associate or Builder members will be discounted \$25.



Industry Issues Committee is open to all members of the Association. To serve as a recommending body to the MSBIA Executive Committee and Board of Directors for policy development and action on development and building issues of either local or statewide impact to the home building industry. The Industry Issues Chair acts as a liaison between the Committee and the Board.

Government Affairs Committee is open to all members of the Association. To serve as a recommending body to the MSBIA Executive Committee and Board of Directors for policy development and action on the government affairs issues of either local or statewide impact to the home building industry. The Government Affairs Committee Chair acts as a liaison between the Committee and the Board.

Young Building Professionals (YBP) mission is to identify and develop the future leadership for the Manatee-Sarasota Building Industry Association through participation in community service activities promoting a positive image for the building industry.



Membership TEAM Committee The purpose of the Membership Committee is to identify and recruit new members of the association and promote involvement in all association programs and activities. Committee duties and responsibilities include: Working in conjunction with staff, plans and conducts programs for membership development within established budget, Establishes goals, both immediate and long-range, for membership development, Provides for appropriate recognition of new members and their sponsors, Oversees the awarding of Spike Club credits, recognizes and awards SPIKE members at monthly meetings, Recommends and assists in the production of local membership materials and brochures, Plans and conducts orientation meetings for new members to acquaint them with services available from the local, state and national associations, Develops and recommends appropriate recognition of new members, Distributes new member plaques, packets and cards, Develops a system of involving new members in association activities within the first critical year of membership. Brainstorm ideas for annual membership drives, Promote involvement in association events, education and gatherings, Engage members (new and seasoned) with check-up calls, Conduct "featured member" interviews, Assist with locations and sponsors for member mixers, breakfasts and GMMs, Promote the MSBIA at local events (home shows and business expos), Be ambassadors for new and "lost" members at meetings and events, Promoting and helping builders with the Pinnacle Builder Program, Forward member good news to membership director for publications and social media.

Sarasota Slam CREW / Committee is open to all members of the Association and directed by the Tournament Director. Meetings will be decided by the committee at the first meeting for the following year. The Sarasota Slam is a source of non-dues revenue for the association. The Sarasota Slam Committee is responsible for: Securing sponsors, Promoting the tournament, Contributing ideas to improve the tournament, Assist with the tournament the day(s) of the Slam.

Other Event Committees are open to all members of the Association. Meetings and locations vary. These committees are responsible for: Developing programs and services to support the needs of the association including securing sponsors, Contributing ideas, Promoting and assisting with the Contractors Trade Show, Spring Golf Tournament and the Fall Sporting Clay Tournament.

Contact the MSBIA Office for more information on any of these councils and committees. We look forward to your involvement!

MSBIA 2019 YEAR AT-A-GLANCE

January

- 3 Board of Directors Meeting
- 9 Sales & Marketing Council (SMC)
- 10 General Membership Meeting
- 17 Industry Issues Committee
- 17 Young Building Professionals (YBP)
- 23 Professional Women in Building (PWB)

February

- 6 Sales & Marketing Council (SMC)
- 7 Board of Directors Meeting
- 7 GMM / Tailgate
- 13 POH Realtor Preview
- 16-3/10 Parade of Homes
- 19-21 International Builders Show (IBS)
- 21 Industry Issues Committee
- 21 Young Building Professionals (YBP)
- 27 Professional Women in Building (PWB)
- 28 Parade of Homes Awards Gala

March

- 6 Sales & Marketing Council (SMC)
- 7 Board of Directors Meeting
- 16 Bowling for the Green
- 11-13 FHBA Spring Board
- 14 GMM / Economic Update
- 21 Industry Issues Committee
- 21 Young Building Professionals (YBP)
- 27 Professional Women in Building (PWB)

April

- 3 Sales & Marketing Council (SMC)
- 4 Board of Directors Meeting
- 11 X-Treme Networking/Meet the Builder
- 18 Industry Issues Committee
- 18 Young Building Professionals (YBP)
- 24 Professional Women in Building (PWB)
- 26 Spring Fling Golf Tournament

May

- 1 Sales & Marketing Council (SMC)
- 2 Board of Directors Meeting
- 9 GMM / Market Snapshot
- 16 Industry Issues Committee
- 16 Young Building Professionals (YBP)
- 22 Professional Women in Building (PWB)

June

- 4 New Member Orientation
- 5 Sales & Marketing Council (SMC)
- 6 Board of Directors Meeting
- 20 Industry Issues Committee
- 20 Young Building Professionals (YBP)
- 26 Professional Women in Building (PWB)

July

- 10 Sales & Marketing Council (SMC)
- 11 Board of Directors Meeting
- 18 Industry Issues Committee
- 18 Young Building Professionals (YBP)
- 24 Professional Women in Building (PWB)
- 31 Southeast Builders Conference (SEBC)

August

- 1-3 Southeast Builders Conference (SEBC)
- 7 Sales & Marketing Council (SMC)
- 6-10 Sarasota Slam Fishing Tournament
- 15 Industry Issues Committee
- 15 Young Building Professionals (YBP)
- 28 Professional Women in Building (PWB)

September

- 3 Sales & Marketing Council (SMC)
- 5 Board of Directors Meeting
- 12 Sales & Marketing Awards Celebration of Excellence
- 19 Industry Issues Committee
- 19 Young Building Professionals (YBP)
- 25 Professional Women in Building (PWB)

October

- 2 Sales & Marketing Council (SMC)
- 3 Board of Directors Meeting
- 17 Industry Issues Committee
- 17 Young Building Professionals (YBP)
- 22 Trade Show / Associate Appreciation
- 23 Professional Women in Building (PWB)
- 25 Sporting Clays Event

November

- 5 New Member Orientation
- 6 Sales & Marketing Council (SMC)
- 7 Board of Directors Meeting
- 14 Installation of Officers
- 21 Industry Issues Committee
- 21 Young Building Professionals (YBP)
- 27 Professional Women in Building (PWB)

December

- 5 E-Board of Directors Meeting
- 5 Holiday Party

**All dates are subject to change, locations to be announced.*

Register for these events and
more at MS-BIA.ORG



REALTOR PREVIEW EVENT SPONSORSHIPS**\$1500 Realtor Event Sponsor ~ Industry Exclusive Category**

- 1/4 Page advertisement in the official POH magazine,
- Premier location for your tabletop at the event,
- Your company name on all Press Releases
- Logo on Advertisements and invitations for the event,
- Linked banner advertisement on POH website,
- Four complimentary tickets to the Awards Gala,
- Opportunity to display company's free standing banner at entryway of the Realtor event and at Awards Gala.

\$175—\$350 Realtor Event Table Top Exhibitors

POH Builder or Sponsor Company \$175

Associate Member (Non-sponsor/participant) \$350

AWARDS GALA SPONSORSHIPS**\$4000 Awards Gala Sponsor ~ Industry Exclusive category**

- Full page full color first choice cover location advertisement for your company in the POH Awards Program,
- 6 Tickets to the POH Awards Gala,
- 3-5 minute mic time at POH Awards Gala,
- Opportunity to provide goodie bags at the Awards Event,
- 1/4 Page advertisement in the official POH magazine,
- Banner ad linked to your company on the POH website
- Opportunity to display company's free standing banners at the POH Awards Gala and Realtor event

\$1250 Wine Sponsor

- Full page black & white ad in the POH Awards Program,
- Linked box advertisement on POH website,
- Opportunity to display company's free standing banner at the POH Awards Gala,
- 2 tickets for the POH Awards Gala,
- 1/4 Page advertisement in the official POH magazine

ADVERTISING AND TICKETS**\$2000 Platinum Sponsor**

- Full page ad in the official POH magazine,
- Linked banner advertisement on POH website,
- Tickets for 4 to the POH Awards Gala,
- Full page black & white ad in POH Awards Program

\$1500 Gold Sponsor

- Half page ad in the official POH magazine,
- Linked banner advertisement on POH website,
- Tickets for 4 to POH Awards Gala,
- Full page black & white ad in POH Awards Program

\$1000 Silver Sponsor

- Quarter page ad in the official POH magazine,
- Linked box advertisement on POH website,
- Tickets for 2 to POH Awards Gala,
- 1/4 page black & white ad in POH Awards Program

\$500 Bronze Sponsor

- 1/8 page ad in the official POH magazine,
- Linked box advertisement on POH website,
- Tickets for 2 to POH Awards Gala,
- 1/4 page black & white ad in POH Awards Program.

WEBSITE SPONSOR (Exclusive Category)

**This sponsorship is an annual commitment. If a builder or developer sponsor MUST BE a participant in the 2019 Parade of Homes.*

- Recognized on every page of the POH website in the masthead as "Website Sponsored by",
- Linked Home Page logo designating your company as the "Official Parade of Homes Website Sponsor"
- Full page advertisement in the POH Magazine (must promote www.paradeofhomesinfo.com),
- Sponsor logo featured on model locator maps distributed throughout the POH and any and all Press Releases, Advertisements and invitations as the "official paradeofhomesinfo.com" sponsor.
- Company listed as an official pick-up location for the POH Magazines.
- Back cover full color advertisement for your company in the POH Awards Program, 8 Tickets for the POH Awards Gala,
- Opportunity to display company's free standing banner at the POH Awards Gala and Realtor event.
- First right of refusal for website sponsor in 2020.

RADIO SPOT SPONSORSHIPS**\$2500 EACH (3 SPOTS) OR Be the one and only radio sponsor for \$7000**

For the entire 3 weeks of the event, we will be airing custom radio ads on all 4 of iHeart's local stations – Classic Hits 107.9 WSRZ, Suncoast Country 92.1 CTQ, Suncoast Classic Rock Z105, and Sarasota newsradio 1320/1450. We'll be running more than 1000 ads on all 4 stations, including a large number of them being donated by iHeartMedia. Ads will run for a full 3 weeks from Sat 2/16-Sun 3/10. These ads are being customized by well-known morning show djs like David Jones from WSRZ, Lulu from CTQ and others. Over 230,000 local listeners will be hearing these ads during this 3-week campaign, generating 1.5 million total impressions in Sarasota & Manatee counties. These ads will be starting Sat 2/16, and you are invited to be part of this incredible campaign. Ask us for samples of the spots if you are interested.

JUDGES SPONSORSHIPS**\$2500 Judges' Gift Sponsor ~ Exclusive Category**

- Linked banner advertisement on POH website,
- Tickets for 2 to POH Awards Gala,
- 1/2 Page advertisement in the official POH magazine,
- Company logo & name on Judges Gift,
- PLUS *additional items below

\$1000 Judges' Lunch Sponsor ~ Industry Exclusive

- Linked box advertisement on POH website,
- Tickets for 2 to POH Awards Gala,
- 1/4 Page advertisement in the official POH magazine,
- 3-5 minute microphone time at POH Judges' Breakfast, PLUS *additional items below
- PLUS *additional items below

\$500 Judges' Breakfast Sponsor ~ Industry Exclusive

- Linked box advertisement on POH website,
- Tickets for 2 to POH Awards Gala,
- 1/8 Page advertisement in the official POH magazine,
- 3-5 minute microphone time at POH Judges' Breakfast,
- PLUS *additional items below

*All Judges Sponsors also receive the following: Quarter page black & white advertisement in POH Awards Program, Opportunity to display company's free standing banner at the POH Judges Breakfast & Realtors Event, Opportunity to provide special promotional materials with company logo at POH Judges' Breakfast and opportunity to supply items for Goody Bags. **NOTE: Judges sponsorships are not available to Parade Participants. Judges consist of mostly Florida contractors and real estate professionals. This is a great opportunity to expand your market!**

\$2000 Title Sponsor

- Includes Entry Fee for 4(four)
- Company Name & Logo on Banner & all promotional materials sent out
- Staffed Tee (First Choice of Hole)
- Table top @ Registration and Banquet (if requested)
- Logo on homepage banner of MSBIA website promoting the event
- Linked banner ad on 2 MSBIA eNewsletters
- FREE eBlast to MSBIA Membership (must be approved by MSBIA & used by 12.31.19)

\$1000 Silver Sponsor

- Includes Entry Fee for 2(two)
- Company Name on Banner
- Logo'd Sign on Tee
- Linked banner ad on 1 MSBIA eNewsletter

\$400 Bag Sponsor

- Company Name on Banner
- Supply goodie bags for golfers with company logo and promo items

\$400 Banquet Sponsor

- Company Name on Banner
- Sign on Tee
- 3 Minutes of mic time @ Banquet & Podium Recognition
- Four Free Banquet Tickets & Table top @ Banquet

\$350 Beverage Sponsor

*If approved, sponsor can ride on Cart w/Club employee & distribute promo materials

- Includes Sponsor Sign
- Company Name on Banner

\$200 Builder Tee Sign Hole Sponsor

*Limited to 18 Builders

- Special House Shaped Sign w/your company name

\$300 Staffed Tee & Specialty Contest Sponsor

- Logo'd tee sign
- Sponsor can man Tee or specialty hole (Closest to the Pin, Longest Drive, Straightest Drive or Putting Contest) and present golfers with complimentary items
- Specialty hole sponsor must also supply the prize

\$100 Tee Sign Hole Sponsor

- Sign Only



\$10,000 Presenting Sponsor ~ Exclusive

\$1,500 credit toward Billfish/Fun Fish tournament entry OR 8 complimentary Inshore OR 2 Offshore entries
Display Up to 4 of your corporate banners around the marina throughout entire event

Billed as "Presented by" in all advertising (print and radio)

8 VIP passes to the sponsor party and weigh-in

2 Page ad in prominent location of your choosing PLUS a company profile editorial in event program

3 Minutes to address anglers at both Captain Meetings and opportunity to address the crowd at the weigh-in or awards ceremony

8 Official Tournament Shirts

4 Captain's buckets

Your logo on:

- front chest of the tournament shirts
- on all winning display checks
- displayed on all tournament advertisements not previously circulated upon commitment

Access to tournament participant mailing list

A display table at both angler Captain's Meetings to display, promote, give-away or sell product.

PLUS all items in blue box

\$7500 Billfish Sponsor—Exclusive

6 Complimentary Inshore OR 2 Offshore tournament entry OR \$1000 credit toward the Billfish/Fun Fish tournament
Display 2 of your corporate banners at the marina throughout entire event

6 VIP passes to the sponsor party and weigh-in

Full page color advertisement in event program in prominent location

2 Captain's buckets (inclusive of 4 tournament shirts)

Your logo on:

- sleeve of the Captain's tournament shirts
- on billfish winning display checks

displayed on all tournament advertisements not previously circulated upon commitment

Access to tournament participant mailing list

PLUS all items in blue box

\$5000 Boat Company Sponsor—Exclusive

4 comped Inshore Entries OR 1 complimentary Offshore entry OR \$500 credit toward a Billfish Entry

Full page color advertisement in event program in prominent location

Full page ad attached to downloadable entry form PDF

Linked banner ad on SarasotaSlam.com

Your corporate banners/flags displayed throughout entire event

4 VIP passes to the sponsor party & weigh-in

4 Tournament t-shirts

2 Captain's Buckets

Your logo on back of the tournament shirt

Your boats displayed at Marina Jack the week of the tournament.

Opportunity to speak to the anglers and audience during the weigh-in

PLUS all items in blue box

\$1500 - \$3500 Fun Fish, Offshore or Inshore Species Sponsors

Complimentary Entries OR credit toward an Offshore Entry

Advertisement in event program

VIP tickets to the sponsor party & weigh-in

Tournament t-shirts

Your logo on:

- Back of the tournament shirt
- Winning display checks

PLUS all items in blue box

\$1500—\$2000 Specialty Sponsorships (Select One)

T-Shirt Sponsor ~ Captains Long Sleeve Shirt Sponsor~ Buff

Sponsor ~ Trash Can Slam Sponsor ~ Jr Angler Sponsor ~

Captains Bucket Sponsor ~ Beverage Cup Sponsor

OR Contact us to create your own specialty sponsorship!

1 Complimentary Inshore Entry OR

\$100 credit toward an Offshore Entry

2 VIP tickets to each event including: sponsor party & reserved seating for the weigh-in

Advertisement in event program

2 Tournament t-shirts

Linked banner ad on SarasotaSlam.com

Your logo on back of the tournament shirt

PLUS all items in blue box

\$1000 Lure Sponsor

1 Complimentary Inshore Entry OR \$100 credit toward an Offshore or Billfish Entry

Display your corporate banner at the marina throughout entire event

1/4 page color advertisement in event program

2 VIP passes to the sponsor party & weigh-in

2 Tournament t-shirts

Your logo on back of the tournament shirt

PLUS all items in blue box

\$500 Reel Sponsor

2 VIP tickets to sponsor party & weigh-in

1/8 page color advertisement in event program

PLUS all items in blue box

\$250 Hook Sponsor

2 VIP tickets to the sponsor party

Your name on some printed tournament collateral (Including: boat numbers and event posters)

ALL SPONSORS ALSO RECEIVE:

- Linked logo on the sponsor page of SarasotaSlam.com for one year.
- Company logo on some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners and event posters)
- Company logo on the mega event banner and sponsor slide at Captains Meeting
- Opportunity to display your company banner at the event
- Opportunity to provide Captains bucket promotional item
- Recognition by MC or Tournament Director throughout the entire event.

Presenting Sponsor \$2,500 (Exclusive)

- 4 Tabletops in the show
(Choice of position, 1st in, first choice),
- 5 Minutes mic-time in the Building Officials Forum
(just prior to the show)
- Your Link on the event page of our online calendar listing,
- Largest logo recognition on event materials,
- Featured in our e-newsletter,
- Database of registered attendees,
- Largest recognition at event on sponsor banner or signage and at the podium,
- Opportunity speak at the event

Food or Bar Sponsor \$1,500

(only 2/each available—Industry exclusive)

- Table top close to Bar or Food —THE PREMIER place to be, by the beverages or food!
- Opportunity to provide cups, napkins, etc... and any promotional items w/company logo,
- Database of registered attendees,
- Opportunity to bring your own banner for display,
- Recognition at Event on sponsor banner or signage and at the podium.

Platinum Sponsor \$1,000

- 2 Tabletops in the show
(Choice of position, 1st in, first choice),
- Your Link on the event page of our online calendar listing,
- Large logo recognition on event materials,
- Featured in our e-newsletter,
- Database of registered attendees,
- Recognition at event on sponsor banner or signage and at the podium,

Gold Sponsor \$750

- 1 Tabletop in the show
- Logo recognition on event materials,
- Recognized in the MSBIA eNewsletter,
- Database of registered attendees,
- Recognition at event on sponsor banner/signage and at the podium,

Silver Sponsor \$500

- Recognition on event materials;
- Recognized in MSBIA eNewsletter;
- Database of registered Attendees;
- Recognition at Event at the podium and on sponsor banner or signage.

Bronze Sponsor \$250

- Recognition on event materials,
- Database of registered Attendees,
- Recognition at Event at the podium and on sponsor banner or signage.



Builder Sponsor \$100-1000

Builder members are encouraged to support the event in recognition of Associate Appreciation Month and will receive:

- Recognition on event materials,
- Recognition at Event at the podium and on sponsor banner or signage.

Tabletop Exhibitor Only \$375

\$3,000 Awards Banquet Sponsor

- 4 dinner tickets
- Full page color ad and prime location in the program
- Recognition throughout presentation
- Logo on cover of event program, invitation & signage
- Opportunity to provide pop up banner
- Opportunity to provide swag bags for the event
- 3-5 minute microphone time at awards banquet
- Social media and eNewsletter release recognition post event

\$2,500 Valet Sponsor

- 2 dinner tickets
- Full page ad in program
- Logo on invitation and signage
- Recognition throughout the program
- Opportunity to have pop up banner at event
- Social media and eNewsletter release recognition post event

\$1,500 Cast Sponsor

- Sponsor will each have a spot in the professional video shoot with a (theme TBD). Video will be shown during the awards banquet
- 2 dinner tickets
- 1/2 page ad in program
- Recognition throughout the program
- Opportunity to have pop up banner at event
- Social media and eNewsletter recognition post event

\$1,250 Specialty Sponsor (LIMITED to 4)

"SPECIALTY" Table and your company logo'd item to present to attendees

- 2 dinner tickets
- 1/2 page ad in program
- Recognition throughout the program
- Opportunity to have pop up banner at event
- Social media and eNewsletter recognition post event

\$1,250 Photo Op Sponsor

All attendees will be photographed as they arrive! The Photo Sponsor logo will be incorporated in each picture and in social media post.

- 2 Dinner Tickets
- Full Page Ad in our program
- Recognition throughout the presentation
- Opportunity to have company pop-up banner at the event.
- Social media and eNewsletter recognition in post promotion of the event

\$1,000 Dessert Sponsor

- 2 Dinner Tickets
- Your logo incorporated into the dessert
- 1/2 Page ad in the program
- Recognition throughout the event
- Logo on invitation and signage
- Opportunity to have pop-up banner at event
- Social media and eNewsletter release recognition post event

\$500 Bar Sponsor (\$500 per bar 2 bars available)

You may provide drink napkins with your business name, logo signage at the bar and company representative at or near the bar to network with the attendees.

- 1/4 Page Ad in our program
- Recognition throughout the presentation
- Opportunity to have company pop-up banner at the event.
- Social media and eNewsletter recognition in post promotion of the event



\$1500 "BIG SHOT" Sponsor

- FREE team of 4 shooters and a reserved cart
- Your company banner displayed at event (provided by company)
- Company Logo on T-shirt & on ALL Event Promotions, and event banner
- Opportunity to address all participants at welcome luncheon
- Recognition at Awards Ceremony

\$1250 Ammunition Sponsor

- FREE team of 4 shooters and a reserved cart
- Your company banner displayed at event (provided by company)
- Company Logo on the Sponsor Banner, t-shirt & on ALL Event Promotions
- Opportunity to address all participants at welcome luncheon
- Recognition at Awards Ceremony

\$1000 Lunch Sponsor

- Your company banner displayed at event (provided by company)
- Company Logo on the Sponsor Banner, t-shirt & on ALL Event Promotions
- Opportunity to address all participants at welcome luncheon
- Recognition throughout the event

\$1000 Event Shirt Sponsor

- Your company banner displayed at event (provided by company)
- Company Logo on the Sponsor Banner, t-shirt & on ALL Event Promotions
- Opportunity to address all participants at welcome luncheon
- Recognition at Awards Ceremony

\$750 Awards Sponsor

- Your company banner displayed at event (provided by company)
- Sign displayed on food buffet
- Company Logo on the Sponsor Banner, t-shirt & on ALL Event Promotions
- Opportunity to address all participants and assist with Awards ceremony
- Recognition throughout the event

\$500 Beverage Sponsor

- Your company banner displayed at event (provided by company)
- Company logo on the sponsor banner at the event and check in
- Logo on t-shirt & on ALL event promotions.

\$500 Welcome Sponsor

- Your company banner displayed at event (provided by company)
- Company Logo on the Sponsor Banner & on ALL Event Promotions
- Company Name on T-shirt
- Opportunity to address all participants at welcome luncheon
- Recognition at Awards Ceremony

\$100 Station Sponsor

- Sign displayed at one Sporting Clay Station,
- Recognition at the Awards Ceremony



Sales & Marketing Council Education and Meetings

\$1000 Platinum Education Sponsor (for 2 courses)

- Sponsored by your company logo added to fliers and online registration.
- Logo recognition on SMC Facebook, Twitter and Instagram pages and at the courses
- Large logo on table top tents
- Table top at rear of room during both events with your promotional material
- Microphone time (2 minutes) during program to promote
- 2 tickets to each course

\$500 Gold Sponsor (for 2 courses)

- Your company logo on fliers and online registration
- Logo recognition on SMC Facebook, Twitter and Instagram pages and at the courses
- Logo on table tents
- Table top at rear of room during both events with your promotional material
- 1 ticket to each course

\$250 Silver Sponsor (for 1 course)

- Name on flyer
- Acknowledgement at course
- Mention on FB promotion
- Smaller logo on table tent,
- Table at the rear of the room at 1 course
- 1 ticket to one course

\$250 Market Snap Shot Dinner Meeting

- Your company logo on fliers and online registration
- Logo recognition on SMC Facebook, Twitter and Instagram pages and at the courses
- Table top at rear of room for your promotional material
- 2 tickets to the dinner meeting

\$100-500 RASM / SMC Breakfast Panel & Tabletops

- Mention on FB promotion
- 2 Minutes of Mic time at event
- Logo recognition at event
- Tabletop at the event
 - \$100 Builder Table
 - \$250 Associate Tabletop
 - \$500 PREMIER location

Other Meetings

Special Regional Luncheons \$500

- Company logo on invitation
- Recognition on event listing on website
- Opportunity to sell your product
- Table top for display at the event

General Membership Meeting \$250

- Company logo on invitation
- Recognition on event listing on website
- 2 tickets to the GMM
- Table top for display at the event
- Opportunity to address the audience

X-Treme Networking / Meet the Builder \$400

- Company logo on invitation
- Recognition on event listing on website
- Opportunity to sell your product
- Table top for display at the event

More Parties

Bowling for the Green \$50-\$150

- Lane Sponsor \$50 Company Logo at Lane
- Food Sponsor \$100 Company logo on invitation and on food table at the event
- Beverage Sponsor \$150 Company logo on invitation, at each lane and one complimentary lane for your team.

Installation Dinner Sponsor \$250

- Company logo on invitation
- Recognition on event listing on website
- 2 tickets to the Installation of Officers

Holiday Party \$250 and \$500

- Company logo on invitation
- Recognition on event listing on website
- Tickets to the event

2019 Event Sponsorships A-La-Carte

Some sponsorships are exclusive and limited. All payments will be due prior to each event.

Parade of Homes

- ☐ \$7500 POH Website Sponsor
- ☐ \$4000 Awards Presentation Sponsor
- ☐ \$2000 Platinum Sponsor
- ☐ \$2500 Radio Spot Sponsor
- ☐ \$2500 Judges' Gift Sponsor
- ☐ \$1500 Realtor Event Sponsor
- ☐ \$1500 Gold Sponsor
- ☐ \$1250 Wine Sponsor
- ☐ \$1000 Judges' Lunch Sponsor
- ☐ \$1000 Silver Sponsor
- ☐ \$500 Judges' Breakfast Sponsor
- ☐ \$500 Bronze Sponsor
- ☐ \$150-\$300 Realtor Event Table Top Exhibitors

Golf Tournament

- ☐ \$2000 Title Sponsor
- ☐ \$1000 Silver Sponsor
- ☐ \$400 Bag Sponsor
- ☐ \$400 Banquet Sponsor
- ☐ \$350 Beverage Sponsor
- ☐ \$300 Staffed Tee Sponsor
- ☐ \$300 Specialty Contest Sponsor
- ☐ \$200 Builder Tee Sign Sponsor
- ☐ \$100 Tee Sign Hole Sponsor

Sarasota Slam

- ☐ \$10000 Presenting Sponsor
- ☐ \$7500 Billfish Sponsor
- ☐ \$5000 Official Boat Sponsor
- ☐ \$3500 Fun Fish Sponsor
- ☐ \$2500 Offshore Species Sponsor
- ☐ \$2000 Captains Bucket Sponsor
- ☐ \$2000 Beverage Cup Sponsor
- ☐ \$2000 Buff Sponsor
- ☐ \$1500 Inshore Species Sponsor
- ☐ \$1500 Official Angler T-shirts
- ☐ \$1500 Official Captains Shirts
- ☐ \$1500 Trash Can Slam Sponsor
- ☐ \$1500 Jr Angler Sponsor
- ☐ \$1000 Lure Sponsor
- ☐ \$500 Reel Sponsor
- ☐ \$250 Hook Sponsor

Contractors Trade Show / Associate Appreciation

- ☐ \$2500 Presenting Sponsor
- ☐ \$1500 Bar Sponsor
- ☐ \$1500 Food Sponsor
- ☐ \$1000 Platinum Sponsor
- ☐ \$750 Gold Sponsor
- ☐ \$500 Silver Sponsor
- ☐ \$250 Bronze Sponsor
- ☐ \$\$\$ Builder Sponsor (ASK)
- ☐ \$375 Tabletop Only

Sporting Clays

- ☐ \$1500 "BIG SHOT" Sponsor
- ☐ \$1250 Ammunition Sponsor
- ☐ \$1000 Lunch Sponsor
- ☐ \$1000 Event Shirt Sponsor
- ☐ \$750 Awards Sponsor
- ☐ \$500 Welcome Sponsor
- ☐ \$500 Beverage Sponsor
- ☐ \$100 Station Sponsor

Meeting Sponsors

- ☐ \$500 Builder Luncheon
- ☐ \$400 X-treme Networking Vendor
- ☐ \$250 General Membership Meeting
- ☐ \$250 Installation Dinner Sponsor

More Party Sponsorships

- ☐ \$50 Bowling Lane Sponsor
- ☐ \$100 Bowling Food Sponsor
- ☐ \$150 Bowling Beer Sponsor
- ☐ \$250 Holiday Party Sponsor
- ☐ \$500 Holiday Party Food/Bar Sponsor

Contractors Guide / Member Directory *all ads purchased includes an opportunity to provide an advertorial about your business.

- ☐ \$899 Full page advertisement
- ☐ \$499 Half page advertisement
- ☐ \$299 Quarter page advertisement
- ☐ \$199 Eighth page advertisement

Sales & Marketing Awards Night

- ☐ \$3000 Awards Banquet Sponsor
- ☐ \$2500 Valet Sponsor
- ☐ \$1500 Cast Sponsor
- ☐ \$1250 Specialty Sponsor
- ☐ \$1250 Photo Op Sponsor
- ☐ \$1000 Dessert Sponsor
- ☐ \$500 Bar Sponsor

Sales & Marketing Education

- ☐ \$1000 Platinum Sponsor
- ☐ \$500 Gold Sponsor
- ☐ \$250 Silver Sponsor

SMC Market Snapshot Dinner Meeting

- ☐ \$250 Tabletop Sponsor

RASM / SMC Breakfast Panel

- ☐ \$500 PREMIER location
- ☐ \$250 Associate Tabletop
- ☐ \$100 Builder Table

I'M GOING BIG WITH A PREMIER ANNUAL SPONSORSHIP!

- ☐ \$10,000 SPIRE SPONSOR
- ☐ \$7,500 PILLAR SPONSOR
- ☐ \$5,000 CONERSTONE SPONSOR
- ☐ \$2,500 CAPSTONE SPONSOR

Marketing Guide Payment Agreement

Please check your selections, complete the following and send to Leslie@ms-bia.org. Please allow the MSBIA staff to confirm availability of limited sponsorships. All dates/sponsorships printed in this guide are subject to availability and change. MSBIA will invoice you for each of the events. This agreement, signed by a duly authorized representative of the company, must be received by the Manatee-Sarasota BIA Office, and will constitute a binding contract for the sponsorship amounts indicated. Full payment is due to the BIA Office by the date of each event. This agreement will become effective upon acceptance by the BIA.

Signed and dated this _____ day of _____, 2018. Amount: _____

How would you like your company listed: _____

Sponsorship Accepted By (Signature): _____

Marketing Contact email: _____

Billing Contact: _____ Phone: _____

Email: _____

Address: _____ City: _____ Zip: _____

Return this form to: Manatee-Sarasota BIA
6650 Professional Parkway W, Ste 102
Sarasota FL 34240

Email: Leslie@ms-bia.org

Fax: 941.907.4134