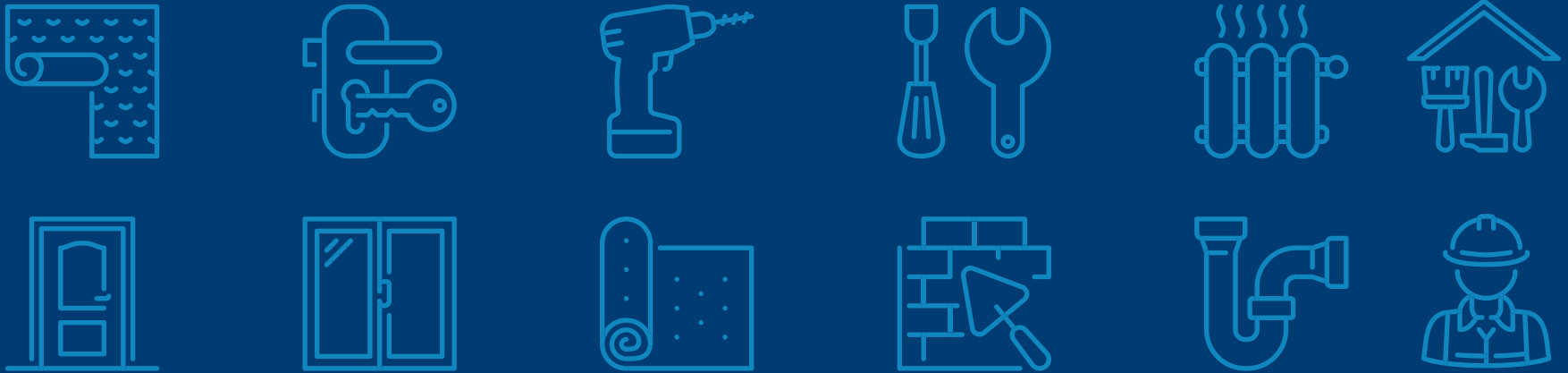


BUILD WITH US

NAHB Industry Supporter Program



Building Homes, Enriching Communities, Changing Lives

NAHB Sponsorship, Advertising & Digital Media Opportunities

NAHB Industry Supporter Program

The NAHB Industry Supporter Program is for manufacturers, suppliers and builders to take advantage of business growth opportunities by providing turnkey options gaining access to the 140,000+ members of NAHB.

Benefits of being an NAHB Industry Supporter:

- Exclusive branding options
- Access to exclusive industry content
- Trends and insights
- Overall business advancement and growth

Participants in this program support the NAHB mission and values of the home construction industry.

NAHB INDUSTRY SUPPORTER OPPORTUNITIES

There are four support levels in the program and different exposure options at each level of support.



Premier
Level



Champion
Level



Leader
Level



Builder
Level



Supporter Opportunities



Electronic Branding in the Lobby of the National Housing Center in Washington, DC

Display your logo on the flat panel welcome screen in the lobby of the NAHB headquarters, where we host member leadership meetings along with a full calendar of housing-related, B-to-B and consumer events throughout the year. Be recognized as an NAHB supporter by the thousands of housing industry professionals and consumers who come through the atrium and attend National Housing Center events.



NAHB Website Promotion

Prominently display your logo that links to your business website on the NAHB Industry Supporter page of NAHB.org. A link from the home page of NAHB.org takes visitors to the NAHB Industry Supporter page. Your logo placement on this page will be displayed under your support level.



NAHB Leadership Meetings Sponsor

The NAHB Chairman will recognize your support of the industry and our members at each of the three leadership meetings during the year. Each meeting features over 700 of the most engaged members at the pinnacle of their careers. NAHB member leaders support NAHB sponsors and recommend that members of their local home builders associations (HBAs) support NAHB sponsors.

ACTIVATION INCLUDES

- Verbal recognition from the NAHB Chairman of your level of sponsorship and your logo/company name displayed on screen
- Opportunity to attend NAHB Committee meetings, where committee members make decisions and set policies
- Sponsor table opportunity in high-traffic areas at Spring and Fall Leadership Meetings



IBStv Promotion During NAHB International Builders' Show® (IBS)

IBS is the premier industry show of the year. IBS co-locates with the Kitchen & Bath Industry Show (KBIS), where over 100,000 industry professionals gather annually. IBStv is the 3-day video coverage of the event that runs on the hotel shuttle buses and in various locations at the convention center. The IBStv broadcast includes your logo and company name as an NAHB Industry Supporter. The IBStv host thanks NAHB Industry Supporters and, if the company has a booth, can encourage IBS attendees to drop by your booth.



NAHB Logo Lockup

Use your logo alongside the NAHB logo to show your support of NAHB and its members, your commitment and dedication to the NAHB mission and values.



Housing Economics Plus Subscription

A Housing Economics Plus subscription gives you exclusive access to industry forecasts and geographic and sector-focused data, including starts by state, long-term remodeling and executive-level forecasts. Economic forecasts focus specifically on the housing industry and incorporate NAHB survey results and feedback from over 600 home builder associations nationwide.

THE HOUSING ECONOMICS SUBSCRIPTION ALSO INCLUDES ACCESS TO

- Hear the economic outlook, a detailed data analysis of current economic and housing market conditions, demographics, policy and other current forecasting topics from economic experts in recorded sessions from the International Builders' Show
- Discover What Home Buyers Really Want in the electronic version of up-to-date survey results of recent and prospective homebuyers (\$149.95 Value)
- Get the inside scoop on the economy and the housing industry outlook from NAHB economic experts during two exclusive Housing Economic webinar updates



Custom NAHB Economic Update

FROM DR. ROBERT D. DIETZ, PH.D., NAHB CHIEF ECONOMIST

NAHB Chief Economist Dr. Robert D. Dietz will provide an up-to-the-minute virtual or in-person (schedule permitting) custom economic forecast for your company or your customers.



The NAHB Industry Supporter Roundtable in Washington, DC

(DATE TBD)

Get exclusive economic, advocacy and trends updates at the National Housing Center in DC with a focused and informative one-day event full of professionals who support industry sustainability and growth.

INCLUDES

- One-night hotel accommodations in DC
- Welcome Reception and Dinner
- Lunch during the roundtable discussion



NAHB Leadership Education & Training Sponsor

Influence and support educating new, emerging state and local executive officers, HBA staff and elected member leaders, who are conduits to reaching local NAHB members.

NAHB Executive Officer Leadership Orientation

(2 TIMES/YEAR AT THE NATIONAL HOUSING CENTER IN DC)

NAHB Orientation covers NAHB programs, products and services through experiential components, roundtable discussions and customized training sessions. The leadership track programming is specific to member leadership roles within the Federation.

While attending these meetings, leaders network and learn alongside other HBA leaders. Hear from NAHB Senior Officers and staff and discuss housing issues that impact their business with fellow leaders.

ACTIVATION INCLUDES

- Promotion of your support in all outgoing email invites
- Promotion of support on [Leadership Training | NAHB](#)
- Share your products/services with attendees during breaks from your tabletop
- On-screen recognition of your support with your company name and logo
- Post-event email thank you message with your logo included



President's Council

NAHB Advisory Services hosts the NAHB President's Council at the three annual leadership NAHB Chief Economist Dr. Robert D. Dietz will provide an up-to-the-minute virtual or in-person (schedule permitting) custom economic forecast for your company or your customers.

ACTIVATION INCLUDES

- Listed as sponsor in promoting all events
- Email promotion including your logo, company name and sponsorship before the event
- Your company name and logo on-screen during the events



Leadership Training Events at National Meetings

Leaders receive training and have networking opportunities during the Spring Leadership Meeting and the IBS (Winter) Leadership Meeting. The SLM event includes leadership onboarding and peer-to-peer networking. The International Builders' Show event is for members currently serving on their HBA board to meet and network with their peers, NAHB Senior Officers and NAHB Staff.

ACTIVATION INCLUDES

- Email promotion of the event to the invited attendees will include your sponsorship
- Listed as sponsor in all event promotions
- Logo, company name on-screen at events
- Share your products/services with attendees during breaks from your tabletop



Structure Productions Promotional Video

From idea conception to post-production, the exclusive NAHB production company Structure Productions collaborates with you to turn your message into a valuable promotional video. The video is up to 60 seconds of polished, captivating video content, including product demos and interviews, to promote your products and services to your target audiences on different platforms and social media channels. Your video is available on the NAHB Industry Supporter page of NAHB.org for additional exposure.



NAHBNow Blog: Featured Product Review

NAHBNow is the official news blog of NAHB for home building industry news, product information and educational resources and your chance to reach 300,000+ viewers annually. Post your video, produced by Structure Productions, on NAHBNow.



Leading Supplier Council Membership

The NAHB Leading Suppliers Council (LSC) is a special NAHB standing committee that gives building industry suppliers, manufacturers and service providers opportunities to participate in NAHB committees, impact housing policy and initiatives and gain direct access to NAHB members.

Active in NAHB at all levels, LSC members serve as a unique problem-solving resource on various issues. LSC members work closely with NAHB Senior Officers (who serve as the key decision makers for national housing policy) to ensure that the interests of suppliers are conveyed and considered during policy development activities.

[LEARN MORE ABOUT THE
NAHB LEADING SUPPLIERS COUNCIL | NAHB](#)



Dedicated Email Promotion to NAHB Membership

Promote your product or service through a sponsored NAHB email sent to members. Email marketing is one of the most cost-effective direct marketing tools available. Target specific audiences to maximize response rates.



Educational Thought Leadership Session

Position yourself as a thought leader as an education speaker working with NAHB EDU (education) and Structure Productions (NAHB's video production studio). Thought leadership sessions can help differentiate your company from competitors as you demonstrate your expertise on industry topics without directly pitching your product. Our NAHB EDU team can help you with session topics.



Custom Survey

The NAHB Economics team researches all aspects of the industry to help you gain valuable insights into our members' perspectives. You can supply up to 10 questions* for our team to provide an analysis of the results. If your company and NAHB agree to release results publicly, the final report recognizes your company as the research sponsor -- a gold-standard promotional opportunity.



*Questions are subject to NAHB approval and may be subject to edits to ensure better results.

NAHB Advocacy Supporter

NAHB is the leading voice for the housing industry on a wide range of issues that impact home building. Let the industry know that you support NAHB efforts to support and fight for members and the housing industry on Capitol Hill, in state houses and communities where NAHB members do business.

SUPPORT INCLUDES

- Logo on portable retractable banner at the annual spring Legislative Conference (LegCon) meeting in Washington, DC
- Advocate for specific issues with NAHB Members and Staff on Capitol Hill during LegCon
- Support recognition on the NAHB Advocacy web page [NAHB.org/advocacy](https://www.nahb.org/advocacy)



NAHB Disaster Recovery Supporter

NAHB works closely with state and local home builder associations to meet the needs of members affected by natural disasters and to provide the resources to help them rebuild. Your support helps our disaster relief team provide immediate support quickly with simple necessities (food, water, tarps, generators) and the building materials needed to get our HBAs and members up and running. Disaster Recovery supporters can also provide materials and supplies, if appropriate.

SUPPORT INCLUDES

- Logo/link on website [NAHB Disaster Recovery Page; NAHB.org/disaster](https://www.nahb.org/disaster)
- Logo/Link on [NAHB Disaster Response and Recovery Toolkit](#), a member and public-facing toolkit with information and links from our federal and non-profit partners
- Your company name mentioned as NAHB Staff helps in their support of local recovery efforts via NAHB communications media
- Opportunity to supply products and services in conjunction with NAHB Staff



Workforce Development Sponsor

Your brand on marketing materials that encourage careers in the construction trades and management that are distributed in guidance counselor offices, career centers, community centers, college and career fairs, and member and HBA offices.

SPONSOR BENEFITS

- Branding on marketing collateral brochures and banner ads
- Recognition as a Workforce Development Champion sponsor at NAHB leadership meetings, during Champion Forums and year-round on the Champion Checklist
- Your company logo and link to your website from the [Workforce Development Champions | NAHB page](#)



NAHB 2024 Industry Supporter Program

	Benefit	Premier	Champion	Leader	Builder
Branding	Electronic Branding in Lobby of the National Housing Center in Washington DC:	X	X	X	X
	NAHB Website Promotion as NAHB Industry Supporter	X	X	X	X
	NAHB Leadership Meetings Sponsor	X	X	X	X
	IBSTV Promotion during International Builders' Show	X	X	X	X
	NAHB Logo Lock-up	X			
	Housing Economics Plus Subscription	X	X	X	X
	Custom NAHB Economic Update	X			X
Exclusive Industry Content	The NAHB Sponsor Roundtable at the National Housing Center in Washington, DC	X	X	X	X
	Exclusive Home Construction Industry Content				
	Current Economic Forecast				
	NAHB Advocacy Update				
	Trends Report; What Home Buyers Really Want				
	NAHB Studios: Interview				
Business Advancement	NAHB Leadership Education & Training Sponsor	X	X	X	
	Structure Productions Promotional Video	X	X	X	
	NAHBNow Blog: Featured Product Review	X	X	X	
	Leading Suppliers Council Membership	X	X	X	
	Dedicated Email Promotion to NAHB Membership	X	X		
	Educational Thought Leadership Session	X			
	Custom Survey	X			
Industry Support	Select 2 of 3				
	NAHB Advocacy Supporter	X	X		X
	NAHB Disaster Recovery Supporter	X	X		X
	NAHB Workforce Development Sponsor	X	X		X
	Value:	\$140,000	\$95,000	\$55,000	\$70,000
	Price*	\$100,000	\$75,000	\$50,000	\$50,000
	Discount	29%	21%	9%	29%
	Number of Opportunities	3	4	5	3

**Build
with Us**

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