



## 2012 Sponsorship Opportunity Menu

### CRBRA 2012 Calendar of Events

January Installation Dinner  
February Membership Mixer  
March Madness Product  
Showcase  
April Member Mixer  
May Spring Barbeque  
June CRBRA Golf Tournament  
June Parade of Homes  
July Family Picnic  
August Saratoga Track Day  
September Golf Outing  
October Green & Sustainable  
Home Tour  
November Member Recognition

## 2012 CRBRA Sponsorship Menu

### Increase the Value and Exposure of your membership.

The 2012 Sponsorship Menu has been created to offer various levels of affordability and exposure for all our members. Please review and complete the Sponsorship Commitment Form enclosed. The Sponsorships are allotted on a first come, first serve basis. On behalf of CRBRA, we thank you in advance for the strong support in your Association.

*Pam Krison, Executive Officer 518-690-0766 pam@crbra.com*



### 2012 Installation Dinner January 17

The Desmond Hotel, Albany.  
Official Installation Ceremony for  
2012 Board of Directors

Guest Speaker

Announcing CRBRA 2012-2017 Strategic Plan.

Financial Industry Sponsors to be Featured

**Includes: Dinner for 2, 1/2 page ad in program, logo on invitation,  
and special recognition during the event. \$250**

### March Madness & Product Showcase

March 20th in Malta

Our annual March Madness Event brings all CRBRA committees and council meetings together on one night. Followed by Product Showcase, great food and networking. The evening wraps up with brief up-dates from all Chairpersons—Advocacy & Government Affairs, Education, Future Industry Leaders, Golf Tournament, Green & Sustainable Home Tour & Learning Labs, Membership, Professional Women in Building, Remodelers Council, Spring Parade of Homes, and Strategic Plan.

Table Top (6') skirted— includes buffet for 2 guests \$100

Event Sponsors— Logo on invitation, website, newsletter, signage at event, one table top, buffet for 2 people \$250.00

## 2012 CRBRA Sponsorship Menu

New Dates for 2012

June 2, 3, 9, 10

Chefs on Parade June 1 & 8



CAPITAL REGION BUILDERS  
& REMODELERS ASSOCIATION

### Builder Entry Pricing

\$2,500 first home entry

\$500 each additional home entry

\$3,500 maximum fee for multiple homes

Contact Pam Krison for application [pam@crbra.com](mailto:pam@crbra.com)

Deadline to enter a home is March 1, 2012

### Sponsorship Opportunities

Title Sponsor* (exclusive)	\$ 7,000
Platinum Sponsors	\$ 4,000
Gold Sponsor	\$ 2,500
Silver Sponsor	\$ 1,000
Bronze Sponsor	\$ 500
Awards Reception	\$ 1.500
Prize Sponsor	\$ 1,000
REALTORS Tour	\$ 500
Judges	\$ 500
Chefs on Parade-Silver Spoon	\$ 250
Chefs on Parade-Gold Plate	\$ 500

For complete details:

[www.crbra.com/consumer/parade-of-homes/sponsorship.cfm](http://www.crbra.com/consumer/parade-of-homes/sponsorship.cfm)

## 2012 CRBRA Sponsorship Menu

### CRBRA GOLF TOURNAMENT

Tuesday, June 12 at Van Patten Golf Club

<u>Lunch Sponsor</u>	\$400
Signage on the Patio all day. company recognition in promotional materials, program & newsletter, recognition at awards dinner	
<u>Beverage Sponsor</u>	\$300
Signage at patio lunch, listing in newsletter, program and promotional materials.	
<u>Breakfast Sponsor</u>	\$300
Signage at registration, listing in newsletter, program and promotional materials.	
<u>Closest to Pin</u>	\$300
Listing in Newsletter and Brochure and recognition during awards	
<u>Longest Drive</u>	\$300
Listing in Newsletter and Brochure and recognition during awards.	
<u>Hole in One \$10K Prize</u>	\$600
Signage on 2 Hole-In-One locations, listing in newsletter, brochure and recognition during awards.	
<u>Flag Sponsor</u>	\$150
Flag on the green and keep flag with your name. Listing in newsletter and brochure.	
<u>Tee Sponsor</u>	\$125
Tee sign and listing in promotional materials. Listing in newsletter and brochure.	
<u>Prize Sponsors</u>	various levels

CRBRA Golf Tournament has enjoyed 170-220 golfers per year over the past 5 years.



**2010, 2011, 2012**

**Title Sponsor:**

**Crawford Door &  
Window Sales/Pella**

**Thank you!**

## 2012 CRBRA Sponsorship Menu



### Green and Sustainable Home Tour and Learning Labs

#### Several newly constructed green & sustainable homes will be on tour **October 13 & 14, 2012**

Seminars & Learning Labs will be scheduled at the homes throughout the weekend tour to engage and educate the public. Prior to house tour open to the public, CRBRA will host educational tours and field trips for appraisers, REALTORS, college and high school students, Architects, elected officials and our Event Partners. Heavy publicity, promotion and advertising will be constant for 4-6 months leading up to the Home Tour.

On Friday, Oct 12 the homes will host a Local Harvest Food Tasting.

#### Builder Criteria:

Minimum Silver Level NAHB Green Building Standard. Home completed by October 1st. Interior decorating optional. The home may be sold/occupied by homeowner. Entry Fee \$1,500 by Feb. 1, 2012

#### Sponsorship Opportunities

**Platinum Seminar Level** \$750-Present 45 min. seminar, promotion in magazine, tickets, website, advertising and other materials. Participation at selected education group tours. Two tickets to Food Tasting Event. Six Tickets to Home Tour.

**Gold Exhibit Level** \$500. Exhibit area at one of the homes. Promotion in magazine, website, ticket, promotional materials. Two tickets to Food Tasting Event, Six Tickets to Home Tour.

**Silver Level** \$250. Listing in promotional material, website link, magazine listing and promotional material. Two tickets to Food Tasting Event. Six Tickets to Home Tour.

August 15th

2012 CRBRA Sponsorship Menu

Day at the Saratoga Race Track

Private Carousel Restaurant in the Clubhouse

Sponsorship \$1,000



Exposure within membership, photo in Winners Circle with winning jockey, company recognition for one race in the official Track Program Guide 30,000 printed. Includes 4 tickets

2012 Sponsorship Commitment

Company \_\_\_\_\_

Sponsorship Event \_\_\_\_\_

Sponsorship Level \_\_\_\_\_ \$ \_\_\_\_\_

Authorized by \_\_\_\_\_

Payment:  Invoice  Credit Card  Check enclosed

CC# \_\_\_\_\_

Expire \_\_\_\_\_ CVC Code \_\_\_\_\_

Please direct inquiries to:

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pam@crbra.com  
www.crbra.com



CRBRA Web Site

Banner Ads

Home page banner ad \$75/month  
Internal page static ad \$50/month  
To place your ad, go to  
www.crbra.com, log in as a member,  
on your dashboard go to manage ads,  
it will prompt you through the steps.