

JANUARY 2010 – DECEMBER 2010

SPONSORSHIP

&

MARKETING

OPPORTUNITIES

**Building Industry Association
Of North Central Ohio, Inc.**
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Brian Fraizer
President

Amy Essick
Executive Officer

Dear BIA Patrons:

Welcome to the 2010 BIA of North Central Ohio Annual Sponsorship & Marketing Opportunities – your guide to the advertising opportunities available with your Building Industry Association of North Central Ohio.

Participation, or what we call “Activating your Membership”, is the key to getting the most out of your membership in our Association. Our events and publications are strategically designed to increase your business opportunities by providing a platform to network with other Association members who are industry experts, peers and business associates. Sponsorship of these events begins to build brand awareness to other members as your product or service is exposed to a broad customer base. Members are drawn to brands that take the lead in anticipating what they need- before they even know they need it- and point the way forward. Stepping up to the plate with a sponsorship investment demonstrates dedication to the building industry of North Central Ohio. Moreover, you are helping promote the BIA and our mission to this membership as well as to the public.

We have taken strides with this packet to increase the ways that your investment will benefit your business. As we look forward to 2010, the Building Industry Association of North Central Ohio is launching an ambitious event calendar and some new marketing opportunities featuring new venue locations, new event themes and concepts and as always, unprecedented value to you-the member. We hope that you will continue to invest your marketing dollars into getting the most out of your membership in the BIA.

Please feel free to contact us with any questions, comments or to propose a unique sponsorship concept.

Just as a Reminder:

- Sponsorships or advertisements must be paid in full or as invoiced before the BIA will begin promoting the sponsor/advertiser.
- The BIA reserves the right for final placement of all sponsorship/advertising within the event or publication.
- The events, dates and sponsorship levels are subject to change with notice.

Sponsorship & Marketing Opportunities

January 2010 – December 2010

Inside this issue:

General Membership Meetings..... Page 4

Web Site..... Page 5

James D. Burkhart Golf Outing..... Pages 6 & 7

Christmas Party..... Page 8

Home Show..... Page 9

Greektown Bus Trip..... Page 9

Reverse Raffle/Monte Carlo..... Page 10

Reservation Form..... Page 11

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General Membership Meetings

Dates: Thursday, January 21, 2010 - Buck's Bar & Grill
Thursday, February 18, 2010 - Buck's Bar & Grill
Thursday, March 18, 2010 - Buck's Bar & Grill
Thursday, May, 20, 2010 - Buck's Bar & Grill
Thursday, September 16, 2010 – Buck's Bar & Grill
Thursday, October 21, 2010 - Buck's Bar & Grill
Thursday, November 18, 2010 – Buck's Bar & Grill (Auction)

Time: 6:30 p.m.

The BIA hosts several general membership meetings throughout the year offering members a venue to informally meet fellow members, welcome new members and network. These unstructured meetings are wonderful opportunities to present your product or service to our membership.



Membership Meeting Sponsor

Investment of \$250

Includes four (4) admission tickets to the event, logo on the pre-event registration forms, signs posted throughout venue with your name or logo welcoming attendees, a mention from the MC, and a table for a table top display and the ability to distribute company literature or items to the attendees.



Table Top Display

Investment of \$100

Includes two (2) admission tickets to the event, logo on the pre-event registration forms, signs posted throughout venue with your name or logo welcoming attendees, a table for a table top display.



Cocktail Hour Sponsor

Call the BIA Office for Details

Includes logo on the pre-event registration forms, signs posted throughout venue with your name or logo, and a special mention from the MC.



Hors d' Oeuvre Sponsor

Call the BIA Office for Details

Includes logo on the pre-event registration forms, signs posted throughout venue with your name or logo, and a special mention from the MC.

Web Site

With a marked increase in online event registration, access to the BIA Calendar of Events and added resources for our members, www.biancoho.com is becoming a vital resource for our members and local consumers. This is a smart and effective investment for BIA members.



12 Month Banner Ad

Investment of \$750

Company logo, or your personalized banner ad, hyperlinked to your site for twelve months.



6 Month Banner Ad

Investment of \$500

Company logo, or your personalized banner ad, hyperlinked to your site for six months.



1 Month Banner Ad

Investment of \$100

Company logo, or your personalized banner ad, hyperlinked to your site for one month.

James D. Burkhart Golf Outing

Date: Friday, June 25, 2010
Time: 9:00 a.m. Registration – 10:00 a.m. Shotgun Start – 3:00 Dinner
Location: Pebble Creek Golf Course – Lexington, Ohio

Attempt to tame the beast at the 16th Annual James D. Burkhart Memorial Golf Outing. A scramble format will be played with cash prizes for longest drive, shortest drive, longest putt, closest to the pin, and the team that places first, second and third in the tournament. Historically, golf functions draw outstanding sponsorship, marketing and networking opportunities. The day concludes with an outstanding dinner, which is open to non-golfers as well.



Hole in One Sponsor

Investment of \$500

Exclusive – Only One Available. Your name of all four (4) par 3 holes.



Meal Sponsor

Investment of \$200

Features your logo on signage at the post golf dinner.



Hole Sponsor

Investment of \$75

The traditional sponsorship features your name on signage at various holes throughout the course. You can sponsor one (1) hole, or as many as eighteen (18) holes.



Course Prize Sponsors

Investment of \$50

Sponsor receives recognition via company name on signage throughout the course. Only six (6) available.



Beverage Cart Sponsors

Investment of \$150

Sponsor receives signage on all beverage carts on the course and at the Clubhouse. Sponsor also gets choice of who will drive their cart for the day.



BIA Annual Christmas Party

Date: Friday, December 3, 2010
Time: 6:00 p.m. – Cocktails 7:00 p.m. – Dinner 8:30 – Introduction of Officers
Location: Ed Pickens Café on Main

The Annual BIA Christmas Party is the most prestigious event that the BIA presents each year. This event features an extravagant dinner. The Annual BIA Christmas Party is a spectacular opportunity to showcase your company's services during the BIA's most upscale event.



Cocktail Reception Sponsor

Call for Details

Premier seating arrangements, exclusive signage at the bar, company's name printed on the pre-event invitations, and mention from the evening's MC.



Centerpiece Sponsorship

Call for Details

The Banquet Committee selects a centerpiece which ties into the event theme which is then placed on each table featuring the sponsor name. Pricing is based on quantity of items purchased and selection of item.



Gold Sponsor

Call for Details

Includes premier seating arrangements, exclusive signage at the bar, company's name printed on the pre-event invitations, and mention from the evening's MC.



Hors d' oeuvre Sponsorship

Call for Details

Includes premier seating arrangements, logo on the pre-event registration forms, signs posted throughout venue with your name or logo and mention from the evening's MC.

Mid-Ohio Home Show

Date: Friday, March 12, 2010 – Sunday, March 14, 2010
Location: Richland County Fairgrounds



The BIA and the Mansfield Noon Optimist Club hosts the Annual Mid-Ohio Home Show in March every year at the Richland County Fairgrounds. Consider participating by purchasing booth space. This provides an excellent opportunity to brand your company's product or services via an exhibit.

Please contact the BIA office (419) 774-7996 if you are interested in being a sponsor of the "Show".

Greektown Bus Trip

Every October the BIA hosts a bus trip to Greektown. Consider sponsoring a boxed luncheon for all participants, or a beverage cooler.



Boxed Lunch Sponsor

Investment of \$300

Includes one (1) bus ticket to the event, logo on the pre-event registration forms, signs posted throughout bus with your name or logo welcoming attendees.



Beverage Cooler Sponsor

Investment of \$300

Includes one (1) bus ticket to the event, logo on the pre-event registration forms, signs posted throughout bus with your name or logo welcoming attendees.

4th Annual Reverse Raffle/Monte Carlo Night

Date: Friday, April 16, 2010
Time: 6:00 p.m. Social Hour & Hors d' oeuvres - 7:00 p.m. Let the Games Begin
Location: Buck's Bar & Grill – Apex Room

Will you be the last one standing, at the 4th Annual Reverse Raffle/Monte Carlo Night.



Monte Carlo Sponsorship

Call the BIA Office for Details

Exclusive – Only One Available. Signs posted throughout the venue with your name and/or company logo, plus a special mention from your MC.



Hors d' oeuvre Sponsorship

Call the BIA Office for Details

Includes logo on the pre-event registration forms, signs posted throughout venue with your name or logo, and a special mention from the MC.



Cocktail Hour Sponsor

Call the BIA Office for Details

Includes logo on the pre-event registration forms, signs posted throughout venue with your name and/or logo, and a special mention from the MC.

ANNUAL SPONSORSHIP RESERVATION FORM

BIA Event

Level of Sponsorship Desired

Amount

| |
|-------------------------------|
| General Membership Meetings |
| Website |
| James D. Burkhart Golf Outing |
| Christmas Party |
| Home Show |
| Greektown Bus Trip |

Billing Options:

One Time:

Monthly:

Quarterly:

Thank you for your interest in sponsoring one of the BIA's events and publications. Please complete this form in its entirety and return it via fax (419) 774-7966 or mail it to the BIA of North Central Ohio, 1183 Lexington Avenue, Mansfield, Ohio 44907.