



A H B A

MARKETING TOOLKIT

Boost your brand in 2024

TABLE OF CONTENTS

Introduction

MESSAGE FROM AHBA	3
MARKETING POLICY	4

Partnerships

ANNUAL PARTNERSHIPS	5
TARGETED EVENTS	6

Print & Digital

BUILDING ALASKA MAGAZINE	7-8
MEMBERSHIP DIRECTORY	9
DIGITAL / SOCIAL	10-11

Calendar

SIGNATURE EVENTS	12-13
------------------------	-------

Signature Events

ANCHORAGE HOME SHOW	14-18
SPRING CONSTRUCTION SHOWCASE	19-22
GOLF TOURNAMENT	23-25
GREAT ALASKA CLAY SHOOT	26
PARADE OF HOMES	27-31
FALL GOLF CLASSIC.....	32
GOLD HAMMER AWARDS	33
ECONOMIC SUMMIT	34
POKER FUNDRAISER	35
MERRY FESTIVUS (Board Installation / Member Awards)	36

ELEVATE YOUR BRAND

Sponsorships are key to maximizing your AHBA membership

TAKE YOUR MARKETING EFFORTS TO THE NEXT LEVEL

AHBA is thrilled to announce the 2024 Marketing Toolkit; it will reinvent the way we promote and elevate your brand to the residential construction industry, and our community. With a deep understanding of the evolving market trends and consumer demands, our toolkit offers unparalleled opportunities that are tailor-made to showcase and promote your company effectively.

We are dedicated to empowering your business and propelling your brand toward unprecedented success. By leveraging the extensive knowledge and experience of our expert marketing team, we aim to help you reach new heights within the competitive industry.

AHBA is represented by 200 member companies and over 7,500 industry professionals. We received more than 24,000 visitors to the AHBA.net website in 2023, this is a 125% increase over last year. With more than 7,000 followers on Facebook and Instagram our social media reached more than 655,000 people in 2023.

AHBA continues to serve you through networking events, advocacy efforts and community engagement events, such as the Anchorage Home Show and the Parade of Homes. Taking advantage of one of the toolkit's sponsorships is an investment in your business and AHBA. Thank you for your membership, support and dedication to strengthening our industry and the Anchorage community.

We look forward to working with you in 2024!

Andre Spinelli

Andre Spinelli, Spinell Homes
2024 Board President

Nikki Giordano

Nikki Giordano, AHBA
Chief Executive Officer

Thank you to our 2024 Platinum Partners



MARKETING POLICY

First Right of Refusal & Industry Exclusivity

AHBA Sponsorships and Advertisers Subject to the Right of First Refusal

Right of First Refusal sponsors and advertisers have a right of first refusal with respect to future sales. For purposes of this all companies/advertisers in good-standing as AHBA Members shall be entitled to return at their sponsorship/advertising level previously secured and paid in full. Companies and advertisers must submit their intent to return at the previous level by Wednesday, January 24, 2024 to avoid those sponsorships and placements returning to the free market.

Industry Exclusivity For Top Level Sponsorships

All top level sponsorships (presenting and Building Alaska cover) will be offered industry exclusivity. Any potential conflicts will be reviewed by the AHBA Executive Board and any previously committed sponsors that would be impacted. Additionally, in order to avoid conflicts with Parade of Homes and Spring Construction Showcase entrants, builders are ineligible for presenting level sponsorships of these two events.

Interested cover sponsors must submit their interest by February 1, 2024, to be selected at random by the Executive Committee. No sponsor can be selected more than once in a given two-year window, unless there is no other interest.

ANNUAL PARTNERSHIP

Maximize your investment

The Industry Investor Partner Program will provide members the opportunity to receive exclusive year-long recognition for their support and investment in AHBA and its programs and events. Becoming an Industry Investor is an important step for members who believe that the ongoing viability of AHBA is vital to their business and the success of Alaska as a whole.

PLATINUM PARTNER \$3,500 (Limit 8)

- Verbal and signage recognition at all signature events (sponsor is in charge of providing signage)
- Logo displayed on the AHBA homepage and linked to company website
- Logo recognition in the AHBA News e-newsletter (10 issues)
- Recognition on the AHBA interior entrance window
- Minimum of 15 mentions / tags on AHBA social media platforms
- Company logo printed on the marketing toolkit and all new member packets
- Submit a blog post on the AHBA website and shared on Facebook
- Exhibit space for flyers, brochures, rack cards or business cards at the AHBA office
- Enhanced company listing in the online and printed Membership Directory
- Window logo decal displayed at the AHBA office
- Speaking opportunity at one AHBA signature event (first come basis)
- Ad or video on jumbotron at the Anchorage Home Show
- Leaderboard banner ad on one AHBA event page

DIAMOND PARTNER \$2,500 (Limit 8)

- Logo displayed on the AHBA homepage and linked to company website
- Logo recognition in the AHBA News e-newsletter (10 issues)
- Recognition on the AHBA interior entrance window
- Minimum of seven mentions / tags on AHBA social media platforms
- Company logo printed on the marketing toolkit and all new member packets
- Submit a blog post on the AHBA website and shared on Facebook
- Enhanced company listing in the online and printed Membership Directory
- Window logo decal displayed at the AHBA office
- Ad or video on jumbotron at the Anchorage Home Show

GOLD PARTNER \$1,500 (Limit 8)

- Logo displayed on the AHBA homepage and linked to company website
- Logo recognition in the AHBA News e-newsletter (10 issues)
- Minimum of four mentions / tags on AHBA social media platforms
- Company logo printed on the marketing toolkit and all new member packets
- Opportunity to submit a blog post on the AHBA website and shared on Facebook
- Ad or video on jumbotron at the Anchorage Home Show

TARGETED EVENTS

Sponsor a member networking event



MEMBER CONNECTION

\$300 (Limit 3)

This co-brand networking event provides an opportunity to get your business in front of new faces and raise your profile with the AHBA community. Use this as an opportunity to launch a new product or location, introduce yourself and business to the membership or gather members for a social. AHBA will market the event, manage registration, and facilitate check-in day of event, leaving you and your team to mingle with your guests and enjoy the event. Sponsor will provide location and food.

*Site location subject to approval by AHBA staff.



LUNCH & LEARN

\$250 (Limit 3)

Showcase your business and educate members through an exclusive lunch and learn event in the AHBA classroom. AHBA will promote your education session to the membership and provide event space. Sponsor will provide lunch.



CONTINUING EDUCATION

\$250 (Limit 2)

Professional education is a cornerstone of AHBA's member engagement year-round. This sponsorship opportunity is exclusive to one sponsor per education session. The sponsorship includes:

- 2-3 minute speaking opportunity
- Promotional table
- Meet and greet opportunity with attendees at check-in



KICKOFF PARTY

\$500 (Limit 2)

New to the AHBA in 2023 and very well attended! Open your house or showroom to the membership for a kick off to the Spring Showcase of Homes and Parade of Homes. Great opportunity to network with builders and fellow members. AHBA will promote the event, manage registration and facilitate check-in day. Sponsor will provide location and food.

BUILDING ALASKA

Be a part of AHBA's Award-Winning Magazine

Building Alaska is proud to be an award-winning publication by NAHB in 2023. This magazine serves as a valuable resource for homeowners, homebuyers and industry professionals alike. AHBA is committed to providing the latest news and insights on homeownership, the housing market, buying and selling properties, and the industry as a whole. With a distribution of 11,500+ copies, Building Alaska is widely distributed, appearing in the Anchorage Daily News, our home tour events, the Anchorage Home Show and member locations. Every page features valuable information that speaks directly to anyone navigating the Anchorage housing market.

SPRING ISSUE DEADLINES

- Cover Sponsor Due: February 1, 2024
- Gatefold Art Due: March 1, 2024
- Sponsored Articles Due: February 20, 2024
- Ad Reservation Due: March 8, 2024
- Camera Ready Art Due: March 12, 2024
- Available for pick up: April 1, 2024
- Insertion in ADN: April 12, 2024

FALL ISSUE DEADLINES

- Cover Sponsor Due: June 15, 2024
- Gatefold Art Due: July 29, 2024
- Sponsored Articles Due: July 10, 2024
- Ad Reservation Due: August 2, 2024
- Camera Ready Art Due: August 6, 2024
- Available for pick up: August 26, 2024
- Insertion in ADN: September 6, 2024

Sponsorships

GATEFOLD SPONSORSHIP (LIMIT ONE) \$7,500

- Fully-branded eight-page spread at center of Building Alaska magazine, including four-page fold out

COVER SPONSORSHIP (LIMIT ONE) \$6,000

- Image of your choice (must be approved by AHBA) will be displayed on front cover of sponsored issue of Building Alaska magazine
- Two full-pages dedicated to your company in sponsored issue of the Building Alaska magazine (article and/or ad)
- Article or other provided material shared on AHBANews and social media platforms
- Cover image will be on all advertising materials for sponsored issue
- Minimum 10 mentions/tags on the AHBA social media platforms

ARTICLE SPONSORSHIP \$1,750

- Full-page article in the Building Alaska magazine
- Half-page ad in the Building Alaska magazine
- Article or other provided material shared on AHBANews and social media platforms

Interested Cover sponsors must submit their interest by February 1, 2024, to be selected at random by the Executive Committee. No sponsor can be selected more than once in a given two-year window, unless there is no other interest.

Building Alaska continued...

BUILDING

ALASKA

Advertise in AHBA's Award-Winning Magazine

Ads

2024 ADVERTISING RATES*

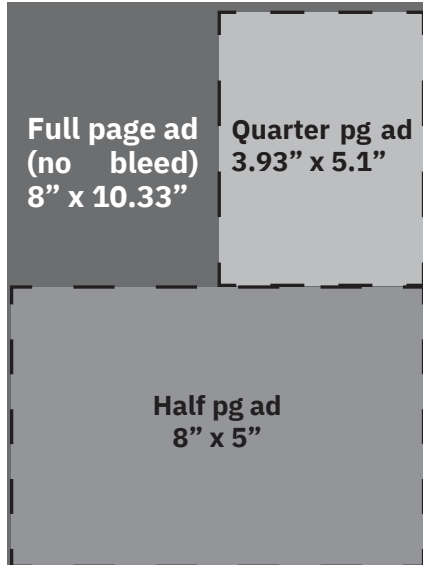
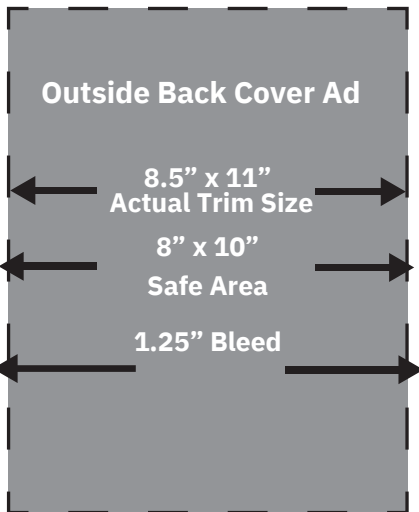
Full-Page	\$1,500	Back Cover	\$2,500
Half-Page	\$950	Inside Front Cover	\$1,850
Quarter-Page	\$750	Inside Back Cover	\$1,850
		Two-Page Spread	\$2,500

*Rates listed are for camera ready ads. Design services are available for a minimum fee of \$200; be prepared to provide all images, logos and text that should appear in the ad.

**Premium placements include inside front cover, page 3 and inside back cover

Camera Ready Ad Specs

Full page: 8" x 10.33" | Half Page: 8" x 5" | Quarter Page: 3.93" x 5.1"



10% off when you reserve Spring & Fall issues

Ad must be reserved with full payment by February 29, 2024

MEMBERSHIP DIRECTORY

Advertise your company to members and the public

The Membership Directory is an indispensable tool for all industry professionals. Don't miss out on an entire year's advertising and the opportunity to stand out from your competitors by advertising or enhancing your company's listing! To advertise in the membership directory contact E&M Consulting at 800-572-0011 x129 or nathan.w@eandmsales.com.

PRINT ADVERTISING RATES FOR SPIRAL 5.5" X 8.5" PUBLICATION

PREMIUM AD PLACEMENT

Back cover (color)	\$1,599
Inside front cover (color)	\$1,499
Full page tab (color)	\$1,299
Half page tab (color)	\$1,099
Facing Inside Front Cover (color)	\$999
Facing Inside Back Cover (color)	\$999

DISPLAY ADS

Full page (black and white)	\$899
Half page (black and white)	\$699
Quarter page (black and white)	\$499

ADDITIONAL FEATURES

ENHANCED LISTING*

Boxed listing	\$179
Boxed listing with logo	\$279
Boxed listing with logo and 50-word bio	\$379

*To place an enhanced listing, you must be an active member with the association at the time the publication prints.

DIRECT MAIL INSERT

Postcard	\$1,699
----------------	---------

Questions? Contact Brian Baumann at 800.572.0011 or brian.b@eandmsales.com
Reserve ad space: www.reserveyourad.com/anhba/

DIGITAL ADVERTISING

Maximize your marketing efforts through AHBA

Promote an upcoming event or program, share the successes of your business or team, celebrate an anniversary, tell the AHBA membership more about your business or build brand awareness through our website, social media platforms or AHBANews e-newsletter.

ADVERTISE ON AHBA.NET

Get your message in front of industry and consumers by advertising on our website. It continues to be the leading source for the Anchorage homebuilding industry with site traffic exceeding 24,000 visits per year and growing annually.

Homepage listing with logo and link to your company website:

- Quarterly: \$750
- Annual: \$1,000

Submit article for the AHBA Blog and shared on social platforms:

- One article: \$150
- Quarterly articles: \$500
- 12 articles: \$1,500

Sponsor an event page with logo banner display:

- Quarterly basis: \$500
- Annual basis: \$1,200

AHBANews WEEKLY E-NEWSLETTER

MEMBER EXCLUSIVE OPPORTUNITY: Promote your company, services, upcoming events, etc. to over 1,500+ industry professionals- in the Member to Member section of the e-newsletter weekly update: AHBANews.

Submit a flyer, link, etc. in the Member to Member section of AHBANews e-newsletter:

- One time: \$25
- One Month (4x): \$75

Sponsor the weekly AHBANews e-newsletter (logo prominently placed):

- 6-months (24 weeks): \$600
- Annual (48 weeks): \$1,000

*Prices listed above is the total amount due for the time period displayed.

SOCIAL MEDIA PLATFORMS

Utilize our social media platforms to amplify your message to a larger and targeted audience. Social media reach of 655,000+, Facebook Audience: 6,600+ followers, average weekly reach of 15,500+; Instagram Audience: 810+ followers, average weekly reach of 1,200+. Each sponsored post will be boosted for \$50 (shares excluded), with specific targeting based on content/objectives. AHBA will share your posts or content, while tagging your business page.

- One time post: \$100
- Campaign (4 posts): \$500
- Share post: \$50

Digital continued...

DIGITAL ADVERTISING

Maximize your marketing through AHBA's social platforms

FULL DIGITAL PROMOTION PACKAGE \$500

Submit an article for the AHBA.net blog
Boosted post on AHBA Facebook and Instagram sharing the article with your company tagged
Article will be shared in the AHBA News e-Newsletter

DIGITAL ADVERTISING \$2,500

Underwrite digital display ads and remarketing ads, driving traffic to AHBA.net featuring your logo

SAMPLE AD BELOW: These digital ads will flip through all sides



**Find Professionals
YOU CAN TRUST**

**Find everything you
need for your home in-
cluding**

**LICENSED, BONDED
AND INSURED
EXPERTS!**

www.ahba.net

**Find the pros
YOU NEED!**

**YOUR LOGO
HERE**

www.ahba.net

*Ads will run on the Google Ads Network, in order to utilize and maximize our funds a portion of this budget will be used for search ads, these will be text ads that will not feature your company logo or name.

CALENDAR OF EVENTS

AHBA's signature events



APRIL 13-14: Spring Construction Showcase

The Spring Construction Showcase is an annual event where builders showcase their new construction finished and unfinished homes, and subdivisions. It's an opportunity for homebuyers to see the latest trends and innovations in residential construction, and reflects the high-caliber talent of local builders, interior designers, craftsmen and landscape architects.

TARGET AUDIENCE: Public



APRIL 20-21: Anchorage Home Show

The Anchorage Home Show is AHBA's biggest event. It's a one-stop shop for all things housing. It's a great opportunity to promote industry businesses, products, services and more to over 3,000 Alaskans- targeting homebuyers, homeowners and industry professionals alike. From homebuilders to remodelers to financial institutions to suppliers to utility companies to sub-contractors, there's a place for everyone!

TARGET AUDIENCE: Public



JUNE 27: Golf Tournament

The Golf Tournament is a member favorite! Join fellow peers for 18 holes of fun. Teams of four and individual spots are available. Each hole has a sponsor ready to connect with golfers and hand out promo items. Teams and sponsorships sell out so reserve today!

TARGET AUDIENCE: AHBA Members



AUGUST 2: Great Alaska Clay Shoot

Grab your shotgun, dust off your shooting skills, and join us for a day of excitement, camaraderie, prizes and much more at the inaugural Great Alaska Clay Shoot. This event is sure to be a fun day of shooting and valuable networking opportunities. Whether you are a seasoned clay shooter or a beginner looking to try your hand at this exhilarating sport, this event is open to participants of all skill levels.

TARGET AUDIENCE: AHBA Members



SEPTEMBER 6-8: Parade of Homes

The Parade of Homes is the premiere new construction home tour in the Municipality of Anchorage. This honored event showcases the latest trends and innovations in residential construction, and reflects the high-caliber talent of local builders, interior designers, craftsmen and landscape architects. The Parade offers such an impressive range of indoor and outdoor styles, features and amenities that appeal to the needs and dreams of current and future homeowners - from entry level to luxury custom homes.

TARGET AUDIENCE: Public

Calendar continued...

CALENDAR OF EVENTS

AHBA's signature events



DATE TBD: Fall Golf Classic

We heard you! AHBA added a fall golf tournament... with a twist! Stay tuned for more details.

TARGET AUDIENCE: AHBA Members



SEPTEMBER 20: Gold Hammer Awards Gala

One of the most important parts of the Parade of Homes is recognizing the builders and their team for their hard work, dedication and passion. Each home is judged by industry professionals across Alaska. The gala offers a formal yet intimate setting to honor the recipients of the prestigious Gold Hammer Awards and the coveted People's Picks Awards. This is a night to celebrate with your fellow peers!

TARGET AUDIENCE: AHBA Members



OCTOBER 30: Economic Summit

The summit brings together our national housing economist and industry experts who delve into the pressing issues currently affecting both Alaska and the national economy. With the collaboration of top minds in the field, the summit promises to provide a comprehensive understanding of the economic climate, trends, challenges, and opportunities that lie ahead.

TARGET AUDIENCE: AHBA Members + community partners



NOVEMBER 10: Poker Fundraiser

Are you ready to put your Texas hold 'em skills to the test? Look no further than the annual Full House Fiesta (AKA) poker tournament. Whether you're a seasoned poker pro or a novice looking to learn the ropes, this is the perfect platform for you. Gather your poker face and join us for friendly competition in a bid for the coveted title!

TARGET AUDIENCE: AHBA Members



Date TBD: Merry Festivas

'Tis the season to mingle and jingle! This annual event is eagerly anticipated as it marks the installation of the incoming Board of Directors and the celebration of the Annual Membership Awards. As the year comes to a close, it is a wonderful opportunity to join together in celebrating and reflecting on the achievements of the year.

TARGET AUDIENCE: AHBA Members



anchorage

HOME SHOW

APRIL 20-21, 2024
ALASKA AIRLINES CENTER





April 20-21, 2024 at Alaska Airlines Center

Sponsorships

PRESENTING SPONSOR (LIMIT ONE) \$7,500

- Recognized as “Presenting Sponsor of the Anchorage Home Show”
- 10’x10’ indoor booth and 10’x10’ outdoor booth
- Company name mentioned in radio, print and digital advertising
- Article sponsorship in the Building Alaska magazine (includes full-page article, half-page ad, article shared on social media platforms and the AHBA Blog)
- Minimum 20 mentions / tags on AHBA social media platforms
- Event page listing with logo and link to company website
- Company will be prominently listed on the handout given to attendees
- Logo placement: inside Building Alaska magazine, AHBA website (homepage and Home Show page with link to company website), AHBA News
- 15 complimentary tickets to the show
- Three VIP parking passes
- Pop-up banner near and/or hang banner outside, entrance and East Gym
- Handout promo items at the entrance
- Jumbotron video and logo placement

GOLD SPONSOR \$5,000

- 10’x10’ indoor booth and half off outdoor 10’x10’ booth
- Company name mentioned in print and digital advertising
- Full-page ad or article in the Building Alaska magazine
- Minimum 15 mentions / tags on AHBA social media platforms
- Company will have prominent listing on the handout given to attendees
- Logo placement: inside Building Alaska magazine, AHBA website, AHBA News
- 10 complimentary entry tickets to the show
- Two VIP parking passes
- Up to three pop-up banners located near East Gym entrance
- Jumbotron video and logo placement

Home Show continued...



SILVER SPONSOR \$3,500

- 10'x10' outdoor booth and half-off 10'x10' indoor booth (excludes end caps)
- Company name mentioned in print advertising
- Full-page ad in the Building Alaska magazine
- Minimum 12 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- 20 complimentary entry tickets to the show
- Two VIP parking passes
- Jumbotron video placement

TOOLKIT SPONSOR \$3,500

- Your company sponsors 100 pink toolkits given to the first 100 women each day
- Logo placement on 200 toolkits
- Half-page add in the Building Alaska magazine
- Opportunity to put a flyer inside the toolkit
- Opportunity to handout toolkits
- Minimum 10 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews

PARKING LOT SPONSOR (LIMIT ONE PER DAY) \$1,500

- Free parking sponsored by your company (main & VIP lot)
- Minimum five mentions / tags on AHBA social media platforms
- Company signage at the entrance of each lot
- Opportunity to place a flyer on parked vehicles in lots
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews

COFFEE SLEEVE SPONSOR (LIMIT ONE) \$2,500

- Logo placement on over 1,000 coffee sleeves and passed out to local coffee shops of your choice
- \$2 off coupon sponsored by your company displayed on coffee sleeve
- Minimum two mentions / tags on the AHBA social media platforms

ENTRANCE SPONSOR (LIMIT ONE) \$2,500

- Setup booth near entrance
- Entrance Ad Access (place flyers at box office & information booth)
- Handout flyers / promo items to all attendees
- Set up an information table (cocktail size) near entrance

BADGE LANYARDS \$2,000 OR PROVIDE LANYARDS

- Your company logo displayed on lanyards that are handed out to all vendors with their badges
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews

Home Show continued...



VENDOR KICKOFF PARTY \$1,000 OR HOST EVENT

- Opportunity to host vendors at your location to kickoff Home Show week where vendors come together to network, ask questions and pickup vendor packets
- If you choose to sponsor monetarily, AHBA will provide food and drinks; or if you choose to host the event you're responsible for securing the venue, food and drinks
- Minimum two mentions / tags on the AHBA social media platforms

POP-UP SPONSOR \$500

- Sponsor may set a pop-up display in an approved area

PLATINUM VENDOR SPONSOR \$250

- Company name bolded on web vendor list with link to your website and bolded on the handout given to all attendees at the show

Home Show continued...



2024 Booth Prices

April 20-21, 2024 at Alaska Airlines Center



BOOTH SIZE	MEMBER RATE	NON-MEMBER RATE
CONCOURSE		
5' deep x 16' wide	 \$800	\$1,400
5' deep x 23' wide	 \$900	\$1,500
18" deep x 6' wide	 \$700	\$1,300
CONCOURSE BACK CORNERS		
8' deep x 10' wide	 \$1,300	\$1,900
CONCOURSE FRONT CORNERS		
5' deep x 16' wide	 \$1,700	\$2,300
8' deep x 10' wide	 \$1,700	\$2,300
EAST GYM		
10' deep x 10' wide	 Regular \$1,500	Regular \$2,100
	 End \$1,600	End \$2,200
Booths 42, 70-77	 \$1,900	\$2,500
PAVILION		
6' deep x 10' wide	 \$1,900	\$2,500
OUTSIDE SPACE		
10' deep x 10' wide	\$1,700	\$2,300
WEST GYM		
10' deep x 10' wide	 Regular \$1,500	Regular \$2,100
	 End \$1,600	End \$2,200
6' deep x 10' wide	 \$1,400	\$2,000
18" deep x 6' wide	 \$800	\$1,400





SPRING

CONSTRUCTION

showcase

APRIL 13 & 14, 2024

The annual Spring Construction Showcase is a fantastic opportunity to promote your business to our community, even if you're not a homebuilder. This event is co-promoted with the Anchorage Home Show, making it AHBA's largest and most anticipated event of the year. Participants have the unique opportunity to connect with potential customers who are looking to invest in their homes and explore new building or remodeling projects. Don't miss out on this valuable marketing opportunity!


ENTRY FEES

HALF-PAGE ENTRY FEES

FIRST ENTRY: \$1,200

ADDITIONAL HOME ENTRY: \$1,000

5
COLONY BUILDERS
NEW CONSTRUCTION



BUILDER
Colony Builders
C.COLONYBUILDERSAK.COM

SUBCONTRACTORS
Partusch Plumbing | Northern Sheet Metal Builders
Millwork Supply


13311 DEPALATIS CIRCLE, ANCHORAGE
PALATERRA \$994,900

2,701 SQ. FT.
4 BEDROOM
3 BATH
3 GARAGE

Colony's modern farmhouse, the Willamette plan, is located on a one-acre, cul-de-sac homestead. The wide open main level features a vaulted great room, designer kitchen with professional grade appliances, stunning primary suite and upgraded finishes. This gorgeous home is close to world-class recreational areas.

DIRECTIONS: New Seward Hwy to DeArmour Rd Exit, East on DeArmour Rd, right on Depalatis Cir

LICENSEE



RE/MAX
DYNAMIC PROPERTIES
TAMRA TAYLOR
(907) 244-3504
tamrataylor124@gmail.com

LATE ENTRY FEE: \$300 PER ENTRY

Any information submitted after March 7

FULL-PAGE ENTRY FEES

HOME ENTRY: \$1,500

ADDITIONAL HOME ENTRY: \$1,300

Includes additional photos and builder description

2
SPINELL HOMES
SUBDIVISION



BUILDER
Spinell Homes

LICENSEE



KWALASKA GROUP
KEVIN SIGAFOS
(907) 244-3232
Kevin@tophomesalaska.com

2,800-4,500 SQ. FT. **3-5 BEDROOM** **3-5 BATH** **3-4 GARAGE**

AVALANCHE CIRCLE, ANCHORAGE **SPRUCE TERRACES** **LOTS: \$200,000+ HOMES: \$1,250,000+**

Introducing Anchorage's newest hillside neighborhood, Spruce Terraces. These homes feature amazing views, old growth hemlock forested homesteads, a community water system with fire hydrants and paved streets. All homesteads are 1.25 acres or larger. With spectacular views and room to spread out, enjoy life in the mountains while remaining just a quick commute to town.

DIRECTIONS: Head South on Old Seward Hwy toward Rabbit Creek, continue onto Rabbit Creek Rd, right on Golden View Dr, left on E 162 Ave, continue onto Wind Song Dr, right on Sandpiper Dr, left on Fair View Pt.

BUILDER WEBSITE: spinellhomes.com

At Spinell Homes, family is the heart of our business. We've been family owned and operated for more than 35 years. As Alaska's largest homebuilder, we've built more than 3,200 homes across Southcentral. We've given thousands of Alaska families the keys to safe, secure and energy-efficient homes.

DEADLINES

ENTRY DEADLINE

ENTRY SUBMISSION: March 5, 2024

LATE ENTRY: \$300

The email address submitted on the application will be the contact person designated to approve/edit materials. Saggio will promptly email Google map location and entry information for approval. AHBA and Saggio are not responsible for changes that are not submitted by the deadline provided.

BUILDING ALASKA ADVERTISING

FOR PRICING & AD SPECS SEE BUILDING ALASKA PAGES 7-8



Sponsorships

PRESENTING SPONSOR (LIMIT ONE) \$6,500

- Recognized as “Presenting Sponsor of the Spring Construction Showcase”
- Company name mentioned in radio, print and digital advertising
- Article sponsorship in the Building Alaska magazine (includes full-page article, half-page ad, article shared on social media platforms and the AHBA Blog)
- Minimum 20 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Logo placement on homepage and link to company website
- Event page listing with logo and link to company website
- Opportunity to display promotional materials in all home entries
- Jumbotron video and logo placement displayed at the Anchorage Home Show
- Opportunity to setup a display booth at the Anchorage Home Show and/or hang banner

PLATINUM SPONSOR (LIMIT ONE) \$5,000

- Article sponsorship in the Building Alaska magazine (includes full-page article, half-page ad, article shared on social media platforms and the AHBA Blog)
- Company name mentioned in print and digital advertising
- Minimum 20 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Logo placement on homepage and link to company website
- Event page listing with logo and link to company website
- Jumbotron video and logo placement displayed at the Anchorage Home Show

YARD SIGN SPONSOR (LIMIT ONE)

- Company logo displayed on directional signage **\$5,000**
- Full-page ad in the Building Alaska magazine
- Minimum 20 mentions / tags on AHBA social media platforms
- Company name mentioned in print advertising
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Logo placement on homepage and link to company website
- Event page listing with logo and link to company website
- Logo displayed on the home tour map in the Building Alaska magazine

GOLD SPONSOR \$3,500

- Company name mentioned in print and digital advertising
- Minimum 10 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Event page listing with logo and link to company website
- Half-page ad in the Building Alaska magazine

Spring Construction Showcase continued...



SILVER SPONSOR \$2,500

- Logo placement: inside Building Alaska magazine, AHBA website, AHBA News
- Event page listing with logo and link to company website
- Half-page ad in the Building Alaska magazine
- Minimum five mentions / tags on the AHBA social media platform

BRONZE SPONSOR \$1,500

- Logo placement: inside Building Alaska magazine, AHBA website, AHBA News
- Event page listing with logo and link to company website
- Quarter-page ad in the Building Alaska magazine
- Minimum two mentions / tags on AHBA social media platform





June 27, 2024 | Shotgun: 7 A.M. | Anchorage Golf Course

Sponsorships

SIGNATURE SPONSOR \$5,000

- Includes two teams (eight players)
- Signage located at a designated hole of your choice (hole sponsor)
- Logo placement on the following: AHBA.net and AHBANews
- Minimum of eight mentions / tags on AHBA social media platforms
- Name mentioned in all forms of promotion
- Sign recognition throughout the tournament
- Mulligan package included for each team
- Assist with emceeing for shotgun and awards lunch
- Opportunity to present 1-2-3 place prizes
- Provide item for golf player bag

GOLD SPONSOR \$3,000

- Includes one team (four players)
- Signage located at a designated hole of your choice (hole sponsor)
- Logo placement on the following: AHBA.net and AHBANews
- Minimum of five mentions / tags on AHBA social media platforms
- Sign recognition throughout tournament
- Mulligan package included for team
- Opportunity to provide item for golf player bag

SILVER SPONSOR \$1,200

- Signage located at a designated hole of your choice (hole sponsor)
- Logo placement on the following: AHBA.net and AHBANews
- Minimum of three mentions / tags on AHBA social media platforms
- Sign recognition throughout tournament
- Opportunity to provide item for golf player bag

Golf continued...



LUNCH SPONSOR (LIMIT ONE) \$3,500

- Logo placement on the following: AHBA.net and AHBANews
- Minimum of three mentions / tags on the AHBA social media platforms
- Logo placement on awards lunch advertising
- Recognition at awards lunch
- Opportunity to address membership at the lunch
- Banner displayed at awards lunch
- Opportunity to provide item for golf player bag

GOLF PLAYER BAG OR BALLS SPONSOR \$1,500

- Logo placement on 144 golf player bags or balls
- Opportunity for sponsor to hand out bags or balls to golfers
- Opportunity to provide item for the golf player bag

HOLE-IN-ONE SPONSOR* (VEHICLE, TRIP, CASH, ETC.) (LIMIT ONE) \$1,500

- Signage located at the hole
- Recognition at tournament awards lunch
- Logo on Hole-in-One tickets
- Opportunity to provide item for golf player bag

*Rules: Provide insurance on Hole-in-One prize to be paid for and furnished by sponsor. Must have two representatives to spot par 3 hole.

BEVERAGE STATION SPONSOR (LIMIT FOUR) \$1,500

- Banner displayed at Beverage Station (aka hole sponsor)
- Signage located at the hole
- Company representative at the Beverage Station
- Opportunity to provide item for golf player bag

BEVERAGE CART SPONSOR (LIMIT TWO) \$1,200

- Attend the tournament, ride in the beverage cart and distribute drinks and beer

TROPHY SPONSOR \$1,200

- Company’s name listed on trophies
- Present trophies to the winners

SPECIALTY HOLE SPONSOR: CLOSEST TO THE PIN (LIMIT TWO) \$1,000

- Closest to the Pin contest held (sponsor must be present)
- Signage located at hole
- Sponsor provides prize
- Sponsor may be present at the hole to meet and greet golfers
- Sponsor may also host a drawing contest or provide giveaways for golfers
- Opportunity to provide item for golf player bag

Golf continued...



SPECIALTY HOLE SPONSOR: LONGEST DRIVE (LIMIT TWO) \$1,000

- Longest Drive contest held (sponsor must be present)
- Signage located at hole
- Sponsor provides prize
- Sponsor may attend the tournament and be present at the hole to meet and greet golfers
 - Sponsor may also host a drawing contest or provide giveaways for golfers
 - Opportunity to provide item for golf player bag

DRIVING RANGE SPONSOR \$850

- Banner to be placed at driving range
- Sponsor may be present at range to meet and greet with golfers
- Opportunity to provide item for golf player bag

HOLE SPONSOR (LIMIT 14) \$750

- Signage located at designated hole
- Sponsor may attend the tournament and be present at the hole to meet and greet with golfers
- Sponsor may also host a drawing contest or provide giveaways for golfers
- Opportunity to provide item for golf player bag

GOLF CART SPONSOR (LIMIT FOUR)..... \$600

- Logo placement on the following: AHBA.net
- Logo placement on player carts
- Opportunity to provide item for the golf player bag

MULLIGAN PACKAGE SPONSOR \$350

- Logo placement on the Mulligan Package
- Banner displayed at the Mulligan Package table
- Sponsor may be present at the table to meet and greet with golfers
- Opportunity to provide item for golf player bag

SCORE CARD SPONSOR \$250

- Your company logo displayed on the scorecard used by golfers in the tournament
- Opportunity to provide item for golf player bag





August 2, 2024 | Shotgun: TBD | Birchwood Shooting Range





anchorage home builders association

PARADE *of* HOMES

SEPTEMBER 6-8, 2024

ENTRY FEES

HALF-PAGE ENTRY FEES

FIRST ENTRY: \$1,200

ADDITIONAL HOME ENTRY: \$1,000

FULL-PAGE ENTRY FEES

HOME ENTRY: \$1,500

ADDITIONAL HOME ENTRY: \$1,400

Includes additional photos and builder description

5
COLONY BUILDERS
NEW CONSTRUCTION



13311 DEPALATIS CIRCLE, ANCHORAGE
PALATEDIA **\$994,900**

2,701 SQ. FT.	3 BATH
4 BEDROOM	3 GARAGE

Colony's modern farmhouse, the Willamette plan, is located on a one-acre, cul-de-sac homesite. The wide open main level features a vaulted great room, designer kitchen with professional grade appliances, stunning primary suite and upgraded finishes. This gorgeous home is close to world-class recreational areas.

DIRECTIONS: New Seward Hwy to DeArmour Rd Exit, East on DeArmour Rd, right on Depalatis Cir

BUILDER



COLONYBUILDERSAK.COM

SUBCONTRACTORS
Partusch Plumbing | Northern Sheet Metal Builders
Millwork Supply

RE/MAX
DYNAMIC PROPERTIES
TAM TAYLOR
(907) 244-3504
tamitaylor124@gmail.com

2
SPINELL HOMES
SUBDIVISION



AVALANCHE CIRCLE, ANCHORAGE

2,800-4,500 SQ. FT.

SPRUCE TERRACES

3-6 BEDROOM

SPRUCE TERRACES

3-5 BATH

BUILDER



**LOTS \$200,000+
HOMES \$1,250,000+**

3-4 GARAGE

Introducing Anchorage's newest hillside neighborhood, Spruce Terraces. These homes feature amazing views, old growth hemlock forested homesites, a community water system with fire hydrants and paved streets. All homesites are 1.25 acres or larger. With spectacular views and room to spread out, enjoy life in the mountains while remaining just a quick commute to town.

DIRECTIONS: Head South on Old Seward Hwy toward Rabbit Creek, continue onto Rabbit Creek Rd, right on Golden View Dr, left on E 162 Ave, continue onto Wind Song Dr, right on Sandpaper Dr, left on Far View Pl.

BUILDER WEBSITE: spinellhomes.com

At Spinell Homes, family is the heart of our business. We've been family owned and operated for more than 35 years. As Alaska's largest homebuilder, we've built more than 3,200 homes across Southcentral. We've given thousands of Alaska families the keys to safe, secure and energy-efficient homes.

LATE ENTRY FEE: \$300 PER ENTRY

Any information submitted after July 27, 2024

DEADLINES

ENTRY DEADLINE

ENTRY SUBMISSION: July 24, 2024

LATE ENTRY: \$300

The email address submitted on the application will be the contact person designated to approve/edit materials. Saggio will promptly email out Google map location and entry information for approval. AHBA and Saggio are not responsible for changes that are not submitted by the deadline provided.

BUILDING ALASKA DEADLINES

FOR PRICING & AD SPECS SEE BUILDING ALASKA PAGES 7-8

Sponsorships

PRESENTING SPONSOR (LIMIT ONE) \$6,500

- Recognized as “Presenting Sponsor of the Parade of Homes”
- Company name mentioned in radio, print and digital advertising
- Article sponsorship in the Building Alaska magazine (includes full-page article, half-page ad, article shared on social media platforms and the AHBA Blog)
- Minimum 25 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Logo placement on homepage and link to company website
- Event page listing with logo and link to company website
- Opportunity to display promotional materials in all home entries
- Table reserved at the Gold Hammer Awards Gala (eight seats)

PLATINUM SPONSOR (LIMIT TWO) \$5,000

- Article sponsorship in the Building Alaska magazine (includes full-page article, half-page ad, article shared on social media platforms and the AHBA Blog))
- Company name mentioned in all forms of advertising
- Minimum 20 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Logo placement on homepage and link to company website
- Event page listing with logo and link to company website
- Table reserved at the Gold Hammer Awards Gala (eight seats)

PEOPLE’S PICKS SPONSOR (LIMIT ONE) \$4,000

+ \$1,000 CASH PRIZE

- Designation as “People’s Picks Sponsor” of the Parade of Homes
- Company logo recognition in all forms of advertising
- Company logo placement on the following: in the Building Alaska magazine, AHBA.net and AHBANews
- Minimum 15 mentions / tags on AHBA social media platforms
- Full-page ad in Building Alaska magazine
- Full-page dedicated to the contest info in the Building Alaska magazine
- Four tickets to the Gold Hammer Awards Gala and an opportunity to present People’s Picks Awards

YARD SIGN SPONSOR (LIMIT ONE) \$5,000

- Company logo displayed on directional signage
- Full-page ad in the Building Alaska magazine
- Minimum 15 mentions / tags on AHBA social media platforms
- Company name mentioned in all forms of advertising
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Logo placement on homepage and link to company website
- Event page listing with logo and link to company website
- Logo displayed on the home tour map in the Building Alaska magazine

Parade of Homes continued...

GOLD SPONSOR \$3,500

- Company name mentioned in print advertising
- Minimum 10 mentions / tags on AHBA social media platforms
- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Event page listing with logo and link to company website
- Full-page ad in the Building Alaska magazine

SILVER SPONSOR \$2,500

- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Event page listing with logo and link to company website
- Half-page ad in the Building Alaska magazine
- Minimum five mentions / tags on the AHBA social media platform

BRONZE SPONSOR \$1,500

- Logo placement: inside Building Alaska magazine, AHBA website, AHBANews
- Event page listing with logo and link to company website
- Quarter-page ad in the Building Alaska magazine
- Minimum two mentions / tags on AHBA social media platform

Sponsorships

EVENT SPONSOR (LIMIT ONE)..... \$1,500

- Logo placement on the following: AHBA.net and AHBA News
- Signage at event
- Display vendor table at event
- Speaking opportunity at event
- Minimum of five mentions / tags on AHBA social media platforms
- Two tickets to the Gold Hammer Awards Gala
- Recognition at Gold Hammer Awards Gala

SUPPORTING SPONSOR \$1,000

- Logo placement on the following: AHBA.net and AHBA News
- Signage at event
- Display vendor table at event
- Minimum of two mentions / tags on AHBA social media platforms
- Recognition at Gold Hammer Awards Gala

BEVERAGE SPONSOR \$500

- Logo placement on the following: AHBA.net and AHBA News
- Signage at event
- Display vendor table at event

PHOTO BOOTH SPONSOR \$300

- Logo printed on photos

*Sponsor must provide props.

VENDOR TABLE SPONSOR \$150

- Set up table top at the event



September TBD | Shotgun: 2 P.M. | Anchorage Golf Course





GOLD HAMMER AWARDS GALA

September 20, 2024 | 6-10 P.M. | Captain Cook Hotel

Sponsorships

SIGNATURE SPONSOR \$3,500

- Logo displayed on event promotional materials
- Minimum 10 mentions / tags on AHBA social media platforms
- Signage at the event
- Logo on homepage with link to company website
- Event page listing with logo and link to company website
- Reserved table at the event (eight seats)

DINNER SPONSOR \$2,500

- Logo displayed on event promotional materials
- Signage at the event
- Minimum eight mentions / tags on AHBA social media platforms
- Event page listing with logo and link to company website
- Reserved table at the event (eight seats)

DRINK SPONSOR \$2,000

- Signage at the event
- Logo displayed on drink tickets
- Minimum six mentions / tags on AHBA social media platforms
- Event page listing with logo and link to company website
- Two tickets to the event

GOLD SPONSOR \$1,500

- Minimum eight mentions / tags on AHBA social media platforms
- Event page listing with logo and link to company website
- Reserved table at the event (eight seats)

SILVER SPONSOR \$1,200

- Reserved table at the event (eight seats)
- Event page listing with logo and link to company website






ECONOMIC SUMMIT

Building a Brighter Future

October 30, 2024 | 12-2 P.M. | Dena'ina Center

Sponsorships

- PRESENTING SPONSOR (LIMIT ONE) \$4,000**
- Featured as Presenting Sponsor of the Economic Summit
 - Logo placement on AHBA.net and AHBA News
 - Logo displayed on all promotional material
 - Logo on homepage with link to company website
 - Minimum of 10 mentions / tags on AHBA social media platforms
 - Two reserved tables for your company (12 seats)
 - Opportunity to display company banner
 - Opportunity to set up a vendor table
 - Speaking opportunity at event
- LUNCH SPONSOR (LIMIT ONE) \$2,500**
- Logo placement on AHBA.net and AHBA News
 - Logo placement on cover slide of presentation
 - Minimum of five mentions / tags on AHBA social media platforms
 - Reserved table for your company (six seats)
 - Opportunity to display company banner
 - Opportunity to set up a vendor table
- GOLD SPONSOR \$1,500**
- Logo placement on AHBA.net and AHBA News
 - Logo placement on cover slide of presentation
 - Minimum of three mentions / tags on AHBA social media platforms
 - Opportunity to display company banner
 - Opportunity to set up a vendor table
 - Recognition at event
 - Reserved table for your company (six seats)
- SILVER SPONSOR \$1,200**
- Reserved table for your company (six seats)
 - Banner at event
 - Opportunity to set up a vendor table
 - Recognition at event
- VENDOR TABLE SPONSOR \$150**
- Set up vendor table, meet and greet with attendees and handout company information
 - Banner displayed at vendor table
 - One ticket to event





POKER TOURNAMENT

for

AHBA Shoebox Program

November 10, 2024 | 6-10 P.M. | AHBA

Sponsorships

- SIGNATURE SPONSOR** \$1,500
 - Logo placement on AHBA.net and AHBA News
 - Signage at event
 - Minimum of five mentions / tags on AHBA social media platforms
 - Opportunity to speak at the event
 - Recognition at the event
- DINNER SPONSOR (LIMIT ONE)** \$1,000
 - Logo placement on AHBA.net and AHBA News
 - Signage at the buffet
 - Minimum of three mentions / tags on AHBA social media platforms
 - Recognition at the event
- BEVERAGE SPONSOR** \$750
 - Logo placement on AHBA.net and AHBA News
 - Signage at the bar
 - Recognition at the event
- GOLD SPONSOR** \$500
 - Logo placement on AHBA.net and AHBA News
 - Minimum of two mentions / tags on AHBA social media platforms
 - Recognition at the event
- SILVER SPONSOR** \$250
 - Logo placement on AHBA.net and AHBA News
 - Recognition at the event

100% of proceeds are donated to the Shoebox Program





Date TBD | 6-10 P.M. | Location TBD

Sponsorships

PRESENTING SPONSOR (LIMIT ONE)	\$3,500
<ul style="list-style-type: none"> • Logo placement on AHBA.net and AHBA News • Signage at event • Minimum of 10 mentions / tags on AHBA social media platforms • Reserved table for your company (eight seats) • Opportunity to speak at the event • Opportunity to handout Member Awards • Recognition at the event 	
DINNER SPONSOR	\$2,500
<ul style="list-style-type: none"> • Logo placement on AHBA.net and AHBA News • Signage at the buffet • Minimum of five mentions / tags on AHBA social media platforms • Reserved table for your company (eight seats) • Recognition at the event 	
BEVERAGE SPONSOR	\$1,500
<ul style="list-style-type: none"> • Logo placement on AHBA.net and AHBA News • Signage at the bar • Logo on drink tickets • Four tickets to the event • Recognition at the event 	
GOLD SPONSOR	\$1,000
<ul style="list-style-type: none"> • Logo placement on AHBA.net and AHBA News • Reserved table for your company (eight seats) • Recognition at the event 	
SILVER SPONSOR	\$750
<ul style="list-style-type: none"> • Logo placement on AHBA.net and AHBA News • Minimum of five mentions / tags on AHBA social media platforms • Two tickets to the event • Recognition at the event 	





301 Arctic Slope Ave. Ste 102
Anchorage, AK 99518
(907) 522.3605
www.ahba.net

