



Marketing and Sponsorship Connections

A message from the New Mexico Home Builders Association President




I am excited to introduce the New Mexico Home Builders Association's (NMHBA) Marketing and Sponsorship Connections, a variety of options to market your company and sponsor member events. As a leading professional in your field, you understand the importance of aligning your brand with key initiatives. The NMHBA Marketing and Sponsorship Connections presents a unique opportunity to achieve that alignment through the NMHBA's marketing and sponsorship efforts that elevate your presence to the members that we serve. Our mission is to continue improving conditions in the construction industry while providing the citizens of New Mexico with safe, quality housing.

We do this by:

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- Serving our members as a proactive influence in the legislative and regulatory process,
 - Providing industry information, services, and education to our membership and the public,
 - Furthering the ethical and professional standards of our members,
 - Maintaining the positive image of our industry and association,
 - Promoting home ownership, and
 - Supporting the growth and effectiveness of the local associations.

With new leadership comes new opportunities for the NMHBA, including our Board of Directors and Chief Executive Officer, Denise Montoya. We provide a communication strategy to deliver timely and relevant updates impacting the construction industry for our members.



Our tailored marketing and sponsorship opportunities are designed to help you effectively market your services and products to NMHBA members and industry experts across New Mexico. Whether your target audience includes custom home builders, production home builders, remodelers, or other industry professionals, Marketing and Sponsorship Connections offers diverse options to engage with our members. Consider how these opportunities can add value to your company, build meaningful relationships, and enhance your company's visibility among industry peers and leaders in New Mexico.

If you have any questions regarding an opportunity published in the Marketing and Sponsorship Connections, please contact the NMHBA team at (505) 344.7072 or email info@nmhba.org.

Chris Hakes, President
New Mexico Home Builders Association
Hakes Brothers

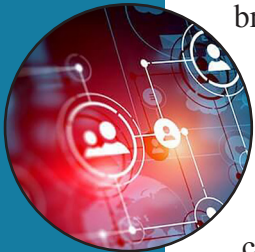
Marketing and Sponsorship Connections

A message from the New Mexico Home Builders Association CEO



I am pleased to share with you an array of marketing and sponsorship opportunities that can display your products and services to our New Mexico Home Builders Association members to elevate your presence with the members that we serve. These opportunities are designed to maximize your company's impact across the state and strengthen your presence within the building and construction industry.

Investing in marketing opportunities and sponsorships support the NMHBA initiatives. Your action to participate with the NMHBA is not just a smart business decision—it is an investment in your brand's visibility and relevance statewide. Our goal is to help you gain a competitive edge and achieve your business objectives.



By partnering with us, you can amplify your impact, expand your network, and elevate your brand recognition throughout New Mexico. The Marketing and Sponsorship Connections offers more than just opportunities; it is a strategic investment in your growth, collaboration, community engagement, and overall success.

Stand out among your industry peers and make a meaningful difference in the building and construction industry by marketing your company and sponsoring events with the NMHBA. Together, we can drive your business forward and foster a thriving housing community.



If you have any questions regarding an opportunity published in the Marketing and Sponsorship Connections guide, please contact the NMHBA team at (505) 344.7072 or email me directly at Denise@nmhba.org.

Denise Montoya, PhD
Chief Executive Officer/Executive Vice President
New Mexico Home Builders Association

NMHBA NM Builders Direct Marketing Opportunities

The NM Builders Direct is the official communications of the New Mexico Home Builders Association. The former publication was the Housing Journal that has been published for more than 50 years. NM Builders Direct is the magazine sent to over 1700 members and industry experts statewide. The target market includes both builders and associates, with a full range of specialty trades.

The NM Builders Direct contains up to 16 pages of valuable content related to the building and construction industry statewide. You will see that advertising in NM Builders Direct is an incredible value for reaching such a select, targeted, and responsive market. The deadline to publish is the 20th of the previous month.

Options to market your company are as follows:

¼ Quarter Page Ad	\$500
½ Half Page Ad	\$1,000
Full Page Ad	\$1,500
Stuffer (copies provided by the vendor)	\$1,000
<i>*All packages above do not include gross receipts tax</i>	

Special Discount for Annual Contract Advertisements

If you sign an annual contract (6 issues) and pay the full amount within 15 days, you will receive the following discount:

¼ Quarter Page Ad	\$400 per issue (\$2,400)
½ Half Page Ad	\$800 per issue (\$4,800)
Full Page Ad	\$1,300 per issue (\$7,800)
<i>*All packages above do not include gross receipts tax</i>	



The Enchantment Marketing Opportunity \$20,000

- Logo and link placed on the NMHBA website for 12 months.
- Logo and link placed on the NM Builders Direct magazine for all six issues in a 12-month period.
- One short article (200 words or less) in one of the NM Builders Direct publications that will be distributed in both digital and mailed hard copy formats to NMHBA members and industry experts.
- Logo and link displayed on all NM Builders Flash eblasts sent out by the NMHBA with current relevant news information that impact home builders throughout the state via e-mail blast communications.
- Logo on materials presented to the NMHBA Board of Directors, Government Affairs Committee, Building Issues Committee (7 scheduled meetings in a 12-month period).
- Logos and photos will be placed on the NMHBA social media platforms.



NMHBA Installation of Officers and Award Ceremony and Member Appreciation Celebration Chili Roast Sponsorship Opportunity Friday, November 15, 2024 \$5,000 Package

- Two participant tickets to the Annual Meeting includes attending the Installation Ceremony of the Board of Directors.
- Includes appetizers for two participants.
- Opportunity to network with industry leaders and statewide peers, industry experts, and guests.
- 3-minute promotional video prepared by the sponsor; video will be sent out in the digital marketing materials.
- Logos and links to your website on the marketing materials posted for this event on the NMHBA website and NM Builders Direct and NM Builders Flash.
- A table will be provided for the sponsor to display marketing materials.
- Your opportunity to provide swag to event participants.
- Logos and photos will be placed on the NMHBA social media platforms.

NMHBA Legislative Day Sponsorship Opportunity February 18, 2025

\$5,000 Package (only 4 slots available)



- Two participant tickets to the 2025 New Mexico Home Builders Legislative Day with up to 40 NMHBA members.
- Breakfast and lunch provided.
- “Hot off the Press” 2025 Governor’s Agenda for Housing.
- Opportunity to meet with the Governor, Lieutenant Governor, and your local elected officials, pending scheduling availability.
- Opportunity to advocate for the building and construction industry in New Mexico.
- Opportunity to network with industry leaders and peers.
- 3-minute promotional video prepared by the sponsor; video will be sent out in the digital marketing materials.
- Logos on the marketing materials posted on the website and NM Builders Direct and the NM Builders Flash eblast for the New Mexico Home Builders Association Legislative Day.
- Logos on the handout issued to the Governor, Lieutenant Governor, and Legislators.
- Logos, photos, and video taken on this day as part of the marketing video that will be placed on YouTube to share with your customers.
- New Mexico Home Builders Association swag.
- The company can provide swag for the participants.
- Logos and photos will be placed on the NMHBA social media platforms.

NMHBA Board of Directors and Committee Meetings Biscochito Sponsorship Opportunity \$3,000 Package



The Board of Directors and the Committees meet 7 times a year for a full day of meetings. You may select one month of the 7 months that you would like to participate as the sponsor of the lunch.

- 3-minute promotional video prepared by the sponsor; video will be sent out in the digital marketing materials.
- Logo and company’s website link on the Board of Directors and Committee meeting agendas.
- Lunch will be provided for up to two people with an opportunity to socialize with the Board of Directors and attendees.
- The company may provide literature and swag for the Board of Directors and committee at the meeting it hosts.
- Logos and photos will be placed on the NMHBA social media platforms.



Sponsorship Registration Form

(Please complete and email to info@nmhba.org)

Please review the New Mexico Home Builders Association Marketing and Sponsorship Connections for the options available to your company.

Choose Marketing/Sponsorship Level:

- NM Builders Direct Package (identify which one): _____ \$ _____
- Enchantment Marketing Opportunity \$20,000
- NMHBA Annual Meeting Chili Roast Sponsorship Opportunity \$5,000
- NMHBA Legislative Day \$5,000
- Biscochito Sponsorship Opportunity \$3,000

Total Due: \$ _____

I confirm that I have reviewed the marketing/sponsorship selections and affirm that I selected the appropriate option for my company. By signing, I also confirm that I have the authority to make this financial commitment to the NMHBA on behalf of my company _____.
Furthermore, I understand and agree to pay this amount within 15 days of submitting this form. Please make check payable to: New Mexico Home Builders Association.

Authorization Signature: _____ Date: _____

Payment Information

Name: _____ Title: _____

Company Name: _____ Website: _____

Phone: _____ Email: _____

Address: _____ City: _____

State: _____ Zip Code: _____

- Pay by electronic funds transfer (EFT) or automated clearing house (ACH).
Contact information is provided below.
- Pay by check made payable to New Mexico Home Builders Association
within 15 days of signing.

Questions? Please call the New Mexico Home Builders Association at 505.344.7072 or info@nmhba.org.

Thank you for your business!