

# LA CROSSE AREA **BUILDERS** ASSOCIATION

# 2022

## GENERAL MEMBERSHIP MEETINGS & EVENT SPONSORSHIP OPPORTUNITIES

We are looking forward to an exciting year! Enclosed are several sponsorship opportunities to help boost your business.

Detailed descriptions of what is included with your sponsorship is in this packet.

**Thank you for your support!**





# SPONSORSHIP OPPORTUNITIES

## JANUARY 18 GMM (PM) -SPEAKER

Social Hour Sponsor \$180 \_\_\_\_ **Pons Countertops** \_\_\_\_\_

Social Hour Sponsor \$180 \_\_\_\_\_

Table Top Sponsor \$50 \_\_\_\_ **Pons Countertops** \_\_\_\_\_

Table Top Sponsor \$50 \_\_\_\_\_

## JANUARY 29 CABIN FEVER

Venue Sponsor \$300 \_\_\_\_ **Bremer Bank** \_\_\_\_\_

Refreshment Sponsor \$250 **Budget Blinds of La Crosse & Winona**

Refreshment Sponsor \$250 \_\_\_\_ **Olson Solar Energy** \_\_\_\_\_

Food Sponsor \$200 \_\_\_\_ **Coleman Custom Homes** \_\_\_\_\_

Food Sponsor \$200 \_\_\_\_\_

Food Sponsor \$200 \_\_\_\_\_

Food Sponsor \$200 \_\_\_\_\_

Food Sponsor \$200 \_\_\_\_\_

Food Sponsor \$200 \_\_\_\_\_

Entertainment Sponsor \$150 **Rudgroden Drafting & Design**

Entertainment Sponsor \$150 \_\_\_\_\_

Entertainment Sponsor \$150 \_\_\_\_\_

Entertainment Sponsor \$150 \_\_\_\_\_

Banner Sponsor \$100 **Harter Quick Pick-up**

Restroom Sponsor \$75 \_\_\_\_\_

Social Media Advertising Sponsor \$50 \_\_\_\_\_

Social Media Advertising Sponsor \$50 \_\_\_\_\_

Prize/Donation Sponsor (you provide) \_\_\_\_\_

Prize/Donation Sponsor (you provide) \_\_\_\_\_

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Prize/Donation Sponsor (you provide) \_\_\_\_\_

Prize/Donation Sponsor (you provide) \_\_\_\_\_





## FEBRUARY 15 GMM (PM) -SPEAKER

Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Table Top Sponsor \$50 \_\_\_\_\_  
 Table Top Sponsor \$50 \_\_\_\_\_

## MARCH 15 GMM (PM) -SPEAKER

Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Table Top Sponsor \$50 **Altra Federal Credit Union** \_\_\_\_\_  
 Table Top Sponsor \$50 \_\_\_\_\_

## MARCH 25-27 HOME SHOW

Major Event Sponsor \$2,500 **Window World** \_\_\_\_\_  
 Major Event Sponsor \$2,500 **Xcel Energy** \_\_\_\_\_  
 Scavenger Hunt Sponsor \$1,000 **Stone Distribution** \_\_\_\_\_  
 Daily Event Sponsor \$500 **Balduzzi's (Friday)** \_\_\_\_\_  
 Daily Event Sponsor \$500 **Phillips Outdoor Services** \_\_\_\_\_  
 Daily Event Sponsor \$500 \_\_\_\_\_  
 Daily Event Sponsor \$500 \_\_\_\_\_  
 Daily Event Sponsor \$500 \_\_\_\_\_  
 Reusable Bag Sponsor (You Provide 2,000) **Merchants Bank** \_\_\_\_\_  
 Exhibitor Party Sponsor \$300 **Wisconsin Building Supply** \_\_\_\_\_  
 Exhibitor Party Sponsor \$300 **Park Bank** \_\_\_\_\_  
 Exhibitor Party Sponsor \$300 \_\_\_\_\_  
 Pen Sponsor (You Provide 2,000) **First Am. Roofing & Siding** \_\_\_\_\_  
 Booth Map Sponsor \$250 **Olson Solar Energy** \_\_\_\_\_  
 Vendor Hospitality Sponsor \$250 **Tradesmen International** \_\_\_\_\_  
 Vendor Hospitality Sponsor \$250 \_\_\_\_\_  
 Flower Sponsor \$200 **Sebesta Pools & Spas** \_\_\_\_\_  
 Flower Sponsor \$200 **Town n' Country Title** \_\_\_\_\_  
 Flower Sponsor \$200 \_\_\_\_\_  
 Complimentary Ticket Sponsor \$100 **Golden View Homes** \_\_\_\_\_  
 Complimentary Ticket Sponsor \$100 **Elevations** \_\_\_\_\_  
 Restroom Sponsor \$100 **Wieser Septic & Excavating** \_\_\_\_\_





## APRIL 18 GMM (PM) - TOOLS FOR SCHOOLS

Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Dinner Sponsor \$150 \_\_\_\_\_  
Dinner Sponsor \$150 \_\_\_\_\_  
Dinner Sponsor \$150 \_\_\_\_\_  
Table Top Sponsor \$50 \_\_\_\_\_  
Table Top Sponsor \$50 \_\_\_\_\_

## MAY 17 GMM (AM) BREAKFAST

Social Hour Sponsor \$90 \_\_\_\_\_  
Social Hour Sponsor \$90 \_\_\_\_\_  
Table Top Sponsor \$50 \_\_\_\_\_  
Table Top Sponsor \$50 \_\_\_\_\_

## JUNE 21 LOGGERS GAME

Deck Sponsor \$100 \_\_\_\_\_  
Ticket Sponsor \$100 \_\_\_\_\_



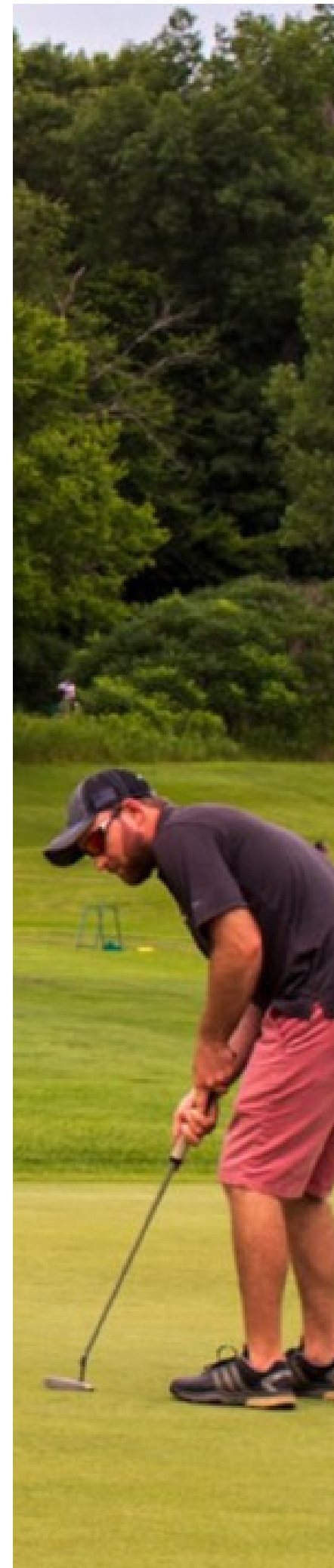


**JULY 15**

[illegible]

## HOLE SPONSORS

*\*Circle whether you or LABA will provide \$25 prize for hole sponsor*

[illegible]



## AUGUST PARADE OF HOMES

Major Event Sponsor \$2,500 Xcel Energy

Major Event Sponsor \$2,500 \_\_\_\_\_

People's Choice Prize Sponsor \$400 \_\_\_\_\_

Ticket Sponsor \$250 \_\_\_\_\_

Ticket Sponsor \$250 \_\_\_\_\_

Shoe Cover Sponsor \$250 \_\_\_\_\_

Shoe Cover Sponsor \$250 \_\_\_\_\_

Shoe Cover Sponsor \$250 \_\_\_\_\_

Shoe Cover Sponsor \$250 \_\_\_\_\_

Shoe Cover Sponsor \$250 \_\_\_\_\_

Award Sponsor \$200 \_\_\_\_\_

Garage Rental \$200 \_\_\_\_\_

Garage Rental \$200 \_\_\_\_\_

Garage Rental \$200 \_\_\_\_\_

Garage Rental \$200 \_\_\_\_\_

Garage Rental \$200 \_\_\_\_\_

POH Online Web Ad Sponsor \$100 per page \_\_\_\_\_

POH Online Web Ad Sponsor \$100 \_\_\_\_\_

POH Online Web Ad Sponsor \$100 \_\_\_\_\_

POH Online Web Ad Sponsor \$100 \_\_\_\_\_

POH Online Web Ad Sponsor \$100 \_\_\_\_\_

POH Online Web Ad Sponsor \$100 \_\_\_\_\_

## AUGUST 16 TBD GMM

Social Hour Sponsor \$180 \_\_\_\_\_

Social Hour Sponsor \$180 \_\_\_\_\_

Table Top Sponsor \$50 \_\_\_\_\_

Table Top Sponsor \$50 \_\_\_\_\_





## SEPTMEBER 20 FALL FLING- INSTALLATION OF OFFICERS & AWARD CEREMONY

Event Sponsor \$500 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Dessert Sponsor \$175 \_\_\_\_\_  
 Dessert Sponsor \$175 \_\_\_\_\_  
 Award Sponsor \$150 \_\_\_\_\_  
 Award Sponsor \$150 \_\_\_\_\_

## OCTOBER BUILDING CAREERS EVENT TBD

Lunch Sponsor \$100 \_\_\_\_\_  
 Lunch Sponsor \$100 \_\_\_\_\_  
 Lunch Sponsor \$100 \_\_\_\_\_  
 Lunch Sponsor \$100 \_\_\_\_\_  
 Lunch Sponsor \$100 \_\_\_\_\_  
 Lunch Sponsor \$100 \_\_\_\_\_  
 Beverage Sponsor \$75 \_\_\_\_\_  
 Beverage Sponsor \$75 \_\_\_\_\_

## OCTOBER 18 GMM-NETWORKING

Social Hour Sponsor \$180 \_\_\_\_\_  
 Social Hour Sponsor \$180 \_\_\_\_\_  
 Table Top Sponsor \$50 \_\_\_\_\_  
 Table Top Sponsor \$50 \_\_\_\_\_



## NOVEMBER 15 GMM ASSOCIATE APPRECIATION

Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Table Top Sponsor \$50 \_\_\_\_\_  
Table Top Sponsor \$50 \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_  
Builder Sponsor (\$50 or \$100) \_\_\_\_\_

## DECEMBER 20 CHRISTMAS PARTY

Venue Sponsor \$200 \_\_\_\_\_  
Venue Sponsor \$200 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Social Hour Sponsor \$180 \_\_\_\_\_  
Dessert Sponsor \$175 \_\_\_\_\_  
Dessert Sponsor \$175 \_\_\_\_\_  
Fun & Games Sponsor \$175 \_\_\_\_\_  
Fun & Games Sponsor \$175 \_\_\_\_\_  
Fun & Games Sponsor \$175 \_\_\_\_\_  
Fun & Games Sponsor \$175 \_\_\_\_\_  
Fun & Games Sponsor \$175 \_\_\_\_\_





# SPONSORSHIP BENEFITS

Questions? Contact us at 608.781.5242 or [eo@labaonline.com](mailto:eo@labaonline.com)

## JANUARY 18 GMM (PM) - SPEAKER

- **Social Hour Sponsor (2 Available) \$180 each** - Company/logo will appear in the refreshments area. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter, The Floorplan.
- **Table Top Sponsor (2 Available) \$50 each** - Set up at a banquet table during social hour at the venue OR Set up literature/swag at each individual dinner table. Company/logo on a table tent and placed at the venue's bar and on each dinner table. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter.

## JANUARY 29 CABIN FEVER

- **Venue Sponsor -\$300** - Logo on welcome signs at the entrances to the venue. Company/logo on Cabin Fever promotions: print & digital. Opportunity to greet people and represent your business. Recognition in newsletter.
- **Refreshment Sponsor (2 Available) \$250 each** Company/logo will appear in the refreshments area. Recognition in LABA newsletter, The Floorplan, Opportunity to work keg and represent your business.
- **Food Sponsor (6 Available) \$200 each** Company/logo will appear in the buffet area. Company/logo will appear on Cabin Fever promotions: digital. Recognition in newsletter and at the event.
- **Entertainment Sponsor (4 Available) \$150 each** Company/logo on signage near stage. Company/logo appear on Cabin Fever promotions: digital. Opportunity to introduce entertainment. Recognition in the monthly LABA newsletter & event.
- **Banner Sponsor (1 Available) \$100** Company/logo on outdoor banner - promoting Cabin Fever. Company/logo will appear on Cabin Fever promotions: print & digital. Recognition in the monthly LABA newsletter & event.
- **Restroom Sponsor (Exclusive) \$75** Company/logo on each bathroom stall as a sponsor of Cabin Fever and promotions: digital. Opportunity to place promotional items in restrooms. Recognition in newsletter & event.
- **Social Media Advertising Sponsor (2 Available) \$50 each** Company/logo will be mentioned in the advertisement inviting public to Cabin Fever and on Cabin Fever promotions: digital. Recognition in the monthly LABA newsletter & event.
- **Prize/Donation Sponsor (Unlimited: You Provide)**
- Company/logo will appear on Cabin Fever promotions: digital. Company/logo on signage at Cabin Fever.



## FEBRUARY 15 GMM (PM) - SPEAKER

- **Social Hour Sponsor (2 Available) \$180 each** - Company/logo will appear in the refreshments area. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter, The Floorplan.
- **Table Top Sponsor (2 Available) \$50 each** - Set up at a banquet table during social hour at the venue OR Set up literature/swag at each individual dinner table. Company/logo on a table tent and placed at the venue's bar and on each dinner table. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter.

## MARCH 15 GMM (PM) -SPEAKER

- **Social Hour Sponsor (2 Available) \$180 each** - Company/logo will appear in the refreshments area. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter, The Floorplan.
- **Table Top Sponsor (2 Available) \$50 each** - Set up at a banquet table during social hour at the venue OR Set up literature/swag at each individual dinner table. Company/logo on a table tent and placed at the venue's bar and on each dinner table. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter.





# MARCH 25-27 HOME SHOW

## Major Event Sponsor (2 Available) \$2,500 each

- Company/logo on LABA Home Show website as major sponsor.
- Recognition in all paid television, radio and print promotions.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in media press releases and interviews (it's the discretion of the media to retain such messages in their news content).
- Recognition on outgoing LABA Home Show related email blasts, updates and monthly newsletter.
- Recognition at a General Membership Meeting.
- Company/logo on the cover of the *Coulee Region Living: Home Show* magazine and a 1/4 ad produced by the *Coulee Region Women* magazine with distribution of 15,000 copies.
- Placement of company/logo on the banner at the entrance of the Home Show.
- Company/logo on posters created for Home Show.

## Scavenger Hunt Sponsor (Exclusive) \$1,000

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the *Coulee Region Living: Home Show* magazine created by *Coulee Region Women* magazine.
- Company/logo on posters created for Home Show.
- Company/logo on Scavenger Hunt brochures handed out to all attendees.

## Daily Event Sponsor (6 Available) \$500 each

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the *Coulee Region Living: Home Show* magazine created by *Coulee Region Women* magazine.
- Company/logo on posters created for Home Show.

## Reusable Bag Sponsor (Exclusive) You Provide 2,000

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the *Coulee Region Living: Home Show* magazine created by *Coulee Region Women* magazine.
- Opportunity to hand out reusable bags at the entrance of the Home Show.

## MARCH HOME SHOW CONT'D

### Pen Sponsor (Exclusive) You Provide

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the Coulee Region Living: Home Show magazine created by Coulee Region Women magazine.
- Opportunity to hand out reusable bags at the entrance of the Home Show.

### Exhibitor Party Sponsor (3 Available) \$300

- Company/logo on LABA Home Show website as Exhibitor Party Sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the Coulee Region Living: Home Show magazine created by Coulee Region Women magazine.
- Company/logo on invites handed to exhibitors the night of the party.
- Company/logo promo materials (provided by you/company) and signage at the exhibitor party.

### Booth Map Sponsor (Exclusive) \$200

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the Coulee Region Living: Home Show magazine created by Coulee Region Women magazine.
- Company/logo on booth floor-plan that will be given to each attendee at Home Show.

### Vendor Hospitality Sponsor (2 Available) \$200 each

- Company/logo on LABA Home Show website as sponsor.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the Coulee Region Living: Home Show magazine created by Coulee Region Women magazine.
- Company/logo on posters in the Hospitality Room.
- Opportunity to supply business promotional pieces in the Hospitality Room.





# MARCH HOME SHOW CONT'D

## Flower Sponsor (3 Available) \$200

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the *Coulee Region Living: Home Show* magazine created by *Coulee Region Women* magazine.
- Company/logo on small individual signs in each flower pot.

## Complimentary Ticket Sponsor (2 Available) \$100

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the *Coulee Region Living: Home Show* magazine created by *Coulee Region Women* magazine.
- Company/logo on Complimentary Tickets given to local media.

## Restroom Sponsor (Exclusive) \$100

- Company/logo on LABA Home Show website as sponsor.
- Promo materials (Provided by you/company) placed in bag given to all adult attendees.
- Recognition on LABA social media sites.
- Recognition in LABA Home Show monthly newsletter, The Floorplan.
- Recognition at a General Membership Meeting.
- Company/logo mentioned in the *Coulee Region Living: Home Show* magazine created by *Coulee Region Women* magazine.
- Company/logo on posters on all men and women's bathroom stalls promoting your business.



## APRIL 19 GMM (PM) - TOOLS FOR SCHOOLS BANQUET

### **Social Hour Sponsor (4 Available) \$180 each**

- Company/logo will appear in the refreshments area.
- Company name will be recognized at the beginning of the meeting and you will have 2-3 minutes to say a few words about you and your business.
- Recognition in the monthly LABA newsletter.

### **Dinner Sponsor (3 Available) \$150 each**

- Company/logo will appear on a sign at the event.
- Company/logo on event promotions: print & digital.
- Recognition in the monthly LABA newsletter.
- Company name will be recognized at the beginning of the meeting and you will have 2-3 minutes to say a few words about you and your business.

- **Table Top Sponsor (2 Available) \$50 each -**

- Set up at a banquet table during social hour at the venue OR Set up literature/swag at each individual dinner table.
- Company/logo on a table tent and placed at the venue's bar and on each dinner table.
- Company will be recognized & you have 2-3 minutes to promote your business.  
Recognition in the monthly newsletter.

## MAY 17 GMM (AM)

### **Social Hour Sponsor (2 Available) \$90 each**

- Company/logo will appear in the refreshments area.
- Company name will be recognized at the beginning of the meeting and you will have 2-3 minutes to say a few words about you and your business.
- Recognition in the monthly newsletter.

### **Table Top Sponsor (2 Available) \$50 each**

- Set up at a banquet table during coffee hour at the venue OR Set up literature/swag at each individual dinner table.
- Company/logo on a table tent and placed at each table.
- Company will be recognized & you have 2-3 minutes to promote your business.  
Recognition in the monthly newsletter.





## **JUNE 21 LOGGERS GAME**

### **Deck Sponsor (Exclusive) \$100**

- Opportunity to hand out promo materials (provided by you/company) on the night of the baseball game on the VIP deck.
- Company/logo on flyers at the event, recognizing your business as the deck sponsor.
- Recognition in the monthly LABA newsletter.

### **Ticket Sponsor (Exclusive) \$100**

- Company/logo on buck slip attached to all member tickets for the game.
- Recognition in the monthly LABA newsletter.
- Opportunity to hand out member tickets at the game - interacting with members.

## **JULY 15 GOLF OUTING - CEDAR CREEK**

### **19th Hole Sponsor (2 Available) \$300 each**

- Company/logo displayed in the program, handed out to each golfer.
- Company/logo displayed on signage at the bar post golfing.
- Opportunity to provide additional signage at the bar.
- Company's name mentioned during the prize giveaway ceremony.

### **Beverage Cart Sponsor (4 Available) \$275 each**

- Each golfer receives one beverage ticket.
- Company/logo displayed in the program, handed out to each golfer.
- Company/logo on posters displayed on the beverage cart.
- Company's name mentioned during the prize giveaway ceremony

### **Water Bottle Sponsor (2 Available) \$200 each**

- Company/logo printed on water bottle labels.
- Company/logo displayed in the program, handed out to each player.

### **Meal Sponsor (6 Available) \$200 each**

- Company/logo displayed in the program, handed out to each golfer.
- Company/logo displayed next to lunch & dinner.
- Company's name mentioned during the prize giveaway ceremony.

### **Hole Sponsor (18+ Available) \$100 (+ \$25 or Provide Prize)**

- You provide prize(s) given to winners or invoiced for \$25, if you would like LABA to provide.
- Opportunity to sit at the hole you sponsor and represent your business.
- Company/logo displayed at your sponsored hole (LABA or you can provide).
- Company's name mentioned during the prize giveaway ceremony.

### **Yard Stick Sponsor (Exclusive) You Supply 144**

- Company/logo displayed in the program; each golfer can purchase one.
- Company's name mentioned during the prize giveaway ceremony.



## AUGUST 16 GMM (PM) - TBD

### **Social Hour Sponsor (2 Available) \$90 each**

- Company/logo will appear in the refreshments area.
- Company name will be recognized at the beginning of the meeting and you will have 2-3 minutes to say a few words about you and your business.
- Recognition in the monthly newsletter.

### **Table Top Sponsor (2 Available) \$50 each**

- Set up at a banquet table during coffee hour at the venue OR Set up literature/swag at each individual dinner table.
- Company/logo on a table tent and placed at each table.
- Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly newsletter.

## AUGUST PARADE OF HOMES

### **Major Event Sponsor (2 Available) \$2,500 each**

- Company/logo on LABA Parade of Homes website
- Recognition in all paid TV & radio promotions designating you as one of the major sponsors.
- Company/logo on all print promotions.
- Display promo material at a Parade of Homes, home (provided by you/company).
- Recognition on LABA social media sites.
- Recognition in media press release and interviews (it's at the discretion of the media to retain such messages in their news content).
- Recognition at a GMM.
- Recognition in the monthly LABA newsletter.
- Company/logo on the cover and 1/4 Premium Page Ad in *Coulee Region Living: Parade of Home* magazine produced by the *Coulee Region Woman* magazine.
- Company/logo on 2-sqft sign at entrance to each Parade Home with other sponsor & LABA.
- Company/logo mentioned in the *Coulee Region Living: Parade of Homes* magazine created by *Coulee Region Women* magazine.





## AUGUST PARADE OF HOMES CONT'D

### **Ticket Sponsor (2 Available) \$250**

- Company/logo on LABA Parade of Homes website, with a link to your website. (6k views)
- Company/logo on back of all Parade of Home ticket.
- Recognition in the monthly LABA newsletter.
- Company/logo on sponsor poster at each home in the parade.
- Company/logo mentioned in the *Coulee Region Living: Parade of Homes* magazine created by *Coulee Region Women* magazine.

### **Shoe Cover Sponsor (5 Available) \$250**

- Company/logo on LABA Parade of Homes website, with a link to your website. (6k views)
- Company/logo on sponsor poster at each home in the parade.
- Recognition in the monthly LABA newsletter.
- Company/logo on signage at each home.
- Company/logo mentioned in the *Coulee Region Living: Parade of Homes* magazine created by *Coulee Region Women* magazine.

### **Award Sponsor (Exclusive) \$200**

- Company/logo on LABA Parade of Homes website, with a link to your website. (6k views)
- Company/logo attached to the award.
- Recognition in the monthly LABA newsletter.
- Company/logo on sponsor poster at each Parade Home.
- Company/logo mentioned in the *Coulee Region Living: Parade of Homes* magazine created by *Coulee Region Women* magazine.

### **Parade of Homes Single Home Online Ads on LABAONLINE.COM (4 available): \$100** (for 1 year, 3-4 ads sold per page or per home only)

- Company/logo on LABA Parade of Homes website, link to your website (6k views)
- Company/logo on sponsor poster at each home in the parade.
- Recognition in the monthly LABA newsletter.
- Company/logo on labels on bottles at each home. (LABA provides)
- Company/logo mentioned in the *Coulee Region Living: Parade of Homes* magazine created by *Coulee Region Women* magazine.

### **Garage Rental \$200 each**

- Company/logo on LABA Parade of Homes website, with a link to your website. (6k views)
- Garage space consisting of one car-stall at a Parade Home to display your products/services.
- Recognition in the monthly LABA newsletter.
- Company/logo mentioned in the *Coulee Region Living: Parade of Homes* magazine created by *Coulee Region Women* magazine.

# SEPTEMBER 20 FALL FLING- INSTALLATION OF OFFICERS & AWARD CEREMONY

## Event Sponsor (Exclusive) \$500

- Company/logo on event promotions.
- Company/logo on the menu and in the program as a sponsor.
- Company/logo on signage at Fall Fling.
- Company/logo in the corner of the presentation for Fall Fling.
- A flyer provided by your company, at each place setting.
- Recognition in the monthly LABA newsletter.

## Social Hour Sponsor (6 Available) \$180 each

- Company/logo will appear in the refreshments area.
- Company/logo will be listed on the menu and in the program as a sponsor.
- Company/logo in the presentation for Fall Fling.
- Recognition in the monthly LABA newsletter.

## Dessert Sponsor (2 Available) \$175 each

- Company/logo will be listed on the menu and in the program as a sponsor.
- Company/logo in the presentation for Fall Fling.
- Company/logo will appear on the dessert table.
- Recognition in the monthly LABA newsletter.

## Award Sponsor (2 Available) 150 each

- Company/logo will be listed on the menu and in the program as a sponsor.
- Company/logo in the presentation for Fall Fling.
- Recognition in the monthly LABA newsletter.
- Company/logo attached to the winner's award.





## OCTOBER 18 GMM (PM) NETWORKING

- **Social Hour Sponsor (2 Available) \$180 each** - Company/logo will appear in the refreshments area. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter, The Floorplan.
- **Table Top Sponsor (2 Available) \$50 each** - Set up at a banquet table during social hour at the venue OR Set up literature/swag at each individual dinner table. Company/logo on a table tent and placed at the venue's bar and on each dinner table. Company will be recognized & you have 2-3 minutes to promote your business.
- Recognition in the monthly LABA newsletter.

## NOVEMBER 15 ASSOCIATE APPRECIATION

- **Social Hour Sponsor (2 Available) \$180 each** - Company/logo will appear in the refreshments area. Company will be recognized & you have 2-3 minutes to promote your business. Recognition in the monthly LABA newsletter, The Floorplan.
- **Table Top Sponsor (2 Available) \$50 each** - Set up at a banquet table during social hour at the venue OR Set up literature/swag at each individual dinner table. Company/logo on a table tent and placed at the venue's bar and on each dinner table. Company will be recognized & you have 2-3 minutes to promote your business.
- Recognition in the monthly LABA newsletter.

### **Builder Sponsor (\$50 or \$100)**

- Company/logo will appear on Associate Appreciation promotions: print & digital.
- Company/logo on signage at Associate Appreciation.
- Company name will be mentioned as a sponsor at Associate Appreciation.
- Recognition in the monthly LABA newsletter.



# DECEMBER 20 CHRISTMAS PARTY

## **Venue Sponsor (2 Available) \$200**

- Company/logo on welcome signs at the entrances to the venue.
- Company name will be recognized at the beginning of Christmas party and you will have 2-3 minutes to say a few words about you and your business.
- Company/logo on Christmas Party promotions: print & digital.
- Recognition in the monthly LABA newsletter.

## **Social Hour Sponsor (5 Available) \$180 each**

- Company/logo will appear in the refreshments area.
- Company name will be recognized at the beginning of Christmas party and you will have 2-3 minutes to say a few words about you and your business.
- Recognition in the monthly LABA newsletter.

## **Dessert Sponsor (2 Available) \$175**

- Company/logo will appear on the dessert table.
- Recognition in the monthly LABA newsletter.
- Company name will be recognized at the beginning of Christmas party and you will have 2-3 minutes to say a few words about you and your business.

## **Fun & Games Sponsor (5 Available) \$175 each**

- Company/logo will appear on each dinner table.
- Company name will be recognized at the beginning of Christmas party and you will have 2-3 minutes to say a few words about you and your business.
- Recognition in the monthly LABA newsletter.







## THE FLOORPLAN NEWSLETTER & LABAONLINE.COM AD RATES

- **Circulation:** Approximately 200 companies and members receive our monthly newsletter, The Floorplan, by email and/or mail.
- Your ad can be directly linked to your website.
- Published monthly in house, 12 + pages laid out on 8.5" X 11" in full color.
- Your AD: PDF & JPEG accepted and can be updated at anytime of the year.

## 2022-23 ADVERTISING RATES

Floorplan Inside Ads	Non-Contract	full color/mo
1/8 page ad (business card) (3½w x 2h)	\$30.00	\$20.00
¼ page ad vertical (3¾w x 5h)	\$45.00	\$35.00
¼ page horizontal (7¾w x 2½h)	\$45.00	\$35.00
½ page vertical (3¾w x 10h)	\$75.00	\$65.00
½ page horizontal (7¾w x 5h)	\$75.00	\$65.00
Full page (8w x 10¾h)	\$110.00	\$100.00

Website Ads	Non-Contract	Contract/month
Ad (159 x 178 pixels) one page	\$125.00	\$100.00
Ad (159 x 178 pixels) every page	\$175.00	\$150.00



Please return this form, payment and camera-ready ad to:

La Crosse Area Builders Association

816 2nd Avenue S, Onalaska, WI 54650 or email us at [eo@labaonline.com](mailto:eo@labaonline.com)

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Please reserve \_\_\_\_\_ months of advertising. Beginning month \_\_\_\_\_ 2021 through month \_\_\_\_\_ 2021

Floorplan (monthly newsletter): Ad size \_\_\_\_\_ Orientation \_\_\_\_\_ Cost \_\_\_\_\_/month

Website (labaonline.com): One page \_\_\_\_\_ or Every page \_\_\_\_\_ Cost \_\_\_\_\_/month

Questions? Contact us at 608.781.5242 or [eo@labaonline.com](mailto:eo@labaonline.com)