



MADISON AREA
BUILDERS ASSOCIATION

2027

**SPONSORSHIP
OPPORTUNITIES**

(608) 288-1133 | builders@maba.org



SPONSORSHIP PACKAGES

Extend your sponsorship reach across a variety of our publications and events

PLATINUM SPONSORSHIP

\$6,500

VALUE: \$10,000

EVENT REGISTRATIONS

- (6) Spring Parade of Homes Preview Party
- (6) Spring & Fall Parade of Homes
- (6) Holiday Party
- (2) Fall Golf Foursomes or Hole Sponsorships
- (2) VIP Access to Mayor's Club
- (2) VIP Access to President's Reception
- Recognition on names badges at all events
- \$5,000 Event Sponsorship Credits (Excluding Build & Remodel Expo, Women in the Construction Industry, Young Professional, & WorkForce Development events)

ADDITIONAL BENEFITS

- Company name in all new member welcome kits
- Recognition in Right Angle newsletter
- Recognition at all events
- Presentation in front of Board of Directors
- 15% Discount on MABA advertising spaces
- List of member addresses in Excel document
- Recognition in e-newsletter & email blast
- (1) Spring or Fall Parade Home garage rental
- Includes Annual Membership

GOLD SPONSORSHIP

\$4,000

VALUE: \$5,000

EVENT REGISTRATIONS

- (4) Spring Parade of Homes Preview Party
- (4) Spring & Fall Parade of Homes
- (4) Holiday Party
- (2) VIP Access to Mayor's Club
- (1) Fall Golf Foursome or Hole Sponsorship
- Recognition on Names Badges at all Events
- \$2,500 Event Sponsorship Credits (Excluding Build & Remodel Expo, Women in the Construction Industry, Young Professional, & WorkForce Development events)

ADDITIONAL BENEFITS

- Company name in all new member welcome kits
- Recognition in Right Angle newsletter
- Recognition at all events
- List of member addresses in Excel document
- Recognition in e-newsletter & email blast
- (1) Spring or Fall Parade Home garage rental

SILVER SPONSORSHIP

\$2,500

VALUE: \$3,000+

EVENT REGISTRATIONS

- (4) Spring Parade of Homes Preview Party
- (4) Spring & Fall Parade of Homes
- (4) Holiday Party
- Recognition on Names Badges at all events
- \$1,500 Event Sponsorship Credits (Excluding Build & Remodel Expo, Women in the Construction Industry, Young Professional, & WorkForce Development events)

ADDITIONAL BENEFITS

- Company name in all new member welcome kits
- Recognition in Right Angle newsletter
- Recognition at all events
- List of member addresses in Excel document
- Recognition in e-newsletter & email blast

MABA HAPPY HOUR

HOSTED AT SPONSOR'S CHOICE

Who doesn't love a drink with fellow industry peers after work? As the MABA Happy Hour host, you can host MABA members at your office or location of choice! MABA will promote the event and your organization to members. Host covers food and beverage costs – no additional cost to MABA.

Dates Available:
April 7, May 5, & August 19



BUILDER EXCLUSIVE BREAKFAST

HOSTED AT SPONSOR'S CHOICE

Want to be the only Associate Member at a Builder-only event? As the Associate sponsor, you are not only invited to attend, you are welcome to take 5–10 minutes to introduce your business and products! Sponsor covers food and beverage costs - no additional cost to MABA. These events are first-come, first-served. Lock yours in today!

Dates Available:
February 25, April 22, May 27, August 26, September 23,
& November 4



DON'T SEE WHAT YOU'RE LOOKING FOR?

Ask how you can customize your own sponsorship package!

builders@maba.org | (608) 288-1133

WINTER BLUES, BOOZE & WINE

February 10, 2027

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite

\$500 RECEPTION SPONSOR

Recognition in event promotion & onsite

\$500 BOURBON SPONSOR

Recognition in event promotion & onsite

\$500 WINE SPONSOR

Recognition in event promotion & onsite



MARCH MADNESS

March 18, 2027

\$1,500 OR HOST* PREMIER SPONSOR

Recognition in event promotion & onsite

*Host provides all food & beverages

\$500 RECEPTION SPONSOR

Recognition in event promotion & onsite

\$500 SPECIAL GUEST SPONSOR

Recognition in event promotion & onsite

Introduction of special guest



SPRING SPORTING CLAYS

April 28, 2027

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite
Opportunity to provide marketing materials & display promotional items at event

Opportunity to welcome attendees

New! (1) Complimentary foursome registration

\$1,000 LUNCH SPONSOR

Recognition in event promotion & onsite
Opportunity to provide marketing materials & display promotional items at event

(1) Complimentary individual registration

\$250 STATION SPONSOR

Recognition in event promotion & onsite
Signage at shooting station



BREWS, BRATS & BUILDERS

May 26, 2027

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite
(4) Tickets to sponsored event

\$750 BREW SPONSOR

Recognition in event promotion & onsite
Logo on drink tickets
(2) Tickets to sponsored event

\$750 BRAT SPONSOR

Recognition in event promotion & onsite
(2) Tickets to sponsored event



PARADE OF HOMES PREVIEW PARTY

June 17, 2027

\$2,500 PREMIER SPONSOR

Logo on event ticket

Recognition in all event promotion & onsite

(10) Tickets to Preview Party

\$1,000 WRISTBAND SPONSOR

Logo on event ticket

Recognition in all event promotion & onsite

Logo on wristband worn by all attendees

(4) Tickets to Preview Party

\$1,000 REGISTRATION SPONSOR

Logo on event ticket

Recognition in all event promotion & onsite

(4) Tickets to Preview Party

New! \$1,000 DESSERT SPONSOR

Logo on event ticket

Logo printed on one-third of cookies

Recognition in all event promotion & onsite

(4) Tickets to Preview Party

New! \$1,000 POH LETTER PHOTO STATION

Logo on event ticket

Recognition in all event promotion & onsite

Banner hung in sponsored area (provided by sponsor)

(4) Tickets to Preview Party

\$1,000 TICKET SPONSOR (BACK)

Logo on back of ticket (1/2)

Recognition in all event promotion & onsite

(4) Tickets to Preview Party

\$1,000 ENTERTAINMENT SPONSOR

Logo on event ticket

Recognition in all event promotion & onsite

Banner hung in sponsored area (provided by sponsor)

(4) Tickets to Preview Party

\$1,000 BEVERAGE TENT SPONSOR

Logo on event ticket

Recognition in all event promotion & onsite

Banner hung in sponsored area (provided by sponsor)

(4) Tickets to Preview Party

\$1,000 DINING TENT SPONSOR

Logo on event ticket

Recognition in all event promotion & onsite

Banner hung in sponsored area (provided by sponsor)

(4) Tickets to Preview Party

SPRING PARADE OF HOMES PREMIER SPONSORSHIP

June 18–27, 2027

\$15,000 PARADE OF HOMES PREMIER SPONSORSHIP

SOLD

Inclusion in all TV, radio, print, and web ads

Logo on the front cover of the Parade of Homes Planbook

Full page color ad in Parade of Homes Planbook

Bookmark (sponsor provided) placed in
Parade of Homes Planbook

Optional: add advertisement wrap around Parade of Homes
Planbook (\$2,500.00 Add-on)

Optional: remove bookmark & add: advertisement wrap
around Parade of Homes Planbook (\$500.00 Add-on)

Optional: add blow-in, glue-tip, bind-in of bookmark to
Planbook (Sponsor covers actual cost of process)

Tile ad placement on madisonparadeofhomes.com

Creative inclusion in consumer marketing on all paid and
promoted content.

Excludes organic social media posts.

25 Tickets to Parade of Homes

25 Tickets to Parade of Homes Preview Party

Welcome email to all members (sent out by Association)

Logo on welcome A-frames/H-frames at each cluster site and
scattered homes

Sponsor-exclusive email to MABA email list (~14,000 past
attendee emails)

Inclusion in all TV, radio, print, and web ads for the Virtual
Spring Parade of Homes

Welcome video announcement on Virtual Parade of Homes
homepage

Sponsor mention in Virtual event announcement to MABA
email list (~14,000)

First right to match proposals for 2028 Spring Parade of
Homes Premier Sponsorship



SPRING PARADE OF HOMES

June 18–27, 2027

\$2,000 TICKET SPONSOR (FRONT)

Logo on front of event ticket

Recognition on Parade of Homes website

Parade home exhibit space to display products

(10) Tickets to Parade of Homes

\$2,000 PLANBOOK SPONSOR

Custom bookmark insert in Parade of Homes
Planbook (sponsor provides bookmark)

10,000 copies printed

SOLD

\$2,000 BUILDER APPRECIATION DINNER SPONSOR

(2) Tickets to Builder-Only Appreciation Dinner

Opportunity to thank Builders

Recognition in all event promotion & onsite

Signage at event

New! \$1,500 TICKET TRAILER SPONSOR

Signage at trailer

Recognition in event promotion & onsite

(6) Tickets to Parade of Homes

New! \$1,500 SUPPORTING SPONSOR (5)

Recognition in all event promotion & onsite

Recognition on Parade of Homes website

(6) Tickets to Parade of Homes

\$1,000 TICKET SPONSOR (BACK)

Opportunity to present offer on back of ticket

Recognition on Parade of Homes website

(6) Tickets to Parade of Homes

\$500 PARADE HOME GARAGE RENTER

Space in a Parade Home garage

Recognition on Parade of Homes website



MABA FOUNDATION GOLF OUTING

July 19, 2027
TPC Wisconsin

\$2,000 PRESENTING TOURNEY SPONSOR

Recognition in all event promotion & onsite
Lead sponsor on all promo (presented by...)
Opportunity to provide banner at registration
Opportunity to speak at tournament kickoff
Opportunity to provide logo golf balls to golfers
(1) Complimentary foursome registration

\$1,000 BLOODY MARY BAR

Recognition in event promotion & onsite
Logo or signage displayed on Bloody Mary bar
(1) Drink per golfer provided

New! \$1,000 MULLIGAN SPONSOR

Recognition in event promotion & onsite
Provide each golfer with two free mulligans
Opportunity to provide poker chip or ball marker with logo

\$1,000 LUNCH SPONSOR

Recognition in event promotion & onsite
Logo placed on each box lunch

\$1,000 AFTER PARTY SPONSOR

Recognition in event promotion & onsite
Logo opportunity on all dining tables
Opportunity to provide or display promo items

\$1,000 REGISTRATION SPONSOR

Recognition in event promotion & onsite
Your company's name & logo at registration table
Opportunity to staff table and greet golfers
Opportunity to provide company banner at table

\$750 BEVERAGE CART SPONSOR

Recognition in event promotion & onsite
Logo or signage displayed on beverage cart
(2) Drinks per golf cart provided

\$500 HOLE SPONSOR (18 AVAILABLE)

Recognition in event promotion & onsite
Hole may be staffed or unstaffed
Signage at sponsored green



FALL GOLF OUTING

September 15, 2027

Pleasant View Golf Course

\$2,000 PRESENTING TOURNEY SPONSOR

Recognition in all event promotion & onsite

Lead sponsor on all promo (presented by...)

Opportunity to provide banner at registration

Opportunity to speak at tournament kickoff

Opportunity to provide logo golf balls to golfers

(1) Complimentary foursome registration

\$1,000 GOLF CART SPONSOR

Recognition in event promotion & onsite

Opportunity to provide golf cart swag package

Signage on all golf carts

\$1,000 REGISTRATION SPONSOR

Recognition in event promotion & onsite

Your company's name & logo at registration table

Opportunity to staff table and greet golfers

Opportunity to provide company banner at table

\$1,000 BLOODY MARY BAR

Recognition in event promotion & onsite

Logo or signage displayed on Bloody Mary bar

(1) Drink per golfer provided

\$1,000 LUNCH SPONSOR

Recognition in event promotion & onsite

Logo placed on each box lunch

\$1,000 AFTER PARTY SPONSOR

Recognition in event promotion & onsite

Logo opportunity on all dining tables

Opportunity to provide or display promo items

New! \$1,000 MULLIGAN SPONSOR

Recognition in event promotion & onsite

Provide each golfer with two free mulligans

Opportunity to provide poker chip or ball marker with logo

\$750 BEVERAGE CART SPONSOR

Recognition in event promotion & onsite

Logo or signage displayed on beverage cart

(2) Drinks per golf cart provided

\$500 DRIVING RANGE SPONSOR

Recognition in event promotion & onsite

Signage at driving range

May include insert in golf carts swag package

\$500 PUTTING GREEN SPONSOR

Recognition in event promotion & onsite

Signage at putting green

May include insert in golf cart swag package

\$500 HOLE SPONSOR (27 AVAILABLE)

Recognition in event promotion & onsite

Signage at sponsored green

FALL PARADE OF HOMES

October 8–10 & 15–17, 2027

\$10,000 FALL PARADE OF HOMES PREMIER SPONSORSHIP

SOLD

Inclusion in all TV, radio, print, and web ads

Logo on the front cover of the Parade of Homes Planbook

Full page color ad in Parade of Homes Planbook

Bookmark (Sponsor provided) placed in Parade of Homes Planbook

Optional: Add Advertisement wrap around Parade of Homes Planbook (\$2,000.00 Add-on)

Optional: Remove Bookmark & Add: Advertisement wrap around Parade of Homes Planbook (\$500.00 Add-on)

Optional: Add Blow-in, Glue-tip, Bind-in of Bookmark to Planbook (Sponsor covers actual cost of process)

Tile ad placement on madisonfallparadeofhomes.com

Creative inclusion in consumer marketing on all paid and promoted content.

Excludes organic social media posts.

25 tickets to Parade of Homes

Welcome email to all Members (sent out by Association)

Welcome signage at all homes

Sponsor-exclusive email to MABA email list (~14,000 past attendee emails)

Inclusion in all TV, radio, print, and web ads for the Fall Virtual Parade of Homes

Welcome Video Announcement on Fall Virtual Parade of Homes homepage

Sponsor mention in Virtual event announcement to MABA email list (~14,000)

First Right to Match Proposals for 2028 Fall Parade of Homes Premier Sponsorship



FALL PARADE OF HOMES

October 8–10 & 15–17, 2027

\$2,000 TICKET SPONSOR (FRONT)

Logo on front of event ticket
Recognition on Parade of Homes website
Parade Home product display space
(10) Tickets to Parade of Homes

New! \$2,000 PLANBOOK SPONSOR

Custom bookmark insert in Parade of Homes planbook (Sponsor provides bookmark)
5,000 copies printed

New! \$1,500 SUPPORTING SPONSOR (5)

Recognition in all event promotion & onsite
Recognition on Parade of Homes website
(6) Tickets to Parade of Homes

\$2,000 BUILDER APPRECIATION DINNER SPONSOR

(2) Tickets to Dinner
Opportunity to thank Builders
Recognition in all event promotion & onsite
Signage at event

\$1,000 TICKET SPONSOR (BACK)

Chance to present offer on back of ticket
Recognition on Parade of Homes website
(6) Tickets to Parade of Homes

\$500 PARADE HOME EXHIBITOR

Space in a Parade Home garage
Recognition on Parade of Homes website



MAYOR'S CLUB AND SILENT AUCTION

October 27, 2027

\$1,500 PREMIER SPONSOR

Recognition in all event promotion & onsite
(3) Mayor's club memberships
Opportunity to display promo items at event
Opportunity to give welcome remarks at event

\$500 BAR SPONSOR

Recognition in event promotion & onsite
(1) Mayor's club membership

\$500 FOOD SPONSOR

Recognition in event promotion & onsite
(1) Mayor's club membership
Opportunity to provide napkins with logo

New! \$500 LIVE AUCTION SPONSOR

Recognition in event promotion & onsite
(1) Mayor's club membership
Opportunity to introduce live auction
Opportunity to be live auctioneer

New! \$500 SILENT AUCTION SPONSOR

Recognition in event promotion & onsite
(1) Mayor's club membership
Logo on each item flyer

New! \$500 MAYOR'S CLUB SPONSOR

Recognition in event promotion & onsite
(1) Mayor's club membership
Opportunity to introduce elected officials



FALL SPORTING CLAYS

October 21, 2027

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite
Opportunity to provide marketing materials & display promotional items at event
Opportunity to give welcome remarks at event

New! (1) Complimentary foursome registration

\$1,000 LUNCH SPONSOR

Recognition in event promotion & onsite
Opportunity to provide marketing materials & display promotional items at event
(1) Complimentary individual registration

\$250 STATION SPONSOR

Recognition in event promotion & onsite
Signage at shooting station



MAJOR MEMBER EVENTS

Annual Membership Meeting
Casino Night/Oktoberfest
Mallards Game

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite
2-minute welcome speech

New! \$500 FOOD SPONSOR

Recognition in event promotion & onsite
Signage at food station

New! \$500 BAR SPONSOR

Recognition in event promotion & onsite
Logo on drink tickets

New! \$500 SPECIAL PRESENTER EVENT SPONSOR

Recognition in event promotion & onsite
Opportunity to introduce special presenter



PAST PRESIDENTS' HAPPY HOUR

December 8, 2027

\$1,000 PREMIER SPONSOR

Recognition in event promotion & onsite
Opportunity to make welcome speech
Logo on drink tickets

New! (4) Tickets to attend



New! \$500 PRESIDENT SPONSOR

Recognition in event promotion & onsite
(2) Tickets to attend

New! \$500 VICE PRESIDENT SPONSOR

Recognition in event promotion & onsite
(2) Tickets to attend

HOLIDAY PARTY

December 15, 2027

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite
Opportunity to introduce event
(4) Tickets to holiday party

\$500 BOARD INSTALLATION SPONSOR

Recognition in event promotion & onsite
(2) Tickets to holiday party
Introduce special guest for installation

\$500 FOOD SPONSOR

Recognition in event promotion & onsite
(2) Tickets to holiday party

\$500 BAR SPONSOR

Recognition in event promotion & onsite
Logo on holiday party drink ticket
(2) Tickets to holiday party

New! \$500 TOY DRIVE SPONSOR

Recognition in event promotion & onsite
(2) Tickets to holiday party



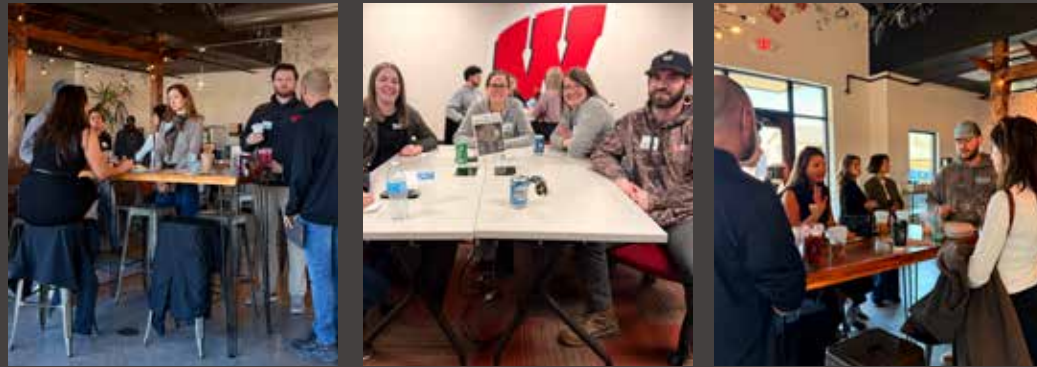
Exclusive

New!

MABA YOUNG PROFESSIONALS SPONSORSHIPS



MADISON AREA
BUILDERS ASSOCIATION
YOUNG PROFESSIONALS



MABA YOUNG PROFESSIONALS *New!*

GLOW SHOOT – January 28

EDUCATIONAL SERIES – February 18

GAME NIGHT – March 31

INDOOR YARD GAMES – April 22

CLAY SHOOT & EDUCATION – May 14

VIP PARADE TOUR (SPRING) – June 22-24

SUMMER SOCIAL (PONTOON PORCH) – July 28

EDUCATIONAL SERIES – August 25

BADGER TAILGATE SERIES – September/October

VIP PARADE TOUR (FALL) – October TBA

YEAR-END SOCIAL EVENT – November TBA

Each event listed has the following sponsorship opportunities:

\$500 PREMIER EVENT SPONSOR OR EVENT SPACE

SPONSOR PROVIDES FOOD & BEVERAGES

Recognition in all event promotion & onsite

Recognition in the MABA Young Professionals Facebook Group

Opportunity to speak at an event

Free attendance to the event

\$250 REFRESHMENT SPONSOR (6)

Recognition in event promotion & onsite

Recognition in the MABA Young Professionals Facebook Group

Free attendance to the event

\$100 FRIEND SPONSOR (UNLIMITED)

Recognition in event promotion & onsite

Recognition in the MABA Young Professionals Facebook Group

WORKFORCE *New!* DEVELOPMENT SPONSOR OPPORTUNITIES



SPRING BREAK

March 22-26, 2027

Partnering with
McKenzie Regional
WorkForce Center



\$500 OR HOST FIELD TRIP SPONSOR (5)

Recognition in event promotion & onsite
Social media post, tagging sponsor
Opportunity to host students



\$500 OR PROVIDE MATERIALS PROJECT MATERIALS SPONSOR

Provide donated (or discounted)
materials for the camp's building projects
Social media post, tagging Sponsor



\$250 LUNCH SPONSOR (5)

Social media post, tagging Sponsor



SWAG SPONSOR (5)

Provide swag for the kids
(company-branded or other)
Social media post, tagging Sponsor



SPRING & FALL CAREER DAY

May 11, 2027 & October 5, 2027

\$1,500 PREMIER SPONSOR

Recognition in event promotion & onsite
Social media post, tagging Sponsor



\$500 TRANSPORTATION SPONSOR

Recognition in event promotion & onsite
Social media post, tagging Sponsor



\$1,000 LUNCH SPONSOR

Recognition in event promotion & onsite
Social media post, tagging Sponsor

\$500 STATION SPONSOR

Recognition in event promotion & onsite
Social media post, tagging Sponsor



\$500 REGISTRATION SPONSOR

Recognition in event promotion & onsite
Social media post, tagging Sponsor
Opportunity to welcome schools at
check-in



STUDENT HOME BUILD

MATERIAL SPONSOR

Recognition onsite, social media,
& press releases

Contribute needed materials

LABOR SPONSOR

Recognition onsite, social media,
& press releases

Contribute labor



BLAZE GIRLS CAMP

July, 2027

Partnering with McKenzie
Regional WorkForce Center

\$500 or HOST FIELD TRIP SPONSOR (2)

Recognition in all event promotion
& onsite

Social media post, tagging sponsor

Opportunity to host students

\$2,500 OR PROVIDE MATERIALS PROJECT MATERIALS SPONSOR

Provide donated (or discounted)
materials for the camp's building projects

Social media post, tagging Sponsor

\$250 LUNCH SPONSOR (6)

Social media post, tagging Sponsor

SWAG SPONSOR (5)

Provide swag for the kids
(company-branded or other)

Social media post, tagging Sponsor

