

BUILDING VIRGINIA'S HOUSING INDUSTRY, TOGETHER.

HBAV's 2026 Marketing & Sponsorship Opportunities

At HBAV, our members work side by side to strengthen and protect Virginia's residential building industry - not only for the benefit of members, but also for homebuyers, homeowners, and the communities we serve.

Through sponsorship of HBAV's programs and events, companies gain valuable opportunities to connect with our statewide network, promote their brand, and demonstrate their commitment to the industry. This investment fuels HBAV's mission, enabling us to expand our advocacy efforts, provide exceptional education, and create meaningful networking experiences for our members.

A keystone is the central stone in an arch - the element that holds everything together. Likewise, our Keystone Club Partners are the central support of HBAV's success. These annual partners are prominently recognized at HBAV events, meetings, and online - gaining valuable visibility and influence within Virginia's building community.

Thanks to the dedication and investment of our 2025 Keystone Club Partners, HBAV was able to:

- Host over 140 HBAV members at the NAHB International Builders Show - *our largest reception yet!*
- Hold a jam-packed Annual Conference & Housing Excellence Awards with 285 attendees, and *more education, more awards & more impact!*
- SOLD OUT the 2025 'Stay the Course' Invitational, with 116 players and over 20 sponsors
- Filled the Virginia Builders Summit Exhibit Floor with 75 exhibit booths and over 800 attendees
- Hosted over 1,700 unique members across 8 signature events!

Our Keystone Club Partners make it possible for HBAV to grow, innovate, and deliver exceptional value to our members year after year. We are grateful for your continued partnership and for helping us keep Virginia's housing industry strong.



2026 DIGITAL ADVERTISING WITH HBAV

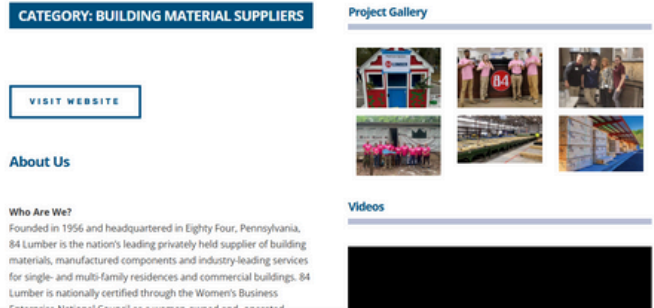
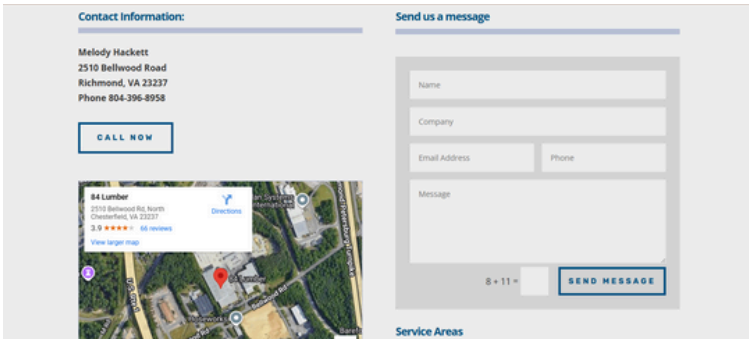
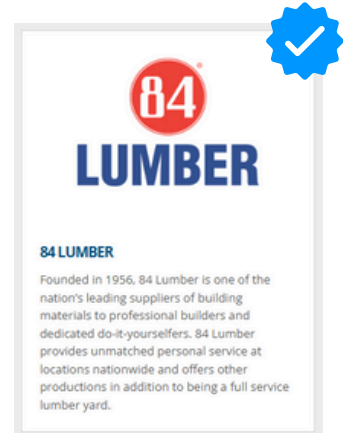
HBAV Builder & Product Catalog Enhance Your Membership.

The HBAV Builder & Product Catalog is your year-round, statewide spotlight - connecting your business directly with decision-makers in Virginia's residential building industry. Whether you're a builder, remodeler, supplier or service provider, this is where members (and their customers) go to find trusted partners.

Your profile is fully customizable and gives website visitors direct access to your website, contact information, and products - making it easier than ever for prospects to reach you. Profiles can be updated at any time by HBAV's Team, and we can provide Google Analytics so you'll know exactly who's visiting, what they're viewing, and when they're engaging with your profile.

Choose a Standard Annual Listing to keep your business visible. Or, upgrade to our Premium Listing - complete with a verified badge (just like the one you see on social media) - to stand out instantly, inspire trust, and show you're an HBAV recognized leader in your field.

- Annual Listing.....\$1,000**
- Premium Annual Listing.....\$1,500**



2026 SIGNATURE EVENTS & PROGRAMS

January 28, 2026

Day at the General Assembly Richmond, VA

Each year, HBAV brings members to the Virginia General Assembly to help advance HBAV's legislative agenda. This event features morning meetings with legislators and a luncheon & recap at HBAV's office.

Supporting Sponsor.....\$1,000



February 17, 2026

International Builders Show Reception Orlando, FL

HBAV will host members who attend NAHB's International Builders Show for a reception on Tuesday, February 17th in Orlando, FL. Sponsor this reception to network and expand your brand to IBS attendees.

Presenting Sponsor.....\$2,500

Host Sponsor.....\$1,000

June 25-27, 2026

Annual Conference & Housing Excellence Awards Virginia Beach, VA

HBAV will host the 2026 Annual Conference & Housing Excellence Awards Celebration, June 25 - 27 at the Marriott Virginia Beach Oceanfront. Join building industry professionals from across the Commonwealth for this jam-packed, 2-day, 2-night conference.



\$8,000 \$5,000 \$2,500 \$1,000

	\$8,000	\$5,000	\$2,500	\$1,000
Company logo in Annual Conference on-site program	X	X	X	
Opportunity to provide branded materials for attendee welcome bag	X	X	X	
Recognition from the podium & event signage at Conference Welcome Party	X	X		
Logo Recognition on all pre/post and on-site signage	X	X	X	
Registration to HBAV Annual Conference & Housing Excellence Awards (\$469 value)	XX	X	X	
Sponsorship of HBAV Presidents Breakfast and Education Sessions	X	X	X	
Table Top Exhibit included in Coffee with the Trades (June 26, 2026)	X	X	X	X
Company representative to present an award during the Housing Excellence Awards Celebration	X	X		
Recognition in Housing Excellence Awards Program	X	X		
Sponsorship of 2026 Housing Excellence Awards Celebration	X	X		
2-Night Stay at Conference Hotel	X			

2026 SIGNATURE EVENTS & PROGRAMS



August 2026 Summer Golf Outing Richmond, VA

Each year, HBAV hosts a golf outing to support HBAV and NAHB’s legislative and regulatory affairs programs. Join golfers and supporters from across Virginia to help our industry strengthen its voice to protect and advance housing.

Presenting Sponsor	\$5,000
2-Person Team	\$1,000
Contest Sponsor	\$800
Hole Sponsor	\$800

September 29, 2026 Virginia Builders Summit Richmond, VA

HBAV’s most attended event is the Virginia Builders Summit, and will be held on Tuesday, September 29, 2026 in Richmond, VA. The Builders Summit features 10+ builder education sessions, as well as an exhibit floor with over 75 exhibitors. This event gives builders the opportunity to visit with vendors and suppliers of the top building products, and YOU the opportunity to promote your brand to over 800 attendees!



Presenting Sponsor	\$10,000
Education Sponsor (8 available)	\$2,500
Premium Exhibit Booth	\$2,195
Standard Exhibit Booth	\$1,695



December 2026 Installation of Officers Celebration Northern VA

Each year, HBAV celebrates the incoming HBAV President, outgoing President, and other incoming Executive Board Members. Sponsor this event to support HBAV’s leadership - this event includes a reception, awards, and the Installation of the 2027 HBAV President, Alicia Skoug.

Presenting Sponsor	\$5,000
Host Sponsor	\$2,500
Supporting Sponsor	\$1,000

BE THE KEYSTONE. BUILD THE FUTURE.

From sold-out conferences to impactful advocacy, every HBAV success is built on the strength of our partners. Join us, and be the keystone that holds it all together.

	Diamond \$17,500	Platinum \$12,500	Gold \$6,000
Day at the General Assembly - January 28, 2026			
Supporting Sponsor	X		
International Builders Show Reception - February 17, 2026			
Presenting Sponsor	X		
Host Sponsor		X	
Spring & Fall Leadership Meetings - April 8 & September 28			
Complimentary Registration	X	X	X
Logo on Signage & On-Site Program	X	X	X
Recognition from Podium	X		
Annual Conference & Housing Excellence Awards - June 25-27, 2026			
Registration to Attend (\$469 Value)	XX	X	X
Signage at HBAV Annual Conference events and registration	X	X	X
Opportunity to provide branded materials in the Annual Conference Attendee Welcome Bag	X	X	X
Exhibit Booth at Coffee with the Trades	X	X	X
Sponsorship of Housing Excellence Awards Celebration	X	X	
Company Representative to Present 1 Award during Awards Celebration	X	X	
Promotional Video during Awards Celebration	X		
2-Nights, Double Occupancy Stay at Conference Hotel	X		
Summer Golf Outing - August 2026			
Golf Team AND Hole Sponsor	X		
Golf Team OR Hole Sponsor		X	X
Virginia Builders Summit - September 29, 2026			
Premium Exhibit Booth	X		
Standard Exhibit Booth		X	X
Installation of Officers Celebration - December 2026			
Host Sponsor + 4 Tickets	X		
Company Sponsor + 2 Tickets		X	
Supporting Sponsor + 1 Ticket			X
Builder & Product Catalog			
Annual Premium Listing	X		
Annual Listing		X	

BE THE KEYSTONE. BUILD THE FUTURE.

HBAV Website & Social Media			
HBAV Website Banner Recognition	X	X	X
Recognition in HBAV E-Newsletter (6 Annual)	X	X	X
Recognition on Annual Sponsor Website Section	X	X	X
Logo Recognition on Social Media	X	X	X
Logo Recognition on Back Cover of HBAV Annual Report	X	X	X
Sponsor of the Annual Member-Exclusive Economic Forecast Webinar	X	X	
2 Minute Promotional Video on Social Media	X		
Access to Membership			
Full List of All Event Registrants with Email	X	X	X
Full Membership Roster with Email Twice Annually	X	X	X
NEW! Credit for Custom Sponsorships	\$1,500	\$1,000	\$500

As a Keystone Club partner, in 2025, your company logo had a physical presence to 1,770+ people over 8 days, and was distributed via print mail to over 3,000 members.



YOUR SPONSORSHIP, YOUR WAY

As a Keystone Club Partner, new in 2026, you don't just get recognition - you get choices. Your 2026 partnership includes an exclusive a la carte sponsorship credit you can use for *any* HBAV event or program through the year. You get **first right of refusal** on these opportunities *before* they're offered to the full HBAV membership.

International Builders Show Reception

- Cocktail Napkin.....\$500
- Beverage Sponsor.....\$1,000

Annual Conference & Housing Excellence Awards

- Cocktail Napkin for Welcome Party.....\$750
- Cocktail Napkin for Awards Celebration.....\$750
- Women Building Virginia Event.....\$1,000
- Promotional Video during Awards Celebration.....\$1,000
- After-Party Sponsor.....\$2,500

Summer Golf Outing

- Hole Sponsor.....\$800
- Contest Sponsor.....\$800
- Lunch Sponsor.....\$2,500
- 19th Hole Reception Sponsor.....\$2,500
- Beverage Cart Sponsor.....\$2,500

Virginia Builders Summit

- Upgrade to Premium Exhibit Booth.....\$500
- Keynote Sponsor.....\$2,500
- Education Session Sponsor.....\$2,500
- Show Bag Sponsor.....\$3,000
- Lanyard Sponsor.....\$3,000
- Wi-Fi Sponsor.....\$3,000
- Parking Sponsor.....\$5,000
- Preview Show Floor Reception Sponsor.....\$5,000

Installation of Officers Celebration

- Cocktail Napkin Sponsor.....\$500
- Table Sponsor.....\$1,500

Builder and Product Catalog

- Upgrade to Premium Listing.....\$500

Donations

- Donation to HBAV's Build PAC.....\$ Your Choice
- Donation to HBAV Education Foundation.....\$ Your Choice

Feeling creative? If you don't see a sponsorship option that's just your style, let's talk! We're happy to be flexible and craft something that fits what you're looking for.



2025 KEYSTONE CLUB PARTNERS

DIAMOND



PLATINUM



GOLD



Serving Builders Since 1932
804-598-3633

