



2026 HBAT General Sponsorship Opportunities

- **Diamond Sponsorship**
- **Exclusive/VIP Reception
Sponsorship**
- **Champion Sponsorship**

*Email membership@hbat.org or call 615-777-1700 for help
securing your sponsorship and to inquire about additional sponsorship opportunities.*



HBAT Sponsorship & Benefits

The Home Builders of Tennessee welcomes sponsorship from companies that support our mission. Sponsorships are the lifeblood of our association. With the support provided by our generous sponsors we are able to carry out a wide-range of programs and services to our membership.

HBAT Diamond Sponsorship

Investment: \$15,000 per year | **Commitment:** 1-year

Benefits:

- **Minimal Commitment:** Contract only requires one-year commitment.
- **Sponsor Receptions:** Recognition as the host for Sponsor Receptions held at all three annual meetings (total of nine receptions over three years).
 - **Grand Prize Offered:** Opportunity to provide a grand prize for builders at each reception, along with a prize for attending sponsors.
- **Prominent Exposure:**
 - **Logo Placement:** Large logo featured on all event-related digital promotions, signage, and printed materials.
 - **Website Visibility:** Premium placement of company logo and contact details for five sales representatives on the HBAT website.
- **Advertorial Opportunities:** Embedded Advertorials: Up to five advertorials in the TN Builder News per year.
- **Event Participation:**
 - **Acknowledgment & Speech:** Special introduction and ten minutes on the agenda at one meeting each year.
 - **Complimentary Registrations:** Three complimentary event registrations and two meeting registrations at each HBAT yearly meeting.
- **Networking & Outreach:**
 - **Pre & Post Attendee Contact List:** Access to contact lists for follow-ups.
- **Ongoing Recognition:**
 - **Monthly Sponsor E-Blast:** Inclusion in monthly sponsor recognition emails.
 - **Social Media Partnership:** Joint content creation and distribution on social media platforms.

Email the attached form to membership@hbat.org or call 615-777-1700 for help securing your sponsorship and to inquire about additional sponsorship opportunities.



HBAT Exclusive Sponsorship & Benefits

The Home Builders of Tennessee welcomes sponsorship from companies that support our mission. Sponsorships are the lifeblood of our association. With the support provided by our generous sponsors we are able to carry out a wide-range of programs and services to our membership.

Exclusive/VIP Reception Sponsorship

Investment: \$10,000 per year | **Commitment:** 3-years

Benefits:

- **Category Exclusivity:** The only sponsor in your specific exclusive category (categories listed on page three).
- **Exclusive Sponsor Receptions:** Recognition as the host for Exclusive Sponsor receptions held at all three annual meetings (total of nine receptions over three years). Four complimentary VIP-Reception only registrations.
 - **Grand Prize Offered:** Opportunity to provide a grand prize for builders at each reception, along with a prize for attending sponsors.
- **Prominent Exposure:**
 - **Logo Placement:** Featured on all event-related digital promotions, signage, and printed materials.
 - **Website Visibility:** Premium placement of company logo and contact details for four sales representatives on the HBAT website.
- **Advertorial Opportunities:** Embedded Advertorials: Up to four advertorials in the TN Builder News per year.
- **Event Participation:**
 - **Meeting Acknowledgment:** Sponsorship recognition at all three yearly HBAT meetings.
 - **Complimentary Registrations:** Two complimentary full meeting registrations at each HBAT yearly meeting.
- **Networking & Outreach:**
 - **Pre & Post Attendee Contact List:** Access to contact lists for follow-ups.
- **Ongoing Recognition:**
 - **Monthly Sponsor E-Blast:** Inclusion in monthly sponsor recognition emails.
 - **Social Media Partnership:** Joint content creation and distribution on social media platforms.

Champion Sponsorship

Investment: \$5,000 minimum per year | **Commitment:** 1-year

Benefits:

- **Meeting Sponsorship:** Recognition as a Champion Sponsor for State Events.
- **Logo Recognition:**
 - Event Promotions: Logo displayed on event digital promotions.
- **Event Presence:**
 - Complimentary Registrations: One complimentary registration at events.

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SUBSCRIBE

ENTER YOUR

HBAT Newsletter Advertising Package

Full-Section Advertisement – \$550 per issue

Feature your brand in a dedicated, full-width section in the center of the newsletter. Includes:

- Prominent placement with your logo, image, and message
- Clickable link to your site or campaign
- Optional premium placement for +\$100 (top or high-visibility position)

Banner Advertisement – \$300 per issue

Get visibility within the newsletter's main content area with a sleek banner ad. Includes:

- Standard-size banner within the center section
- Clickable link to your website or offer
- Optional premium placement for +\$100

Add-Ons

- Custom Creative Support: Need help designing your ad? We can assist for an additional fee.
- Multi-Issue Discounts: Ask about reduced rates for 3+ consecutive placements

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HBAT Social Media Advertising Package

Sponsored Post – \$400 per post

Share your message directly with our followers through a branded post on our social channels. Includes:

- One dedicated post featuring your brand, image, and caption
- Link or tag to your website, campaign, or social profile
- Cross-posted across selected platforms (optional add-on)
- Premium scheduling (peak engagement times) for +\$75

Story / Reel Feature – \$250 per feature

Get quick, high-impact exposure through engaging Stories or Reels. Includes:

- One 15–30 second video or story frame set
- Option to tag your brand and include a “Swipe Up” or link
- Premium placement (first story of the day) for +\$50

Add-Ons

- Bundle Discounts: Save when combining newsletter + social placements.
- Creative Support: We can help design or edit your visuals for an additional fee.

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2026/2027 HBAT Event Sponsorship Opportunities

- Clay Shooting Tournament
- Golf Tournament
- 2026 Summer Meeting
- 2026 Fall Meeting
- 2027 Legislative Conference

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securing your sponsorship and to inquire about additional sponsorship opportunities.*

HBAT Clay Shooting Tournament Sponsorships

Presenting Sponsor – \$5,000

- Exclusive naming rights (e.g., “HBAT Clay Shoot presented by: Your Company Name”)
 - Logo on all promotional materials, signage, and registration page
 - Opportunity to welcome participants at the event kickoff
 - Two complimentary team entries (8 shooters)
 - Premium station signage at two shooting stations
 - Recognition in HBAT newsletter and social media
-

Gold Sponsor – \$2,500

- Logo on event signage and promotional materials
 - One complimentary team entry (4 shooters)
 - Premium station signage at one shooting station
 - Recognition in HBAT newsletter and social media
-

Station Sponsor – \$1,000

- Company signage at assigned shooting station
- Opportunity to have reps at the station (with tent, giveaways, etc.)
- Recognition at awards ceremony

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HBAT Clay Shooting Tournament Sponsorships

Presenting Sponsor – \$10,000

- Exclusive naming rights (e.g., “HBAT Clay Shoot presented by: Your Company Name”)
 - Logo on all promotional materials, signage, and registration page
 - Opportunity to welcome participants at the event kickoff
 - Two complimentary team entries (8 shooters)
 - Premium station signage at two shooting stations
 - Recognition in HBAT newsletter and social media
-

Registration Sponsor – \$7,500 (Limit 1)

- One team of 4 at \$600; One 4-person golf cart at \$200
 - Ammo for team valued at \$160 (\$40 per person)
 - Social media on all advertising pre-event/sign at registration table
 - 24 x 36 sign at a shooting station valued at \$500 (at second station shared with another sponsor)
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Awards Sponsor – \$1,000 (Limit 1)

- 1 team of 4 at \$600
 - One 4-person golf cart at \$200
 - Social media on all advertising pre-event
 - 3 x 4 sign at Awards area
-

Golf Cart Sponsor – \$2,500 (Limit 1)

- One team of 4 at \$600
- One 4-person golf cart at \$200
- 3 x 4 sign at Golf Cart area

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HBAT Clay Shooting Tournament Sponsorships

Ammo Sponsor – \$3,000 (Limit 2)

- 3 x 4 sign at Ammo area
- 18 x 24 sign at a shooting station

Green Station Sponsor – \$1,000 (Limit 1)

- Display table for vendor information and chair for representative at station; 24 x 36 sign at the shooting station

Practice Station Sponsor – \$1,000 (Limit 1)

- Display table for vendor information and chair for representative at practice station; 24 x 36 sign at station

Practice Station Sponsor – \$1,000 (Limit 1)

- 18 x 24 sign at shooting station

Shooting Station Sponsor – \$500

- 18 x 24 sign at shooting station

Lunch Sponsor – \$1,500 (Limit 1)

- 18 x 24 sign at shooting station

Dinner Sponsor \$1,500 (Limit 1)

- 18 x 24 sign at shooting station

Band Sponsor – \$1,500 (Limit 1)

24 x 36 sign/banner near band

Band Sponsor – \$2,500 (Limit 1)

18 x 24 sign at beer/wine station

HBAT Golf Tournament Sponsorships



Registration Fees

HBAT Member TEAM (\$925) | Single Player Fee (\$275)

Lunch Only \$35.00

Join the players for lunch at 11:00am, then wish them good luck before the shotgun start at 12:30pm

Winner's Reception Only \$50.00

Join the players as they return to the clubhouse. Enjoy a delicious meal and help congratulate the tournament winners!

Exclusive Title Sponsorship – (\$6,000)

- Includes TWO 4-person Golf Teams; Opportunity to welcome players; Opportunity to present awards; promotional table at the entrance; opportunity to put branded material on lunch tables; Recognition in marketing materials and event program; logo on signage throughout the tournament, the HBAT website, and all HBAT social media channels.

Winner's Dinner Sponsor – \$3,500

- Includes: One 4-person Golf Team; Recognition at reception; opportunity to speak for 3 minutes during the reception; A promotional table in the reception room; chance to place promotional items on dining tables; recognition in event program, signage, the HBAT website, and social media.

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HBAT Golf Tournament Sponsorships



Club House Lunch Sponsor – \$3,500

Includes one 4-person Golf Team; Recognition at lunch; One ticket to the Club House Lunch and the Winner's Reception Dinner. A promotional table in the lunchroom; Recognition in marketing materials and event program

Half-Way House Pavilion Sponsorship – \$2,500

Includes your company representative at covered beer pavilion; Opportunity to give away snacks & branded items; Signage and tabletop at the station; Recognition in event program; one ticket to the Club House Lunch and the Winner's Reception Dinner.

Golf Cart Sponsor – \$2,500

Includes the opportunity to provide golf cart goodie bags branded with your company logo for every player; your logo displayed on each cart; Recognition in the event program, signage, the HBAT website, and social media.

Beverage Cart Sponsorship – \$2,000

Includes: Logo signage on beverage carts; Recognition in the event program and on the HBAT website; one ticket to the Club House Lunch and the Winner's Reception Dinner.

Golf Ball Sponsor – \$1,500

Your logo on every swing! This sponsorship includes branded golf balls provided to every player in their welcome bags; recognition in the event program, online, and at registration. (Sponsor provides or underwrites cost of custom golf balls)

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HBAT Golf Tournament Sponsorships



Closest to the Pin – \$1,250

Includes sign recognition at the designated hole; opportunity to set up a table at designated hole; recognition in event program; recognition on the HBAT website; one ticket to the Club House Lunch and the Winner's Reception. (Sponsor provides prize valued at \$200 or more)

Hole in One Sponsor – \$1,250

You will have the opportunity to interact one-on-one with each golfer as they try to win prizes! Includes the opportunity to set up a tent & table display at the designated hole; chance to present prizes to any golfers who made a Hole-in-one during the Winners' Reception Dinner; recognition in the event program and westtnhba.com; one ticket to the Club House Lunch. (Requires sponsor participation at the hole. Prizes provided by the HBA)

Longest Drive Sponsor – \$1,250

Includes an opportunity to set up a table at designated hole; sign recognition at the designated hole; chance to present the award to the winner during the Winners' Reception Dinner; Recognition in the event program and on the HBAT website; one tickets to the Club House Lunch. (Sponsor provides prize valued at \$200 or more)

Mulligan Sponsor – \$1,000

Everyone loves a second chance! This sponsorship includes company name printed on all Mulligan cards (distributed at registration); verbal shoutout during reception when reminding players about mulligans; recognition in event materials; one ticket to the Club House Lunch.

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HBAT Golf Tournament Sponsorships



Water Station Sponsor – \$750

Keep players hydrated while keeping your brand front and center. Includes: Branded signage at one or two water cooler stations (HBA can supply coolers or coordinate with course); opportunity to provide branded reusable water bottles or koozie; recognition in the event program and online

Table Tee Sponsor – \$500

Chance to highlight your business by setting up a tent, display, game, etc. at the top of one of the holes. Includes the chance to interact one-on-one with every golfer; recognition in the event program and on westtnhba.com; one ticket to the Club House Lunch and the Winner's Reception Dinner.

Driving Range Sponsor – \$400

Catch players during warm-ups before tee time. Includes the option to set up a table or tent near the driving range; the option to distribute branded balls, towels, or tees; one ticket to the Club House Lunch.

Hole Sponsor – Members: \$250; Non-Members: \$500

Includes logo on signage placed at the tee of one of the holes. Includes recognition in the event program and on westtnhba.com, plus one ticket to the Club House Lunch.
(Sponsors will be provided with a 24' x 18' sign. A high-resolution PNG of the business logo must be submitted)

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HBAT Golf Tournament Sponsorships



Presenting Sponsor – \$7,500

- Exclusive naming rights (“HBAT Golf Tournament presented by [Company]”)
 - Logo on all promotional materials, signage, registration page, and carts
 - Opportunity to speak at opening announcements and awards ceremony
 - Two complimentary foursomes (8 players)
 - Premium hole sponsorship (choice of hole #1 or #18)
 - Full-page ad in HBAT newsletter
 - Recognition on HBAT website and social media
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Gold Sponsor – \$5,000

- Logo on event signage, carts, and promotional materials
 - One complimentary foursome (4 players)
 - Premium hole sponsorship with tent/table option
 - Half-page ad in HBAT newsletter
 - Recognition on HBAT website and social media
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Silver Sponsor – \$2,500

- Logo on event signage and promotional materials
- One complimentary twosome (2 players)
- Hole sponsorship with signage
- Recognition in HBAT newsletter and social media

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HBAT Golf Tournament Sponsorships



Lunch Sponsor – \$2,000

- Logo displayed at lunch area and on tables
- Recognition during lunch announcements
- One complimentary twosome (2 players)

Beverage Cart Sponsor – \$1,500 (Maximum of 2)

- Logo on beverage cart(s) circulating the course
- Option to provide branded cups/koozies
- Recognition during announcements

Hole Sponsor – \$500

- Company signage at assigned hole
- Opportunity to staff hole with reps, tent, giveaways, and contests
- Recognition at awards ceremony

Team Entry – \$800

- Four players
- Includes greens fees, carts, lunch, and beverages

Individual Entry – \$225

- One player
- Includes greens fees, cart, lunch, and beverages

Add-On Opportunities

- Raffle Prize Sponsor (donate prize, receive recognition)
- Putting Contest Sponsor – \$1,000 (logo at putting green, reps on-site)
- Driving Range Sponsor – \$750 (banner/signage at practice area)
- Scorecard Sponsor – \$1,000 (logo printed on every scorecard)

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HBAT Summer Meeting General Sponsorships

Treasure Chest Sponsor – \$8,000

- A special introduction and speaking time given at the meeting
 - Large Presenting Sponsor Logo prominently displayed on all marketing materials, signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the hbat.org website
 - A chance to distribute branded materials
 - Logo included on branded materials at the welcome reception and opportunity to set up a display table at the welcome reception
 - Promotion throughout all HBAT social media channels
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Golden Sands Sponsor – \$5,000

- Medium Sponsor Logo displayed on all marketing materials, signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the hbat.org website
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
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Silver Wave Sponsor – \$2,500

- Small Sponsor Logo displayed on all marketing materials, signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the hbat.org website
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
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Summer Logo Sponsor – \$1,000

- Small Sponsor Logo displayed on all marketing materials, on signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the hbat.org website.

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HBAT Summer Meeting Specific Sponsorships

Welcome Party Sponsor – \$5,000

- 10 minutes to speak during the meeting
 - Medium Sponsor Logo displayed on all marketing materials, on signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the HBAT website
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
-

Breakfast Sponsor – \$5,000

- 10 minutes to speak at the breakfast
 - Medium Sponsor Logo displayed on all marketing materials, signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the HBAT website
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
-

Food or Beverage Sponsor – \$2,500

- Sponsor Logo displayed at the bar/food and serving area, on all marketing materials, on signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the HBAT website
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
-

HBAT Pool Party Sponsor – \$2,500 (Only 1 Available)

- Sponsor Logo featured at the HBAT Pool Party, displayed on all marketing materials, on signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the HBAT website
- A chance to distribute branded materials
- Promotion throughout all HBAT social media channels

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HBAT Fall Meeting General Sponsorships

Taking place at the Westin Memphis Beale Street!

Breakfast Sponsor – \$5,000

- Includes the opportunity to present to attendees for 15 minutes during breakfast on Friday.
 - Includes an exclusive opportunity to place your branded items on the dining tables during breakfast.
 - Large logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.
-

Welcome Sponsor – \$5,000

- Includes the opportunity to welcome attendees at the start of the conference.
 - Includes a chance to distribute branded materials.
 - Large logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.
-

Fall Sponsor – \$2,500

- Includes an opportunity to distribute your branded materials.
 - Medium logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.
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Logo Sponsor – \$1,000

- Small logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

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HBAT Fall Meeting President's Reception Sponsorships

Taking place at the Memphis Zoo!

King of the Jungle Sponsor – \$5,000

- Includes the opportunity to present to attendees for 5 minutes during the Reception.
- Includes an exclusive opportunity to place your branded items on the dining tables during the President's Reception.
- Large logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

Safari Guide Sponsor – \$2,500

- Includes an exclusive opportunity to place your branded items on the dining tables during the President's Reception.
- Large logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

Jungle Juice Sponsor – \$2,000

- Logo recognition on bar signage, in the event program, on hbat.org, and on all HBAT social media channels.

Habitat Helper Sponsor – \$1,000

- Small logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

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HBAT Fall Meeting Installation & Awards Ceremony

Taking place at the Westin Memphis Beale Street!

Award Presenter – \$5,000

- Opportunity to Present the Builder of the Year Award, Associate of the Year Award, Or TBEAM Award At The Fall Meeting Awards Ceremony
- Large logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

B.B. King Platinum Sponsor – \$5,000

- Large VIP Table in a premium location with your logo provided for the Awards ceremony
- Large logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

Stax Studio Silver Sponsor – \$2,500

- VIP table provided for the Awards ceremony
- Medium logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

Blues & Brews Sponsor – \$2,500

- Logo recognition on bar signage, in the event program, on hbat.org, and on all HBAT social media channels.

Beale Street Bronze Sponsor – \$1,000

- Small logo recognition on signage throughout the event, in the event program, on hbat.org, and on all HBAT social media channels.

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2027 HBAT Legislative Conference Sponsorships

Platinum Tier Sponsor – \$10,000

- 2 complimentary registrations
 - A special meeting introduction and 10 minutes on the agenda
 - Signage at the bar during the Legislative Reception and Sponsor Reception
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
 - Large logo on signage throughout the event, the cover of the event program, and the hbat.org website
-

Gold Tier Sponsor – \$5,000

- 1 complimentary registration
 - A special meeting introduction and 5 minutes on the agenda
 - Signage at the bar during the Legislative Reception and Sponsor Reception
 - A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
 - Large logo on signage throughout the event, the cover of the event program, and the hbat.org website
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Silver Tier Sponsor – \$2,000

- A chance to distribute branded materials
 - Promotion throughout all HBAT social media channels
 - Medium logo on signage throughout the event,
 - the cover of the event program, and the hbat.org website
-

Logo Sponsor – \$1,000

- Small Sponsor Logo displayed on all marketing materials, on signage throughout the event, on the cover of the event program, in the HBAT newsletter, and on the hbat.org website.

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