

## Member Guide

Providing opportunities for networking, marketing and advertising for your business.











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Introduction 01

### Welcome to Greater Brazos Valley Builders Association

#### Letter From Us

To our amazing Members,

From the bottom of our hearts, thank you for going out of your way to be the absolute BEST members. Our association has truly built an incredible membership base and it's because of YOU! So many of you dedicate your time and efforts to ensure we are always improving. We sincerely appreciate those who volunteer on our committees, serve as a part of our leadership, join us at events, sponsor various activities & annual events, share your experiences through word-of-mouth, get other businesses to join GBVBA, send us encouraging words, share our social media posts, etc. — truly, the list goes on. We notice your participation and want you to feel our endless appreciation for you [and your entire staff!]. Thank you for simply being YOU - you are all unique in your own ways, individually and as businesses. Embrace it.

#### GBVBA Staff



### Who We Are



The Bryan College Station Home Builders Association (BCSHBA) is a local, professional trade organization affiliated with the Texas Association of Builders and National Association of Home Builders, chartered in 1967 to promote and protect the building industry and its customers in Brazos, Burleson, Grimes, Leon, Madison, Robertson, Walker & Washington counties.

In 2014, BCSHBA obtained an assumed name certificate from the State of Texas for doing business as the Greater Brazos Valley Builders Association (GBVBA). This better reflects the area in which our members do business and the association represents.

In 2020, GBVBA hired a Government Affairs Coordinator. This staff member is shared with the BCS Regional Association of REALTORS® and works collectively for both organizations.

In order to accomplish our mission, the organization interacts externally with NAHB, TAB, the government (local, state and national), the community, and the general public for the purposes of providing trade and technical information, education, political involvement, community support, and promoting member products and services. Internally, the Association provides organizational structure and management, resources, communications, activities, educational programs and other services to benefit its members.

### Counties VVe Serve



- Brazos
- Burleson
- Grimes
- Leon
- Madison
- Robertson
- Walker
- Washington

### Mission and Vision



Our mission is to cultivate a positive business environment in the building industry. We are committed to responsible growth by providing citizens with safe, quality and cost-effective housing while promoting a positive economic future for the counties the association serves

### Our Strategy



In order to accomplish our mission, the organization interacts externally with NAHB, TAB, the government [local, state, and national] the community, and the general public for the purposes of providing trade and technical information, education, political involvement, community support, and promoting member products and services. Internally, the Association provides organizational structure and management, resources, communications, and activities.



Committees 04

Being an active member in the Greater Brazos Valley Builders Association means business! Working with builders and associates in areas that serve the community and support the construction industry is the best way to ensure that your dues are being utilized. As a committee member, you have the opportunity to meet other members of GBVBA and offer your ideas and expertise to our association!

### Builders BBQ Cookoff

Attend committee meetings prior to the BBQ Cook-off to plan and organize the event. Implement committee decisions. Attend and volunteer at the event. Solicit participation/sponsorship for the event.

### Community Service -Brazos Valley Builders Care

Attend committee meetings. Review community service requests from charitable organizations. Determine donation requests for approval of donation. Works within budget and helps to raise funds for donations.



### Golf Tournament

Plan and organize the GBVBA Golf Tournament. Implement committee decisions. Helps obtain sponsors and encourages entries and ways to increase participation. Attend and volunteer at the event. Solicit participation/sponsorship for the event. Attend committee meetings prior to the tournament. Takes place usually in May/June.

### Remodeler's Council

Establishes the educational needs and scheduling for programs for members of the council. Determine ways to education the public to assist with consumer knowledge about remodeling and favorable contractor traits. [Additional Fee of \$100 per year]

Committees 05

### Membership & Hospitality

Plan and organize monthly general membership meetings and obtain sponsors for monthly membership meetings. Attend committee meetings. Volunteers at the events. Plan and organize membership drive events and member services. Solicit and recruit new members. Works on membership retention and works enthusiastically with committee to create and implement new ideas for membership and membership services.

### Builder / REALTOR®

Attend committee meetings. Plan, organize and implement committee decisions, in conjunction with the B/CS Realtors Association, events for the Builders, Realtors and Affiliates. Attend and volunteer at joint events. Solicit participation/sponsorship for the events.

### Education

Attend committee meetings to determine educational needs, organize and implement a variety of programs for the benefit of members and general public. Solicit participation/sponsorship for programs.

### Sporting Clay

Attend committee meetings prior to Sporting Clay event to plan, organize and implement for a successful event. Attend and volunteer at the event. Solicit participation/sponsorships for the event.

### Home & Garden Expo

Attend committee meetings prior to the show to plan and organize the event. Implements committee decisions. Attend and volunteer at the event. Solicit participation/sponsorships for the event.

### Spring & Fall Parade of Homes™

Attend committee meetings prior to the Parade to plan, organize and implement the Parade of Homes™. Solicit participation/sponsorship for the Parade. Help out during the Parade hours.

Committees 06

### Government Affairs

Attend committee meetings, attends specific meetings with the cities and/or Government Authorities as appointed . Attends Rally Day [every other year] in Austin. Implements strategies as approved by committee and/or Board of Directors.



### Courses

Throughout the year GBVBA hosts continuing education for our members. Dates and topics are below, and sponsorship opportunities will be available.

Each course is 2 or 3 hours, and will be instructed by Residential Inspector and Trainer Dave Yelovich, CGP, CGB. If you are interested in sponsoring a specific course or topic please reach out to the office or email marketing@gbvbuilders.org

- March 19 OSHA / Plan Reading
- May 21 Envelope / Masonry
- Aug 20 Roofing / Plumbing
- · Oct 15 Electrical / HVAC



Greater Brazos Valley Builder Associations website is an incredible tool for our members and the general public. Visits to our site include those seeking information on builder & associate members, upcoming events, membership information and much more. The site has increased traffic during peak times i.e., during our Home & Garden Show and Parade of Homes" which are two events open to the public. Your business has the potential to be seen by thousands of people per year!

### Top Banner



1 available

Size: 1200 x 150 px

The Top Banner Ad will be placed on the Home Page of www.gbvbuilders.org. The location of this ad is below the header.

Frequency	Cost
6 months	\$1,500 [\$250/month]
12 months	\$2,400 [\$200/month]

### Featured Partners



10 available

Size: 500 x 500 px

The Featured Partners Ad will be placed on the Home Page of www.gbvbuilders.org. The location of this ad is in the middle of the Home Page.

Frequency	Cost
6 months	\$780 [\$130/month]
12 months	\$1,200 [\$100/month]

### Supporting Partner

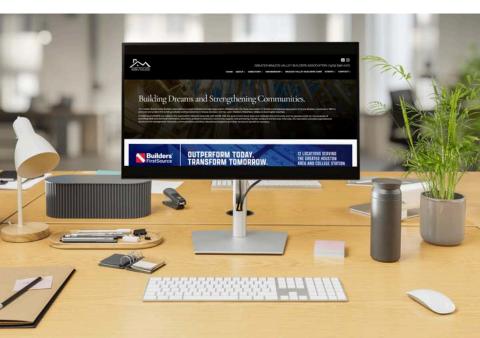


10 available

Size: 400 x 400 px

The Supporting Partners Ad will be placed on the Home Page of www.gbvbuilders.org. The location of this ad is at the bottom of the Home Page, above the footer.

Frequency	Cost
6 months	\$420 [\$70/month]
12 months	\$600 [\$50/month]



### Membership & Hospitality

Member Luncheons are typically held on the first Wednesday of the month. Luncheons include the Community Development Update Luncheon, typically held in June, and the Annual Housing Forecast, typically held in November. Each luncheon, we host a unique guest speaker[s]. This is a great opportunity to enjoy a delicious lunch, surrounded by roughly 75+ other GBVBA members and learn more from our guest speakers.

#### GENERAL LUNCHEON SPONSORSHIP [LIMIT 1] - \$650

#### **AVAILABLE DATES**

- February 1st
- April 5th
- May 3rd
- August 2nd
- September 6th
- October 4th

- · Logo projected on large screen
- Time at the podium prior to guest speaker
- Opportunity to bring literature and promo items to put on all tables
- · VIP Seating at the front of the room
- · Digital Promotion of Event

#### COMMUNITY DEVELOPMENT UPDATE LUNCHEON SPONSORSHIPS

Title Sponsor [Limit 1] - \$700

- Logo projected on large screen and banner displayed
- 1 VIP Table of 6
- 5 minutes at the podium
- Distribution of promotional materials at each table
- Logo on event program

Contributor Sponsor [Limit 11] - \$250

- 6 person table with Company Name Displayed
- Verbal Recognition at the event
- Logo Recognition in the event program

#### ANNUAL HOUSING FORECAST SPONSORSHIPS - NOVEMBER

Title Sponsor [Limit 1] - \$1500

- Logo projected on large screen and banner displayed
- · 2 VIP Tables of 6
- 5 minutes at the podium
- Distribution of promotional materials at each table

Contributor Sponsor [Limit 11] - \$250

- 6 person table with Company Name Displayed
- Verbal Recognition at the event
- Logo Recognition in the event program

### Awards & Installation

Join us on the evening of January 24th as Greater Brazos Valley Builders Association recognizes and celebrates dedicated members and leadership. Also presented will be our 2025 Officers and Board of Directors.

### Event Underwriter - \$2,500

#### Includes:

- [2] VIP Tables of 6
- · Exclusive signage at the event
- · Digital and print recognition

### Bar Sponsor- \$1,250 (2 Available)

#### Includes:

- [1] VIP Table of 6
- · Signage at bar setup
- · Digital and print recognition

### VIP Table of 6 - \$550

#### Includes:

- [1] VIP Table of 6
- · Digital and print recognition

### Home & Garden Expo

### Title Sponsor (Sold)

#### Includes:

- [1] 20'x 20' booth located at the entrance of the event floor
- · Opportunity to have banner prominently displayed inside Exhibit Hall Entrance
- Name and logo recognition in all print, digital and media advertising i.e., radio, television, social media, digital advertising, print materials, etc.
- Digital advertising on 55" TV Screen that faces the event floor [1 of 3 screens/MIDDLE SCREEN] on both show days [13 hours of total screen time]
- · Logo recognition on all exposition tickets sold to public
- Name/Logo Recognition on Exterior Marquee of Legends Event Center
- Full Page Full Color Advertisement in the Home & Garden Guide

### Premium Location Sponsor (2 Available) \$5,000

#### Includes

- [1] 20' x 20' booth located at the entrance of the event floor [left side or right side]
- Name and logo recognition in all print and digital advertising i.e., social media, digital advertising, print materials, etc.
- Digital advertising on 55" TV Screen that faces the event floor [1 of 3 screens/RIGHT OR LEFT SCREEN] on both show days [13 hours of total screen time]
- Half Page Full Color Advertisement in the Home & Garden Guide

### Seminar Sponsor (Indoor Seminar Rooms) (2 Available): \$800 each

#### Includes

- [1] Non-shared Seminar Room to display signage, banners, promotional items, etc.
- Name and logo recognition in all print and digital advertising i.e., social media, digital advertising, print materials, etc.
- Quarter Page Full Color Advertisement in the Home & Garden Guide

### Home & Garden Expo

### Media Only Package (See options below):

#### Includes

- Digital advertising on 55" TV Screen that faces the event floor. Please email marketing@gbvbuilders.org regarding design requirements.
- Option 1: \$1,700 for Saturday Screen Time of 8 Hours
- Option 2: \$1,000 for Sunday Screen Time of 5 Hours
- Option 3: ADVERTISE BOTH DAYS \$2,500 for Saturday and Sunday Screen Time of 13 Total Hours of Screen Time

#### Arcade Area Sponsor (2 Available):

#### Includes

- · Signage in and around Arcade Area
- Option 1: \$1,500 for Saturday [Games Available to Attendees at No Cost]
- Option 2: \$1,250 for Sunday [Games Available to Attendees at No Cost]

### Lanyard Sponsor (1 Available) \$850

#### Includes

· Logo on lanyards given to all exhibitors, volunteers and committee members.

### Builder/Realtor Spring Mixer

Join members of Greater Brazos Valley Builders Association and the BCS Regional Association of Realtors® as we come together to enjoy networking, great food, cold drinks, music, and several prize giveaways!

### Food Sponsor - \$2,000 (3 Available)

#### Includes:

- · Exclusive signage at the event
- · Digital and print recognition

### Bar Sponsor- \$2,000 (2 Available)

#### Includes:

- · Signage at bar setup
- · Digital and print recognition

### Photography Sponsor - \$1,000 (1 Available)

#### Includes:

· Digital and print recognition

### Entertainment Sponsor - \$1,500 (1 Available)

#### Includes:

· Digital and print recognition

### Gold Sponsor - \$750

#### Includes:

· Large digital and print recognition

### Silver Sponsor - \$500

#### Includes:

• Medium digital and print recognition

### Bronze Sponsor - \$250

#### Includes:

· Small digital and print recognition

The Spring Parade of Homes™ is a great opportunity to showcase your craftsmanship to the general public, held over two weekends in April and May. This event is advertised to Bryan-College Station and surrounding areas, including areas around Greater Houston & more.

### Premium Sponsor - \$3,500 (1 available)

POH Digital Guide

Full Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

#### Branding

- GBVBA Website Home Page: Logo on Slideshow of Featured Home Photos
- BCSParadeOfHomes.org: All Branded Photos on site until Fall 2025 Parade
- Chamber of Commerce Insider Report: Photo/Logo on all ads of this publication

Instagram and Facebook

• Digital Advertising: 25k Paid Impressions

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook Page

Instagram and Facebook Profile Photo

Instagram and Facebook Cover Photo

Digital Tickets

 Photo and logo on Digital Tickets (Please note this is only if sponsor is a home builder with an entry, if not GBVBA will choose the home, logo will still be included)

#### Video

- 1 minute feature video shot at your Parade Home to promote the next Parade [social media and commercials via KBTX]
  - (Please note this is only if sponsor is a home builder with an entry, if not GBVBA will choose the home)

Constant Contact - Newsletter beginning March 2025

• 1 Ad in [1] Newsletter

### Gold Sponsor - \$2,950 (2 available)

POH Digital Guide

• Full Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

TV Commercials

- KBTX: Logo on commercial AND logo on digital ads on KBTX.com Instagram and Facebook
  - Digital Advertising: 15k Paid Impressions

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook Page

Constant Contact – Newsletter beginning March 2025 1 Ad in [2] Newsletter

### Silver Sponsor - \$1,850 (8 available)

POH Digital Guide

Half Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

Instagram and Facebook

Digital Advertising: 10k Paid Impressions

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook
Page

Constant Contact -Newsletter beginning March 2025

• 1 Ad in [1] Newsletter

### Bronze Sponsor - \$1350 (10 available)

POH Digital Guide

· Bronze Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

Instagram and Facebook

· Digital Advertising: 5k Paid Impressions See below

Instagram: @bcsparadeofhomestm / @gbvbuilders

 ${\it Facebook:} facebook.com/bcsparadeofhomestm\ and\ GBVBA\ Facebook$ 

Page

Constant Contact - Newsletter beginning March 2025

• 1 Ad in [1] Newsletter

### Billboard Sponsor - \$3,500 (1 available)

 Company Logo used on Branded Parade of Homes™ Billboard - artwork is subject to approval.

Digital Guide

Name recognition in sponsor section

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

Instagram and Facebook

- Digital Advertising: See below
- Instagram: @bcsparadeofhomestm / @gbvbuilders
- Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook
   Page

Constant Contact - Newsletter beginning March 2025

1 Ad in [1] Newsletter

### Paper Ticket Sponsor - \$750 (1 available)

- Photo and logo on Paper Tickets [distributed at all Parade Homes]
  Digital Guide
  - · Name recognition in sponsor section

Parade of Homes™ Official Website/Mobile App

· Name recognition in sponsored section

Instagram and Facebook

- · Digital Advertising: See below
- Instagram: @bcsparadeofhomestm / @gbvbuilders
- Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook
   Page

Constant Contact - Newsletter beginning March 2025

• Name Recognition in [1] Newsletter













The Fall Parade of Homes™ is a great opportunity to showcase your craftsmanship to the general public, held over one weekend in September or October. This event is advertised to Bryan-College Station and surrounding areas, including areas around Greater Houston & more.

### Premium Sponsor - \$2,500 (1 available)

POH Digital Guide

Full Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

#### Branding

- GBVBA Website Home Page: Logo on Slideshow of Featured Home Photos
- BCSParadeOfHomes.org: All Branded Photos on site until Spring 2026
   Parade
- Chamber of Commerce Insider Report: Photo/Logo on all ads of this publication

Instagram and Facebook

· Digital Advertising: 25k Paid Impressions

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook Page Instagram and Facebook Profile Photo

Instagram and Facebook Cover Photo

Digital Tickets

 Photo and logo on Digital Tickets (Please note this is only if sponsor is a home builder with an entry, if not GBVBA will choose the home, logo will still be included)

#### Video

- 1 minute feature video shot at your Parade Home to promote the next Parade [social media and commercials via KBTX]
  - (Please note this is only if sponsor is a home builder with an entry, if not GBVBA will choose the home)

Constant Contact - Newsletter beginning August 2025

• 1 Ad in [1] Newsletter

### Gold Sponsor - \$1,600 (2 available)

POH Digital Guide

· Full Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

TV Commercials

- KBTX: Logo on commercial AND logo on digital ads on KBTX.com Instagram and Facebook
- Digital Advertising: 15k Paid Impressions

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook Page

Constant Contact - Newsletter beginning August 2025

1 Ad in [2] Newsletter

### Silver Sponsor - \$1,100 (8 available)

POH Digital Guide

Half Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

Instagram and Facebook

Digital Advertising: 10k Paid Impressions

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook
Page

Constant Contact -Newsletter beginning August 2025

• 1 Ad in [1] Newsletter

### Bronze Sponsor - \$650 (10 available)

POH Digital Guide

· Bronze Page Ad

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

Instagram and Facebook

• Digital Advertising: 5k Paid ImpressionsSee below

Instagram: @bcsparadeofhomestm / @gbvbuilders

Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook Page

Constant Contact - Newsletter beginning August 2025

• 1 Ad in [1] Newsletter

### Billboard Sponsor - \$3,500 (1 available)

 Company Logo used on Branded Parade of Homes™ Billboard - artwork is subject to approval.

Insite Magazine

• Name recognition in sponsor section

Parade of Homes™ Official Website/Mobile App

- Banner Ad
- · Sponsored section

Instagram and Facebook

- Digital Advertising: See below
- Instagram: @bcsparadeofhomestm / @gbvbuilders
- Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook
   Page

Constant Contact - Newsletter beginning August 2025

1 Ad in [1] Newsletter

### Paper Ticket Sponsor - \$550 (1 available)

- Photo and logo on Paper Tickets [distributed at all Parade Homes™]
   Digital Guide
  - · Name recognition in sponsor section

Parade of Homes™ Official Website/Mobile App

· Name recognition in sponsored section

#### Instagram and Facebook

- · Digital Advertising: See below
- Instagram: @bcsparadeofhomestm / @gbvbuilders
- Facebook: facebook.com/bcsparadeofhomestm and GBVBA Facebook
   Page

Constant Contact - Newsletter beginning August 2025

• Name Recognition in [1] Newsletter





### Annual Golf Tournament

### Team Awards- \$400 (2 available)

present winners with their awards

### Hole in One Contest @ Hole #17 - \$350 (1 available)

 company name displayed on contest hole sign; MANNED HOLE to monitor competition and to register 'Score a One' competition participants; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages

### Beverage Cart - \$400(2 available)

 ride on club's beverage cart as they serve beverages during tournament; sponsor signage displayed on beverage cart

### Prize Drawings - \$400 (1 available)

present prizes on behalf of company to all winners

### Hole in One Contest @ Hole #13 - \$350 (1 available)

 company name displayed on contest hole sign; MANNED HOLE to monitor competition and to register 'Score a One' competition participants; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages

### Club Throw @ Hole #1 - \$350 (1 available)

 company name displayed on contest hole sign; MANNED HOLE to monitor competition; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages

### Hole in One Contest @ Hole #4 OR #8 - \$350 (2 available)

 company name displayed on contest hole sign; MANNED HOLE to monitor competition and to register 'Score a One' competition participants; present prize to winner; includes canopy and ice chest supplied with non-alcoholic beverages

### Annual Golf Tournament

### Buy a Drive @ Hole #5 - \$350 (1 available)

 company name displayed on contest hole sign; MANNED HOLE to register golfers for 'Tiger Drive' opportunity; includes canopy and ice chest supplied with non-alcoholic beverages

### Longest Drive @ Hole #2 - \$300 (1 available - Builders Only)

 company name displayed on contest hole sign; present prize to winner; opportunity to sit at the hole location [NO canopy/chairs provided]

### Longest Drive @ Hole #14 - \$300 (1 available - All Golfers)

 company name displayed on contest hole sign; present prize to winner; opportunity to sit at the hole location [NO canopy/chairs provided]

### Hole Sponsor Plus - \$300 (9 available)

 company name displayed on sign at tee box; opportunity to sit at the hole location [NO canopy/chairs provided]

### Registration - \$250 (1 available)

 company name displayed on sign at driving range; opportunity to place table-top display during warm-up

### Driving Range - \$200 (2 available)

 company name displayed on sign at driving range; opportunity to place table-top display during warm-up

### Tee Box - \$200 (4 available)

 company name displayed on sign at tee box; \$50 discount if purchased with a full team

### Grab Bags (All Sponsors)

 All sponsors of the Annual Golf Tournament may provide promotional items in the Grab Bags at no additional cost.

### Annual Sporting Clay Shoot

### Event Underwriter - \$1000 (1 available)

· company and logo name displayed on all marketing

### Lunch - \$850 (2 available)

• company name displayed on all marketing, logos at the event tables

### Prize - \$600 (4 available)

 company name displayed on all marketing, prizes purchased on behalf of company and presented to winners

### Beverage - \$400 (2 available)

• company name displayed on all marketing, logos at the event tables

### Registration- \$300 (1 available)

· company name displayed on all marketing, logos at the event tables

### Range Station - \$300 (12 available)

 company name displayed on all marketing, logos at the station, ability to set up a tent and display items and promo at your station during the shoot.

### Holiday Mixer/Elections

### Food Sponsor - \$600 (4 available)

 company and logo name displayed on all marketing, and logo at the event table

### Beverage Sponsor - \$650 (4 available)

 company and logo name displayed on all marketing, and logo at the bar(s)

### Please Note:

All advertising & marketing opportunities provided are on a first reserved, first secured with payment basis. If you would like to reserve any of these opportunities please email marketing@gbvbuilders.org



# Connect VVith Us

Website

www.gbvbuilders.org



E-mail

marketing@gbvbuilders.org



Phone

979-696-0272