



MARKETING OPPORTUNITIES



2023



108 Elton Hills Ln NW
Rochester, MN 55901



P: 507-282-7698
F: 507-282-6351



RochesterAreaBuilders.com

GREETINGS

Membership with Rochester Area Builders (RAB) automatically makes you a member of the NAHB Federation: Local, State, and National. That's three memberships for the price of one! Your membership enables us to accomplish a great deal. Below, you can read about several of our accomplishments and activities that benefit Our Members directly.

Advocacy

RAB is looking out for its members. Activities in Congress, the federal agencies, the courts, and state and local governments affect the building industry; and RAB is actively engaged on many fronts to ensure that construction remains a priority in the public policy arena. In the past year, RAB has spent many hours advocating for our members interests on a laundry list of items at the local level, while also helping our colleagues at BAM.

Committees & Councils

With over 20 committees and 5 councils, there is no shortage of opportunities to get involved with the Association. From planning events, to awarding students scholarships, to participating in community projects, there are many options to choose from. As is often said, "You get out what you put into the Association".

Events

Every year we work hard to improve our existing events: the Home Show, Spring and Fall Showcase of Homes, Remodelers Tour, Golf Outing, Holiday Party, Sporting Clay Shoot, Builders, Bags & Brews, Studs, Struts & Stilettos, and Membership Meetings. But we also strive to develop new activities for our members and the community. The diversity of all our events allows us to reach a lot of different members of our community, and help all RAB members by publicizing the Association, promoting members, and benefiting the citizens of Rochester.

Member Discounts

Through your membership there are many discounts that are available to you. Discounts include General Motors, Verizon Wireless, Wyndham Hotel Group, FTD, and FedEx, just to name a few. You can visit www.nahb.org/ma or contact us at the office for more information.

In Summary

It is through the support of businesses like yours that we are able to continue to strengthen our Association and to develop new goals to better serve our members and the community. We encourage your participation, and as always, please let us know if you have any questions and if we can be of service to you.

Again, thank you for helping to make Rochester Area Builders a great organization.

Sincerely,



President, Rochester Area Builders, Inc.

Mission Statement:

Rochester Area Builders, Inc., chartered in 1953, is a professional organization of commercial and residential builders, remodelers, developers, and associated businesses dedicated to advancing the building industry in Southeast Minnesota. We are the trusted voice of the industry, providing leadership, education, networking, and information resources to our members, community, and government officials.

Vision Statement:

To be the recognized authority for all aspects of the construction industry for the community, while providing an environment where our members flourish and prosper.

COUNCIL INFORMATION

The Association is pleased to have five active councils. The purpose of a council is to provide "like-minded" members an opportunity to further explore their interests. Each council has a separate membership application and charges a set amount of dues to cover the council's activities.

40 BELOW COUNCIL

This is an active, connected and engaged group of young professionals in the building industry. Through community involvement, professional development and networking events, this group is creating a welcoming atmosphere to cultivate long-term connections both professionally and personally.

- ☐ \$30.00 (Individual)
- ☐ \$100.00 (4+ People)

DEVELOPMENT COUNCIL

The members of this Council are interested in the areas of industrial, commercial and residential development. They support one another and provide information to the community.

Council meets bi-monthly

- ☐ \$25.00

COMMERCIAL BUILDERS COUNCIL

The members of this Council are interested in all aspects of commercial and industrial construction. They will support one another and provide information to the community.

Council meets bi-monthly

- ☐ \$160.00 (RAB member)
- ☐ \$310.00 (only BER member)

BUILDERS EXCHANGE COUNCIL

This Council provides access to commercial projects currently out for bid in our area. Members can view plans and specs in our office and also online at their office if they subscribe to the Plans Online Service. Members also receive the Weekly Bulletin and access to the website, giving them information on posted projects.

- ☐ \$299.00
- ☐ \$849.00 (includes Plans Online Service)

REMODELERS COUNCIL

The goals of this Council are to provide education for themselves in various areas of remodeling and to promote their expertise to the consumer.

Council meets bi-monthly

- ☐ \$120.00



COMMITTEE INVOLVEMENT OPPORTUNITIES

- Ambassadors Club
- Community Relations
- Dispute Resolution
- Education
- Fashion Show
- Golf Outing
- Government Affairs
- Green Building
- Home Show
- Membership & Retention
- Program
- Remodelers Tour
- Showcase
- Sporting Clay Shoot

Executive Director
John Eischen

John@RochesterAreaBuilders.com

Staff
Rebekah Fierst

Rebekah@RochesterAreaBuilders.com

Ambassadors, Awards, Builders, Bags & Brews, Community Relations, Commercial Builders Council, Education, Membership, Fashion Show, Program, Remodelers Council, Remodelers Tour, 40 Below

Shelly Bahlmann

Shelly@RochesterAreaBuilders.com

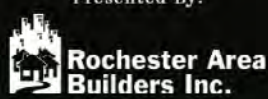
Golf Outing, Sporting Clays, Home Show, Newsletter, RAB Events App, Memberzone, RAB Update, Showcase Magazine

Elizabeth Sullivan-Burton

Elizabeth@RochesterAreaBuilders.com

Builders Exchange Trustees & Showcase Committee, Website, Finance (AP & AR)

STUDS, STRUTS & STILETTOS BROADWAY APRIL 20TH - 7PM



Studs, Struts & Stilettos is a Construction Fashion Exposé designed to showcase the creativity and resourcefulness of our community, while at the same time raising funds for a local nonprofit in town.

Each year a new theme is selected with all designs created to reflect that theme using materials from the building industry.

The evening includes a VIP reception, cocktail reception, and runway show.

Sponsorships, VIP tickets and general admission tickets available.



Event Contact: Rebekah@RochesterAreaBuilders.com



ROCHESTER AREA BUILDERS 2023 HOME SHOW

FEB 3RD, 4TH & 5TH

Mayo Civic Center
Rochester, Minnesota

Show off your latest & greatest products and increase your brand's visibility.

The Home Show is a great place to show off all the products you have to offer, even if you don't get new products every year. A booth showing product is a booth customers stop at. Demonstrations are a great way to illustrate innovative products. Coming to the Home Show also shows off your brand. Don't let this opportunity slip through your fingers.

TESTIMONIALS

"As the marketing director for All Craft Exteriors, it's my job to make sure that every marketing dollar we spend earns a good return. Sometimes, that tracks back directly as leads, sales, and money made. In other cases, the money spent comes back to us in the form of recognition and good will from the community. When we invest in the Rochester Area Builders show, we get both. All Craft Exteriors has taken part in the Rochester Area Builders home show every year since 2015. Based on solid results, we've expanded our presence in the show after each year we've participated.

The reason is simple: because we not only earn the good will of the community by taking part in this fun break from winter's bleakness, but also because we can track back a solid record of sales to the home show, in many cases our ROI is in excess of 1,000% of our initial investment. The home show is a great way for us to kick off our season every year, to meet wonderful people who often become our clients, and I can't imagine not participating."

-- Alex Ball, All Craft Exteriors

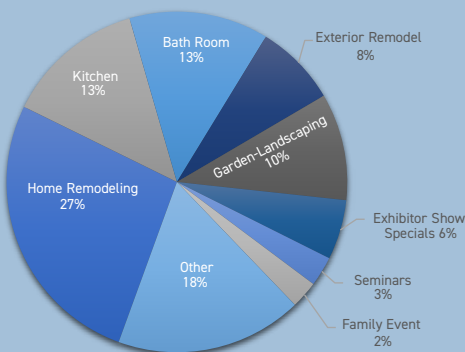
"We here at Culligan absolutely love the Rochester Area Builders Home Show. As a vendor, it is the one trade show event we really look forward to every year. As a consumer, if I had some home projects that I had in mind, this would definitely be the event I would go to. There are many vendors from every trade you can think of. The Civic Center & RAB do a great job of hosting the event."

-- Kevin Krippner, Culligan of Rochester & Kasson

"Luxury Bath Remodeling LOVES the RAB Home Show and we look forward to it every year! The show is full of great vendors, very well organized, and the seminars are always a hit for us! We can't say enough good about this show and how much fun we have at it each year!"

-- Lindsey Abbott, Luxury Bath Remodeling

WHO ATTENDS THE SHOW



ACTIVITIES

FRIDAY NIGHT

- Date Night
- 2 for 1 Admission
- Cooking w/Shari Mukherjee
- Wine and Beer Tasting

SATURDAY

- Career Fair
- Builder Skills Competition (ages 15-19)

SUNDAY - FAMILY FUN DAY

- Children's Cupcake Workshop -W/Shari Mukherjee
- Build with Builders

ALL WEEKEND

- Kitchen For Kids Raffle
- Resource Way Scavenger Hunt

COST OF 10' X 10' BOOTH SPACE

- **Ultra-Premium Booths - \$830**
(Must rent both booths) * These are located in the Ballroom Lobby or the Ballroom.
- **Premium Booths in the Ballroom - \$780**
(Must rent both booths)
- **Premium Booths in the Ballroom Lobby - \$780**
- **Standard Booths - \$730**
* These are located in the Ballroom.

Companies who are not members of Rochester Area Builders pay an annual non-member fee of \$295.

Interested in what Rochester Area Builders is about? Check out our website RochesterAreaBuilders.com. If you join within 60 days of the Home Show, you can use the non-member fee of \$295.00 towards your new RAB membership. Online application is available on our website.

Rochester Area Builders, Inc.
108 Elton Hills Ln Rochester, MN 55901 • 507-282-7698 •
Shelly@RochesterAreaBuilders.com
→ **BOOTH REGISTRATION** ←
RochesterAreaBuilders.com/Home-Show/

BUILDERS, BAGS & BREWS



Join Rochester Area Builders for our annual Builders, Bags & Brews. This is a community bags tournament and fundraiser benefiting a local non-profit. In 2021 and 2022, funds raised went towards Jeremiah Program. You can help support the event and our 2023 beneficiary through varying levels of sponsorship or by entering a team to play.



SAVE THE DATE: August 12, 2023
LOCATION: LTS Brewing Company



Event Contact: Rebekah@RochesterAreaBuilders.com

YOUTH SPORTING CLAY SHOOT

Rochester Area Builders, Inc. host a Youth Sporting Clay Shoot for our area students involved in Trap Shooting. The money we raise go towards our scholarship program for high school students attending a post-high school construction trades program.

SEPTEMBER 16, 2023



- 20-station walking course with 100 targets
- Traveling Trophy and Prize for high individual
- All proceeds go into a scholarship fund for High School Seniors entering Post Secondary Construction field
- Participants will receive a gift with registration and patch
- Cost: \$40 per shooter (Includes: shells, targets, and lunch)



TESTIMONIALS -

I would like to thank You, the RAB Committee, and all the Event sponsors for the opportunity to bring my team to your Youth Event. I know how much work putting on such an event can be. Your time and contribution is greatly appreciated. My students had a WONDERFUL time and have asked if we can do it again next year. I was glad to see there was a larger turn out this year. Your success is growing.

- Duane Koenen, Head Trap Team Coach, Glenville-Emmons Schools

The kids and coaches/parents had a great time. The course was challenging and pushed the shooters. Thanks.

- Derrick, Austin Clay Breakers

I just wanted to thank you and everyone that made this event happen. It goes to such a good cause and all the kids really enjoyed themselves as us parents did also. The event was very organized, everyone running the stations were wonderful, food was good and the kids loved all the items they received. Thanks again to all!

Sincerely,

- Christee Kordosky, Hastings Raiders High School Trap Team



Event Contact: Shelly@RochesterAreaBuilders.com



THE LARGEST HOME TOUR IN SOUTHEAST MINNESOTA.

WHAT IS THE SHOWCASE OF HOMES?

The Showcase of Homes is an opportunity over two weekends to visit brand new homes in a wide range of prices along with newer subdivisions. See the newest trends in home building and have the chance to visit with the builder. Only Rochester Area Builder members are allowed to participate. Admission is FREE!

WHAT MAKES THE SPRING SHOWCASE SPECIAL?

The Spring Showcase features homes, townhomes, and subdivisions in various stages of completion and a wide range of prices. Homes in the Spring Showcase do not need to be completely finished.

WHAT IS SPECIAL ABOUT THE FALL SHOWCASE?

The Fall Showcase is an opportunity to visit brand new homes in a wide range of prices that are completely finished along with newer subdivisions. There is also judging of eligible homes on the first day of the event. We share our first weekend with the Remodelers Tour.

For more Showcase information:

Contact: Elizabeth@RochesterAreaBuilders.com

WHAT IS THE REMODELERS TOUR?

It is an opportunity to visit remodeled homes with varying levels/types of updates on one weekend.

For more Remodelers Tour information:

Contact: Rebekah@RochesterAreaBuilders.com

DIGITAL/PRINT MAGAZINE

A magazine will be available on the RAB website on the Thursday before the first weekend. This special magazine shows the entries by number, displays the numbers on a map, and gives many details about each one. In the fall, this magazine will have information about both the Fall Showcase of Homes and the Remodelers Tour. We will have some printed magazines at each entry. The printed magazine will also be available at the RAB Office and other local businesses. A list of these other locations will be available on our website.

For more Showcase Magazine information:

Contact: Shelly@RochesterAreaBuilders.com

Rochester Area Builders

Mobile Apps



Get it on
Google play



Available on the
App Store

RAB Events App

Discover local Rochester Area Builders events!
Featuring up to date information on all RAB annual events

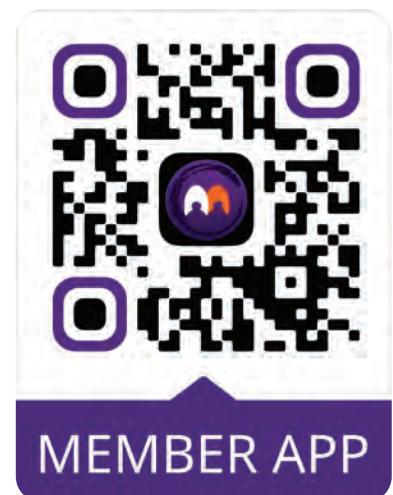
- **Home Show:**
interactive floorplan, speakers, attendees login
- **Studs, Struts & Stilettos:**
construction fashion expose
- **Spring Showcase of Homes:**
list of entries, photos, map, entry info, directions
- **Fall Showcase of Homes:**
list of finished entries, photos, map, entry info, directions
- **Remodelers Tour:**
list of entries, before & after photos, map, entry info, directions



MemberPlus App

IT CAN ALLOW MEMBERS TO:

- Receive notifications from RAB
- Access the Member Information Center
- Search member listings by company or rep name
- Call or email a rep
- Map to members' business location
- Update profile information
- View upcoming events
- Register, pay, and check in for events



FOUNDATIONS NEWSLETTER ADVERTISING



Newsletter Advertising Rates

Full color 1/2 Horizontal

Full color Full Page

Full Color Full Page Press Release

Per Issue

☐ \$70.00

☐ \$90.00

☐ \$25.00

12 Issues

☐ \$650.00

☐ \$900.00

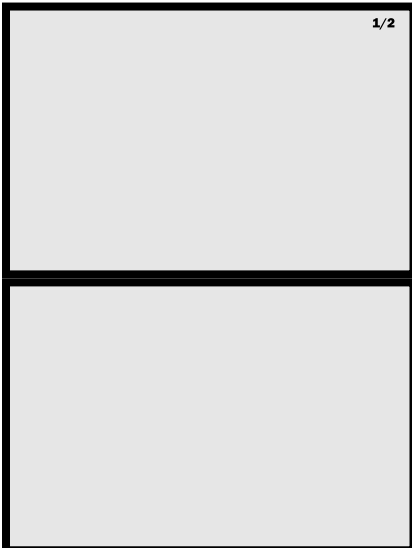
New Member 12 Issues

☐ \$490.00

☐ \$675.00

Newsletter Display Ad Dimensions

1/2 Horizontal 8-1/2 x 5-1/2
Full 8-1/2 x 11



Rochester Area Builders Newsletter is an unbeatable opportunity to advertise to members and individuals associated with RAB. It is a source of valuable association and industry information, and is published and emailed monthly. Foundations is sent to over 1600 connected industry professionals. Ad sizes are listed under Display Ad Dimensions, and prices are located above. Ads may be changed from month to month.

Our prices are for full color ads. We will gladly work with you to design your ad. Please send digital files for all ad copy, logos, and artwork. We use PC format. We accept Illustrator and Photoshop files. Convert all fonts to outlines. We also accept the following high resolution file types: .tif, .eps and .pdf (with all graphics and fonts embedded). If you have any other formats please contact us.

Newsletter Advertising Contact: Shelly@RochesterAreaBuilders.com

WEBSITE BANNER ADS



Choose from the following options for placement:

- | | |
|---|-------------------------|
| • All Categories | cost \$599 /year |
| • Directory Search (plus results) | cost \$499 /year |
| • All Events on Member Information Center | cost \$399 /year |
| • Specific Category & Quick Link (plus letter) | cost \$399 /year |
| • Quick Link Only & Business Directory Map | cost \$299 /year |
| • Hot Deals, Job Postings, Marketspace, Weather | cost \$299 /year |

Advertisers get higher placement in all assigned Directory categories.
Ads may be changed out quarterly.

Website Marketing Contact: Elizabeth@RochesterAreaBuilders.com

Rochester Area Builders, Inc.

Construction Professionals
Building Your Community



Website Profile Enhancements	Standard Listing	Upgraded Listing	Enhanced Listing	Premium Listing
Company Name, Address and Phone Number	✓	✓	✓	✓
Links to Website, Address, and Phone	✓	✓	✓	✓
5 Categories	✓	✓	✓	✓
Medium Placement in Search Results	✗	✓	✓	✓
Link to Profile Page	✗	✓	✓	✓
12 Categories	✗	✓	✓	✓
Company Description (200 Characters)	✗	✓	✓	✓
Keywords (240 Characters)	✗	✓	✓	✓
Hours of Operation	✗	✓	✓	✓
Driving Directions	✗	✓	✓	✓
Higher Placement in Search Results	✗	✗	✓	✓
Company Description (1600 Characters)	✗	✗	✓	✓
Keywords (Unlimited Characters)	✗	✗	✓	✓
200 Characters on Search Results	✗	✗	✓	✓
Bulleted List with Hyperlinks	✗	✗	✓	✓
Logo on Profile Page Can Be Added	✗	✗	✓	✓
Search Results Summary (200 Characters)	✗	✗	✓	✓
Profile Page Header Can Be Added	✗	✗	✓	✓
Gold Map Pin	✗	✗	✓	✓
Logo On Search Results Can Be Added	✗	✗	✗	✓
Social Networks Can Be Added	✗	✗	✗	✓
Photo Gallery Can Be Added	✗	✗	✗	✓
YouTube Video Can Be Added	✗	✗	✗	✓
	No Additional Charge	\$100 Annually	\$300 Annually	\$500 Annually

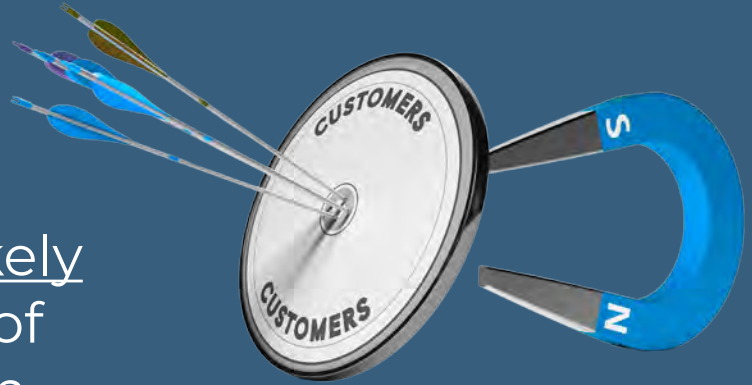
ENHANCE YOUR MEDIA PRESENCE

BY UPGRADING YOUR LISTING



80 SEARCHES are performed on our member directory each day

Visitors are 2.5x more likely to click to the websites of Enhanced and Premium listings than standard ones



**Rochester Area
Builders Inc.**

contact:
elizabeth@rochesterareabuilders.com

SPONSORSHIPS

Membership Meetings - January & September

General Membership meetings are held twice a year. They're opportunities for our members to get together and network, and be updated on Association activities. Companies can sponsor either the Social Hour or Dessert.

- ☐ Social Sponsor TBD
☐ Dessert Sponsor TBD

Staff Contact: [Rebekah](#)

Networking Nights - February, March, April, June, August, October

Networking Nights are held throughout the year. They provide an opportunity for the member hosting the event to welcome all members of RAB into their showroom, office or facility for an evening of networking.

Cost: Other than the expense for food, beverages and door prizes, there is no additional fee to host.

- ☐ Networking Night Host.....TBD

Staff Contact: [Rebekah](#)

Education - January & February

Rochester Area Builders' classes are designed for residential builders, remodelers, roofing contractors and building officials needing continuing education credits to renew their license in the State of Minnesota. Two seven hour sessions are offered every winter with 150-200 contractors in attendance. Registration materials with sponsors' logos are sent to over 600 contractors in SE MN and will be shared through social media, emails, newsletters, and RAB's website.

- ☐ Education Sponsor\$ 350

Staff Contact: [Rebekah](#)

Home Show - February

- ☐ Signature Event Sponsor\$ 15,000
☐ Exhibitor Party\$ 1,500
☐ Lanyard Sponsor\$ 500
☐ Exhibitor Party Beverage\$ 500
☐ Shopping Bag Sponsor\$ 500
☐ Hospitality Room\$ 400

Staff Contact: [Shelly](#)

Studs, Struts & Stilettos Fashion Show - April

Studs, Struts, & Stilettos is a community event and fundraiser for Rochester Area Habitat for Humanity.

- ☐ Foundation Sponsor\$ 5,500
☐ Groundbreaking Sponsor\$ 4,000
☐ Raise the Roof Sponsor\$ 2,500
☐ Vault Sponsor\$ 2,500
☐ Finishing Sponsor\$ 2,250
☐ Housewarming Sponsor\$ 1,750
☐ Framing Sponsor\$ 800
☐ Rough-in Sponsor.....\$ 400

Staff Contact: [Rebekah](#)

Spring Showcase of Homes - April

The Spring Showcase shows off developments and newly constructed homes that do not need to be complete. Overall Event Sponsor for this event not only gets their name in front of hundreds of RAB members, but they also reach the thousands of people viewing the homes throughout SE MN.

- ☐ Overall Event Sponsor.....\$ 2,000

Staff Contact: [Elizabeth](#)

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\$ 2,500
☐ Hole Sponsor\$ 650
☐ Green Sponsor\$ 500
☐ Closest to the Flag\$ 650
☐ Putting Contest.....\$ 650
☐ Break the Glass\$ 650
☐ Drink Cart Sponsor\$ 650
☐ Cigar Cart Sponsor\$ 600
☐ Gazebo Sponsor.....\$ 650
☐ Golf Pong Sponsor\$ 650
☐ Fun Pack Sponsor\$ 600
☐ Cart Sponsor.....\$ 150

Staff Contact: [Shelly](#)

SPONSORSHIPS

Builders, Bags & Brews - August

Builders, Bags, & Brews is an annual community event and fundraiser for local non-profits.

- ☐ Headlining Sponsor.....\$ 5,000
- ☐ Tap Truck Sponsor.....\$ 1,500
- ☐ Featured Sponsor.....\$ 750
- ☐ Blue Ribbon Sponsor.....\$ 500
- ☐ Red Ribbon Sponsor.....\$ 250

Staff Contact: [Rebekah](#)

Sporting Clay Shoot - September

The Sporting Clay Shoot is an annual event. This event provides a fun networking opportunity at a unique venue.

- ☐ Event Sponsor.....\$ 2,000
- ☐ Station Sponsor.....\$ 400
- ☐ Beer Sponsor.....\$ 300
- ☐ Parking Lot Sponsor.....\$ 250
- ☐ Food Sponsor.....\$ 250
- ☐ Gun Rack Sponsor.....\$ 150

Staff Contact: [Shelly](#)

Youth Sporting Clay Shoot - September

This event is held the Saturday after the Builders Shoot. It supports our scholarship fund for students going into a construction-related field.

- ☐ Youth Food Sponsor.....\$ 300
- ☐ Parking Lot Sponsor.....\$ 250
- ☐ Youth Station Sponsor.....\$ 150
- ☐ Gun Rack Sponsor.....\$ 150

Staff Contact: [Shelly](#)

Fall Showcase & Remodelers Tour - September

The Fall Showcase shows off developments and newly constructed homes that must be complete. The Remodelers Tour shows off completed remodeling projects. These events are often marketed together so sponsorship is for both events.

- ☐ Overall Event Sponsor.....\$ 2,500

Staff Contact: [Elizabeth](#)

Holiday Party - December

The Holiday Party is our annual member celebration, and is one of our most highly attended events. It's a great evening with delicious food and headlining entertainment to ensure our members have a fun and memorable time. Sponsoring this event is a great way to show your involvement in RAB and your appreciation of your fellow members. Sponsorship varies year to year.

- ☐ Gold Sponsor.....\$ 850
- ☐ Table Sponsor.....\$ 650
- ☐ 1/2 Table Sponsor.....\$ 325

Staff Contact: [Rebekah](#)

40 Below Professional Development Workshops

40 Below offers professional development sessions throughout the year to help members advance both personally and professionally. They not only offer new skill sets, but they allow members to learn from each other in the sessions. As other professionals share their experiences, new ideas and perspectives are acquired.

- ☐ Professional Development Sponsor.....\$200/Seminar

Staff Contact: [Rebekah](#)

Contact Information -

Company Name	_____
Contact Person	_____
Address	_____
City	_____ State _____ Zip _____
Email	_____
Phone	_____
Payment Type (payable to RAB): Amount:\$	_____
<input type="checkbox"/> Invoice <input type="checkbox"/> Check <input type="checkbox"/> Call for Credit Card Info	
Signature:	_____

*** All Sponsorships subject to availability. Prices are not guaranteed and are subject to change.**