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Rochester Area Builders Inc.

2012 Marketing Opportunities

RAB wants you
to succeed!

That's why we give
you lots of different
opportunities to
market yourselves!



Inside
this booklet,
you'll find a list of
the many Events and
Activities you can
take advantage of
throughout 2012.
You're sure to find
one that fits you,
and helps you to
market your company!



When you
plan your budget for
2012, include a few
of these marketing
opportunities.
To lock them in now,
just return the Pledge
Form you'll find inside.

RAB 2012 Marketing Opportunities

Home Show

February

The Home Show is RAB's premier annual event. Featuring hundreds of companies over 3 days at the Mayo Civic Center and drawing an annual attendance of over 6,000 people, this event is a great way to get your name in front of both the business community and the public.

- Gold Sponsor**
- Banner or signage at show (sponsor provides banner)
 - Your company logo on: front cover of Home Show magazine; billboards; ads printed in Post Bulletin, Rochester Women, & Rochester Magazine; direct mail pieces sent to event participants; RAB website (linked to your site); and RAB newsletter
 - Audio recognition & logo on all tv ads
 - Radio tagline for all Home Show ads
 - One 8x10 booth
 - 10 Tickets to RAB Home Show

- Silver Sponsor**
- Banner or signage at show (sponsor provides banner)
 - Your company logo on: ads printed in Post Bulletin, Rochester Women, & Rochester Magazine; direct mail pieces sent to event participants; RAB website (linked to your site); and RAB newsletter
 - 8 Tickets to RAB Home Show

Spring Showcase

April

The Spring Showcase, which sees the public touring through newly constructed homes in Rochester and surrounding areas, is promoted through a special insert in the Post-Bulletin. There are many Co-op advertising opportunities in various Post-Bulletin publications in relation to this event.

Golf Outing

June

The Golf Outing is an event that is exclusive to RAB members and their guests. Sponsorship at the outing is a great way to show your fellow members and customers that you're invested in the association and the local business community.

- Gold Tee Sponsor**
- Banner or signage at event (sponsor provides banner)
 - Free Green Sponsorship at 18th Green to Meet and Greet Golfers
 - One Free Keg of Beer provided at 18th Green
 - Company logo on the cover of the July issue of our newsletter, Foundations
 - Company logo on registration material
 - List of all participating golfers (approx. 200 names)
 - 3-5 minutes at the podium at the dinner reception

- Deck Sponsor**
- Your banner to be hung from the deck (provided by sponsor)
 - Set up below the deck during golf, and on the deck during dinner
 - One Free Keg of Beer provided

Membership Meetings

January, April, September

General Membership meetings are held throughout the year. They're opportunities for all our members to get together and network, without any other activities to distract them. Companies can sponsor either Beverages or Dessert.

Sporting Clays

September

The Sporting Clay Shoot is a relatively new annual event for RAB, so it's possible you don't know much about it yet. Here's all you really need to know. It's very popular with its participants, it's been growing every year, and sponsorship prices are as low as you can find anywhere!

- Event Sponsor**
- Company name on registration material
 - Location on course to greet shooters
 - 3-5 minutes to speak at the dinner reception
 - List of all participants (approx. 100 names)
 - Banner or signage at event (sponsor provides banner)

Fall Showcase

September

The Fall Showcase is our second yearly event for showing off your newly constructed homes. Of course sponsors for this event get their name in front of hundreds of RAB members, but they also reach the thousands of people touring the homes throughout SE Minnesota.

- Gold Sponsor**
- Your logo in all paid print advertising, excluding billboards
 - Audio recognition & logo on all tv ads, and audio recognition on radio ads
 - Your logo on all direct mail pieces sent to RAB event participants
 - Your company logo on: front cover of Tour magazine; RAB website (linked to your site); and RAB newsletter
 - Your business location indicated on the Showcase magazine's map

- Silver Sponsor**
- Logo on all television ads
 - Your company logo on: RAB website linked to your site and RAB newsletter
 - Your logo on all direct mail pieces sent to RAB event participants
 - Your business location indicated on the Showcase/Tour magazine's map

Christmas Party

December

The Christmas Party is our annual member celebration, and is one of our most highly attended events. We provide a silent and live auction, great food, and headlining entertainment to make sure all our members have a great and memorable time. Sponsoring this event is a great way to show your involvement in RAB, and your appreciation of your fellow members.

- Gold Sponsors**
- 8 tickets to the event
 - Logo & Name on Invitations, in Newsletter, Web Site, & Friday Fix
 - Reserved Table in Preferred Location
 - 2 Bottles of Wine
 - Logo & Company Name on Program & Projected on a Screen at the Event
 - Verbal mention during event

- Silver Sponsors**
- 4 tickets to the event
 - Logo & Name on Invitations, in Newsletter, Web Site, & Friday Fix
 - Logo & Company Name on Program & Projected on a Screen at the Event
 - Verbal mention during event

THE CHRISTMAS PARTY MARKETING OPPORTUNITIES CAN BE PAID FOR IN JANUARY 2013.