



2012 COBA

# Networking Guide

*Get Connected & Promote Your Business.*



Advertise to your target audience!

The Central Oregon Builders Association is the region's leading authority and driving force behind the promotion, protection and improvement of the building industry.

To learn more about COBA, call 541-389-1058 or visit  
[www.coba.org](http://www.coba.org)

- GOLF • GREEN BUILDING • ADVOCACY • EDUCATION • FUN
- HOME SHOWS • TOUR OF HOMES • TOUR OF REMODELED HOMES

## **About The 2012 Sponsorship Guide**

The Sponsorship Guide is our annual resource to inform COBA members about the opportunities available to them for targeted advertising within COBA. The events listed are an avenue to get members together to network, educate each other, create new business, as well as to reach the public.

The opportunities listed in this guide are not all encompassing. New events are added, throughout the year, and we're always happy to tailor a sponsorship for you. All dates, times and locations are subject to change.

There are several new events this year. Also new is a tremendous deal (1/2 price off) on annual Newsletter ad contracts when you buy a directory ad.

### **Sponsorship Renewal**

**If you were a sponsor of an event in 2011, you need to renew your commitment for 2012 by September 1, 2011. If you choose not to renew, we will make your event available to other COBA. Either way, let us know what fits into your business plan. If you would like to sponsor a different event, we can suggest other options.**

**The COBA Staff**

## **Virtual Advertising Location: COBA CX**

Get in front of the Industry where they work with the COBA CX opportunities.

### **Sponsorship Level: Business Card Display**

**Cost: \$100**

**Number of Sponsorships available: Multiple**

#### **Benefits:**

- 1 Full year personal business card placement in the plan room or lobby.

### **Reader Board Ad Placement:**

**Cost: \$50 a Month or \$300 a year**

**Number of Sponsorships available: Multiple**

#### **Benefits:**

- An ad in rotation on the COBA CX bulletin board

## MISCELLANEOUS ONGOING SPONSORSHIPS

### COBA Membership Recruitment and Retention Program

Date: On-going throughout the year

**Sponsorship Level: Program Sponsor**

**Cost: \$500.00**

**Number of Sponsorships available: 1**

**Benefits:**

- May display signs at Monthly General Membership Meetings.
- Company logo on COBA Membership Recruitment form, and other materials distributed throughout Central Oregon.
- Your company flyers in each new member packet.
- Free display advertisement in *Building Central Oregon*.
- Company representation on the COBA Membership Committee.
- First right of refusal for 2012.

### COBA Safety Program

Date: Ongoing throughout the year

**Sponsorship Level: Primary Sponsor**

**Cost: \$1,000 **SOLD****

**Number of Sponsorships available: 1**

**Benefits:**

- Company logo on all marketing and workshop materials.
- Five minute sales presentation during workshops.
- Recognition in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).

# **“BIT (Building Industry Training) ‘n Bite” COBA’s Continuing Education Program**

**(1-2 BIT ‘n Bites each month except August and December)**

## **Sponsor Level: Annual Presenting Sponsor**

**Cost: \$1,000**

- Logo included in all BIT ‘n Bite correspondence.
- Logo displayed (sponsor supplied) at all events.
- Logo displayed in all ads pertaining to BIT ‘n Bite events.

## **Sponsor Level: Event Sponsors**

**Cost: \$ Varies by event between \$250 - \$500**

- Logo included in all BIT ‘n Bite correspondence pertaining to your event.
- Logo displayed (sponsor supplied) at your sponsored event.

## **Sponsor Level: Meal Sponsor**

**Cost \$ Varies by event between \$200 - \$300**

- Logo included in all BIT ‘n Bite correspondence pertaining to your event.
- Logo displayed (sponsor supplied) at your sponsored event.

## **Sponsor Level: Certificate Sponsors**

**Cost \$ Varies by event between \$500**

- Logo included on all certificates of achievement awarded in 2012.

**General Membership Meetings**  
**Location: Various**  
**Anticipated Attendance: 100-150**

**Dates:** February 16, March 15, April 19, May 17, October 18,  
& November 15, 2012

**Sponsorship Level: Presenting Sponsor**

**Cost: \$300**

**Number of Sponsorships available: 5**

**Benefits:**

- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Tabletop display and your banner at the event.
- Ten minutes during meeting to talk about your company.
- Distribute flyers on tables prior to meeting.
- Two tickets to event.

**Sponsorship Level: Supporting Sponsor**

**Cost: \$150**

**Number of Sponsorships available: 5**

**Benefits:**

- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Tabletop display and your banner.
- Five minutes during meeting to talk about your product/service.
- Distribute flyers on tables prior to meeting.

**Sponsorship Level: Building Dinner Sponsor**

**Cost: \$300**

**Number of Sponsorships available: 5**

**Benefits:**

- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Your table at check-in area for Builders to register.
- Specialized dinner tickets for you to distribute.

**Sponsorship Level: Builder Drink Sponsor**

**Cost: \$300**

**Number of Sponsorships available: 5**

**Benefits:**

- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Your table at check-in area for Builders to register.
- Specialized drink tickets for you to distribute.

**COBA Winter Party**  
**Date: Feb. 16, 2012**  
**Location: Inn of the Seventh Mountain**  
**Anticipated Attendance: 175-200**

**Sponsorship Level: Presenting Sponsor**

**Cost: \$500**

**Number of Sponsorships available: 1**

**Benefits:**

- Premium placement of your company logo on all marketing materials for the event.
- Your company banner at the event.
- Tabletop display at the event.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Distribute flyers and five minutes to talk about your company.
- Four tickets to the event.

**Sponsorship Level: Supporting Sponsor**

**Cost: \$100**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Your company logo on all marketing materials for the event.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org)
- Tabletop display at the event.
- Two tickets to the event.

**Sponsorship Level: Door Prize Sponsor**

**Number of Sponsorships available: Multiple**

**Benefits:**

Minimum \$50 value raffle prize to be given away at the COBA Annual Winter Party.

**COBA Tradeshow Night**  
**Date: March 15, 2012**  
**Location: The Bulletin Great Hall**  
**Anticipated Attendance: 200+**

**Sponsorship Level: Presenting Sponsor**

**Cost: \$500 + Raffle Prize (\$50 minimum value)**

**Number of Sponsorships available: 1**

**Benefits:**

- Premium placement of your company logo on all marketing materials for the event.
- Your company banner at the event.
- Prominent table display space at event included with sponsorship.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Four tickets to event.

**Sponsorship Level: Supporting Sponsor**

**Cost: \$250 + Raffle Prize (\$50 minimum value)**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Your company logo on all marketing materials for the event.
- Table display space at event included with sponsorship.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Two tickets to event.

**Table Space**

**Cost: \$125 + Raffle Prize (minimum value \$50)**

**Number of spaces available: 50+**

**Benefits:**

- 6-foot table/display space at the event.
- Recognition at the event.

## 20<sup>th</sup> Annual Home & Garden Show™

**Date: May 4, 5 & 6 2012**

**Location: Deschutes County Fairgrounds & Expo Center**

### **Sponsorship Level: Presenting Sponsor**

**Cost: \$12,000 SOLD**

**Number of Sponsorships available: 1**

#### **Benefits:**

- 10x10 Free Booth in Fall Show™
- 20x20 Showcase Booth in the Event Center
- Inclusion in the title of the event. All promotional materials (including media buys, internal promotion, collateral marketing materials, etc.) will include the phrase: "The Fall Home Show™ presented by YOUR COMPANY."
- Inclusion of YOUR COMPANY's logo and the phrase "presented by YOUR COMPANY" on the front cover of the Official Show Guide.
- Ability to place an advertising insert in one issue of *Building Central Oregon*.
- Inclusion of approximately \$100,000 worth of paid and donated radio, TV, and print advertising supporting the show, to include the tag line "presented by YOUR COMPANY." All radio ads will include tag line "presented by "YOUR COMPANY."
- Color ad in Official Show Guide
- Welcome to hang your company banner over the stairs upon entry inside the Event Center and on entry fence outside the Event Center.
- First right of refusal of 2013.

### **Sponsorship Level: Supporting Sponsor**

**Cost: \$4,000**

**Number of Sponsorships available: Multiple**

#### **Benefits:**

- 1,000 square feet of outdoor space in Spring Home & Garden Show™.
- Half page black & white ad in Official Show Guide.
- Prominent placement of YOUR COMPANY's logo on the front cover of the Official Show Guide.
- Inclusion in approximately \$100,000 worth of paid and donated TV, and print advertising supporting the show. All purchased TV ads will include graphic logo placement.
- Along with many other benefits.
- First right of refusal of 2012.

### **Sponsorship Level: Middle Sister Building Sponsor**

**Cost: SOLD**

**Number of Sponsorships available: 1**

#### **Benefits for above:**

- Showcase booth in the Middle Sister building.
- Graphic logo placement in show advertising.
- Welcome to hand your company banner above the building entrance.
- Half page black & white advertisement in Official Show Guide.
- Prominent placement of YOUR COMPANY's logo on the front cover of the Official Show Guide.
- Inclusion in approximately \$100,000 worth of paid and donated TV, and print advertising supporting the show. All purchased TV ads will include graphic logo placement.
- First right of refusal for 2013.

**Sponsorship Level: Day Sponsor**

**Cost: \$2,000 - \$3,500 Variable on Benefits**

**Number of Sponsorships available: 3**

**Benefits:**

- Inside showcase booth in the Home & Garden Show™ or 1,000 square feet of outdoor space.
- Graphic logo placement in show advertising.
- Your company's day will be designated by a banner provided by your company.
- Half page black & white advertisement in Official Show Guide.
- Inclusion in print & TV advertising.
- Many other benefits.
- 10x10 basic booth at Fall Home Show.
- First right of refusal for 2013.

**Sponsorship Level: Supporting Sponsor**

**Cost: \$4,000**

**Number of Sponsorships available: Multiple**

**Benefits:**

- 10x10 standard booth.
- Half page black & white ad in Official Show Guide.
- Placement of YOUR COMPANY's logo on the front cover of the Official Show Guide.
- Ability to place one 1/3rd page ad in newsletter during 2012..
- Ability to place an advertising ad in on issue of *Building Central Oregon*.
- First right of refusal for 2013.

**Sponsorship Level: Bag Sponsor**

**Cost: \$500 plus bags **SOLD****

**Number of Sponsorships available: 1**

**Benefits:**

- Sponsor provided bags passed out to all attendees at the gate during the show.
- Recognition inside the Official Show Guide.

**Sponsorship Level: Bag Insert**

**Cost: \$500.00 plus inserts**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Sponsor provided inserts for the bags which are passed out to all attendees at the gate during the show.
- First right of refusal for 2013.

# The 9<sup>th</sup> Annual Central Oregon Tour of Remodeled Homes

**Date: May 12<sup>th</sup>, 2012**

**Location: Scattered Site Home Tour**

## **Sponsorship Level: Presenting Sponsor**

**Cost: \$2,500**

**Number of Sponsorships available at this level: 1**

### **Benefits:**

- Your company name as presenting sponsor on the front cover of the Tour of Remodeled Homes™ section in the Spring Home & Garden Show™ Guide.
- Half page black & white ad in Spring Home & Garden Show™ Guide.
- Recognition as presenting sponsor on printed ticket/maps.
- Company logo on home site signs.
- Recognition as presenting sponsor in newspaper and television ads.
- Recognition as presenting sponsor in *Building Central Oregon* and on [www.coba.org](http://www.coba.org).
- Many other benefits.
- First right of refusal for 2013.

## **Sponsorship Level: Supporting Sponsor**

**Cost \$1,000**

**Number of Sponsorships available at this level: Multiple**

### **Benefits:**

- Your company name as supporting sponsor on the front cover of the Tour of Remodeled Homes™ section in the Spring Home & Garden Show™ Guide.
- Half page black & white ad in the Spring Home & Garden Show™ Guide.
- Recognition as presenting sponsor on printed ticket/maps.
- Company logo on home site signs.
- Recognition as supporting sponsor in newspaper and television ads.
- Recognition as supporting sponsor in *Building Central Oregon* and on [www.coba.org](http://www.coba.org).
- Many other benefits.
- First right of refusal for 2013.

**13<sup>th</sup> Annual COBA Golf Tournament  
June 28, 2012**

**Location: Rivers Edge**

**Estimated Attendance: 140-200**

**Note: Amateur golf tournament with scramble format**

**Sponsor Level: Presenting Sponsor**

**Cost: \$2,000 + Raffle Prize (\$50 suggested value)**

**Number of Sponsorships available: 1**

**Benefits:**

- Company Logo prominently displayed on tournament hat or other item.
- Your company logo will be on all marketing materials for the tournament.
- Includes one hole sponsorship display and opportunity to staff that hole.
- Reservation of a 4 person team in the event.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- First right of refusal in 2013.

**Sponsor Level: Supporting Sponsor**

**Cost: \$900 + Raffle Prize (\$50 suggested value)**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Your company logo will be on all marketing materials for the tournament.
- Includes one hole sponsorship display and opportunity to staff that hole.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- First right of refusal in 2013.
- *Includes Golf.*

**Sponsor Level: Lunch Sponsor**

**Cost: \$200 + Raffle Prize (\$50 suggested value)**

**Number of Sponsorships available: 1**

**Benefits:**

- Includes one hole sponsorship display and opportunity to staff that hole.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org)
- *Does not include greens fees.*

**Sponsor Level: Cart Sponsor**

**Cost: \$500 + Raffle Prize (\$50 suggested value)**

**Number of sponsorships available: 1**

**Benefits:**

- Your company logo will be displayed on the golf carts for the tournament.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- *Does not include greens fees.*

**Sponsor Level: Hole Sponsor**

**Cost: \$100 + Raffle Prize (50 suggested value)**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Signage at your hole identifying your company as its sponsor.
- Opportunity to staff your hole and pass out marketing materials, (i.e. – ads, goodies, water bottles w/ company logo, etc.)
- *Does not include greens fees.*

**Sponsor Level: Drink Cart**

**Cost: \$100 + Raffle Prize (\$50 suggested value)**

**Number of Sponsorships available: 1**

**Benefits:**

- Signage on two drink carts and a representative from your company in each cart.

**Sponsor Level: Sand Trap**

**Cost: \$25 + Raffle Prize (\$50 suggested value)**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Signage at traps.

**Sponsor Level: Goody Bag**

**Cost: Bag+ item for each bag (144-200)**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Your item in every goody bag.

# **The 24th Annual Central Oregon Tour of Homes™**

**Date: July 20-22 and 27-29, 2012**

**Location: Scattered Site Home Tour**

## **Sponsorship Level: Presenting Sponsor**

**Cost: \$15,000 SOLD**

**Number of Sponsorships available: 1**

### **Benefits:**

- Inclusion in the title of the event. All promotional materials (including media buys, internal promotion, collateral marketing materials, etc.) will include the phrase: 'The Central Oregon Builders Association Tour of Homes™, presented by YOUR COMPANY'.
- Full page black & white ad in Official Tour of Homes™ Guide.
- Inclusion of YOUR COMPANY's logo and the phrase "presented by YOUR COMPANY" on the front cover of the Official Tour of Homes Guide.
- Ability to place one ad in an issue of *Building Central Oregon*.
- Right to use the phrase "Tour of Homes™" in your own marketing campaign through November 30, 2011.
- First right of refusal for 2013.

## **Sponsorship Level: Supporting Sponsor**

**Cost: \$3,000**

**Number of Sponsorships available: Multiple**

### **Benefits:**

- Your company name as supporting sponsor on the front cover of the Tour of Homes™ Guide.
- Half page black & white ad in Tour of Homes™ Guide.
- Recognition as supporting sponsor in newspaper and television ads.
- Recognition as supporting sponsor in *Building Central Oregon* and at COBA General Membership Meeting.
- Right to use "Tour of Homes™" on own marketing campaign through November 30, 2011.
- Many other benefits.
- First right of refusal for 2013.

## **Sponsorship Level: Auto Sponsorship**

**Cost: \$3,000**

**Number of Sponsorships available: 1**

### **Benefits:**

- Your company name on the front cover of the tour guide.
- Half page B/W ad in tour guide.
- Hang your banner at the tour awards ceremony.

## **Sponsorship Level: BBQ Sponsor**

**Cost: \$500 plus Food and Drinks**

**Number of Sponsorships available: 1**

### **Benefits:**

- Your company name and/or logo on Kick-off Party invitations.
- Company representation at Kick-off Party.
- Recognition as Kick-off Party Sponsor at event and in *Building Central Oregon*.

- Many other benefits.

**Sponsorship Level: Pre-Registration Builder Lunch Meeting**

**Cost: Cost of Food**

**Number of Sponsorships available: 1**

**Benefits:**

- Your company name and/or logo at the Lunch Meeting.
- Company representation at Lunch Meeting.
- Recognition at the Lunch Meeting as the Sponsor of the event.
- Many other benefits.

**Sponsorship Level: Lanyard Sponsor**

**Cost: \$1,000**

**Number of Sponsorships available: 1**

**Benefits:**

- Your company name on Tour of Homes™ host lanyards.
- Recognition in *Building Central Oregon*.
- First right of refusal for 2013.

**Sponsorship Level: Bottled Water Sponsor**

**Cost: \$1,000 plus Water**

**Number of Sponsorships available: 1**

**Benefits:**

- Opportunity to print YOUR COMPANY's logo on all refreshments distributed to event attendees.
- Recognition in *Building Central Oregon*.
- First right of refusal for 2013.

**Sponsorship Level: Awards Ceremony Sponsor**

**Cost: \$150.00**

**Number of Sponsorships available: 1**

**Benefits:**

- May hang company banner at awards ceremony.

## **Fall Home Remodeling & Improvement Show™**

**Date: September 21<sup>st</sup> & 22<sup>nd</sup> 2012**

**Location: Century Center Bend Oregon**

### **Sponsorship Level: Presenting Sponsor:**

**Cost: \$4,000**

**Number of Sponsorships available: 1**

#### **Benefits:**

- Showcase booth in Fall Home Show™.
- Inclusion in the title of the event. All promotional materials (including media buys, internal promotion, collateral marketing materials, etc.) will include the phrase: "The Fall Home Show™ presented by YOUR COMPANY."
- Inclusion of YOUR COMPANY'S logo and the phrase "presented by YOUR COMPANY" on the front cover of the Official Show Guide.
- Ability to place an advertising insert in one issue of *Building Central Oregon*.
- Inclusion of approximately \$50,000 worth of paid and donated radio, TV, and print advertising supporting the show, to include the tag line "presented by YOUR COMPANY." All radio ads will include tag line "presented by YOUR COMPANY."
- First right of refusal for 2012

### **Sponsorship Level: Supporting Sponsor**

**Cost: \$2,500**

**Number of Sponsorships available: Multiple**

#### **Benefits:**

- Half Showcase booth in the Fall Home Show™.
- Half page black and white ad in Official Show Guide.
- Ability to place an advertising ad in on issue of *Building Central Oregon*.
- Prominent placement of YOUR COMPANY'S logo on the front cover of the Official Show Guide.
- Inclusion in approximately \$50,000 worth of paid and donated TV, and print advertising supporting the show. All purchased TV ads will include graphic logo placement. All radio adds will include tag line "sponsored by YOUR COMPANY."
- Many other benefits.
- First right of refusal for 2012.

### **Sponsorship Level: Bag Sponsor**

**Cost: \$800 plus bags**

**Number of Sponsorships available: 1**

#### **Benefits:**

- Sponsor provided bags passed out to all attendees at the entrance to the event.
- Recognition in the Official Show Guide.

### **Sponsorship Level: Bag Insert**

**Cost: \$500 plus inserts**

**Number of Sponsorships available: Multiple**

#### **Benefits:**

- Sponsor provided inserts for the bags which are passed out to all attendees at the gate during the show.

## **6<sup>th</sup> Annual GAC Affordable Housing Auction and Dinner**

**Date: October 18, 2012**

**Location: TBD**

**Anticipated Attendance: 150-200**

### **Sponsorship Level: Presenting Sponsor**

**Cost: \$1,500**

**Number of Sponsorships available: 1**

#### **Benefits:**

- Recognition as presenting sponsor at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Company provided banner prominently displayed at event.
- Tabletop display.
- Ten minutes during meeting to talk about your product or service.
- Distribute flyers on tables prior to meeting.
- 4 Dinner tickets.

### **Sponsorship Level: Supporting Sponsor**

**Cost: \$500.00**

**Number of Sponsorships available: Multiple**

#### **Benefits:**

- Recognition as presenting sponsor at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Company provided banner prominently displayed at event.
- Tabletop display.
- Ten minutes during meeting to talk about your product or service.
- Distribute flyers on tables prior to meeting.
- 2 Dinner tickets.

### **Sponsorship Level: Ticket Sponsor**

**Cost: \$500.00 plus tickets**

**Number of Sponsorships available at this level: 1**

#### **Benefits:**

- Opportunity to print YOUR COMPANY's logo on all tickets distributed to event attendees.
- Opportunity to add coupons or redemption value to all tickets distributed to event attendees.
- Recognition in *Building Central Oregon* and at event.
- 2 Dinner tickets.

### **Sponsorship Level: Beverage Sponsor**

**Cost: \$250.00 for Beer & \$500 for Wine**

**Number of Sponsorships available: 2**

#### **Benefits:**

- Recognition as a program sponsor in *Building Central Oregon*, at the event, and on [www.coba.org](http://www.coba.org).
- 2 Dinner tickets.

### **Sponsorship Level: Builder Dinner Sponsor & New Member Dinner Sponsor**

**Cost: \$500**

**Number of Sponsorships available: 1 each**

#### **Benefits:**

- Recognition as a program sponsor in *Building Central Oregon*, at the event, and on [www.coba.org](http://www.coba.org).
- Recognition by Builders as a valued sponsor.

**Casino Night/Officer Installation**  
**Date: December 13, 2012**  
**Location: Pronghorn**  
**Anticipated Attendance: 125-160**

**Sponsorship Level: Presenting Sponsor**

**Cost: \$500.00**

**Number of Sponsorships available: 1**

**Benefits:**

- Premier placement of your company logo on all marketing materials for the event.
- Your company banner at the event.
- Tabletop display at the event.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).
- Four tickets to the event.

**Sponsorship Level: Supporting Sponsor**

**Cost: \$200**

**Number of Sponsorships available: Multiple**

**Benefits:**

- Your company logo on all marketing materials for the event.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org)
- Two tickets to the event.

**Sponsorship Level: Table Sponsor**

**Cost:**

- Blackjack -- \$50
- Poker -- \$50
- Roulette -- \$50
- Craps -- 50

**Number of Sponsorships available: Multiple**

**Benefits:**

- Your company logo on all marketing materials for the event.
- Sign at company sponsored table.
- Recognition at the event, in *Building Central Oregon*, and on [www.coba.org](http://www.coba.org).