

# A Note from Our Executive Officer



## RRHBA Executive Officers

*Nancy Kelderhouse*  
*nkelderhouse@rrhba.com*

### Office Hours

Monday—Thursday  
8:30 a.m. to 5 p.m.  
Friday  
8:30 a.m. to 12 p.m.

### Holiday Closings

- ◆ September 4, Labor Day
- ◆ November 23-24, Thanksgiving
- ◆ December 25-29, Christmas

## Finishing 2017 Strong

As we wind down the year, I want to thank all the Companies that have sponsored events through July. The Association redesigned the Sponsorship Guide this year to provide you broader range (\$50—\$1,300) of investment opportunities. Through the end of July, 25% of our Membership have sponsored an event raising over \$17,000 for the Association. Thank you.

Enclosed in this guide are the remaining 2017 Sponsorship Opportunities. Our goal is to finish the year strong with a target to raise over \$16,000. With the redesigned packet, we included expected return on investment (ROI) plus strong online marketing campaign. Our goal with each investment made is to maximize your exposure while bringing a strong ROI.

Our goal is to end 2017 with 100% participation. Whether you support the organization through a financial investment or time volunteering, we appreciate your support. It is because of your support we were able to introduce FREE events such as Picnic In the Parking Lot and Business Links.

Take some time to review the Guide so you can decide where you will get the most value for your investment. Need help? Just reach out. We are here to serve and help you figure out how to maximize your investment.

## Contact Us

(540) 389-7135 ~ [www.rrhba.com](http://www.rrhba.com)  
1626 Apperson Drive ~ Salem, VA 24153



# Thank You To Our 2017 Sponsors

- ◆ 1 800 WaterDamage
- ◆ ABC Supply Co., Inc.
- ◆ Affordable Portables
- ◆ ALCOVA Mortgage, LLC
- ◆ AmeriGas
- ◆ Anchor Sales & Service, Inc.
- ◆ Annandale Millwork and Allied Systems Corporation
- ◆ Atlantic Bay Mortgage Group
- ◆ Atlantic Bay Mortgage Group, Karen Hankins
- ◆ Atlantic Bay Mortgage Group, Melvin Scales
- ◆ Balzer & Associates, Inc.
- ◆ Bank of Botetourt
- ◆ Bank of the James
- ◆ Berglund Commercial
- ◆ Blossman Gas
- ◆ Blue Stone Block Supermarket, Inc.
- ◆ Boxley
- ◆ Bug Man Exterminating
- ◆ Builders FirstSource
- ◆ Building Specialist
- ◆ Burton Center for Arts & Technology
- ◆ Chandler Concrete Co. of VA
- ◆ Consolidated Construction Services, Inc.

- ◆ ENIRTEP, Inc.
- ◆ ETHOS Technologies
- ◆ Davenport Energy
- ◆ F & S Building Innovations, Inc.
- ◆ David James Homes
- ◆ DeWeese Construction Co.
- ◆ Ferguson Bath, Kitchen & Lighting Gallery
- ◆ First Citizens Bank
- ◆ First Citizens Bank Mortgage
- ◆ First Citizens Bank, Beth Ruffing
- ◆ First Citizens Bank, Jimmy Butler
- ◆ First Citizens Bank, Mike Shorten
- ◆ Fralin & Waldron
- ◆ General Shale Brick
- ◆ HomeTown Residential Mortgage, Christine Sander
- ◆ Huber Engineered Woods
- ◆ James Buck Plumbing & Heating
- ◆ Jim Cox
- ◆ Joe Bandy & Son, Inc.
- ◆ Lionberger Construction
- ◆ Long & Foster, Sarah Fisher

- ◆ Miller, Long & Associates, Inc.
- ◆ Morris Tile Distributors of Roanoke
- ◆ National Association of Home Builders
- ◆ National Pools of Roanoke, Inc.
- ◆ Ply Gem Windows
- ◆ Roanoke Cement Co.
- ◆ Roanoke Gas
- ◆ Roanoke Glass Incorporated
- ◆ Rockydale Quarries Corp.
- ◆ S.J. Neathawk Window & Door Gallery
- ◆ Salem Civic Center
- ◆ Sherwin Williams
- ◆ Skyline Door & Hardware, Inc.
- ◆ South river Contracting of Roanoke, Inc.
- ◆ Superior Distribution
- ◆ The Roanoke Times
- ◆ Triangle Developers
- ◆ TrustPoint Insurance, LLC
- ◆ Virginia Title, Patti Dickerson
- ◆ Watts Petroleum Corp.
- ◆ Window World of Roanoke
- ◆ Yellawood

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# Events Calendar

## 2017 Events

### September

- ◆ September 12 Picnic In The Parking Lot
- ◆ September 14 Business Links Hosted by Boxley
- ◆ September 23 Fall Home Show
- ◆ September 24 Fall Home Show

### October

- ◆ October 11 KATZ Roadshow
- ◆ October 20 Sporting Clay Shoot
- ◆ October 24 Business Links Hosted by Pella Windows and Doors
- ◆ October 25 CAPS I Certification
- ◆ October 26 CAPS II Certification
- ◆ October 26 Picnic In The Parking Lot
- ◆ October 27 CAPS III Certification

### November

- ◆ November 9 Annual Membership Meeting

### December

- ◆ December 5 Virginia Legislative Breakfast
- ◆ December 7 December Membership Meeting, Toys for Tots Celebration & Installation of Officers

## 2018 Events

### February

- ◆ Membership Meeting

### March

- ◆ March Business Links
- ◆ Spring Home Show
- ◆ Picnic In The Parking Lot

### April

- ◆ Membership Meeting
- ◆ Picnic In The Parking Lot
- ◆ Annual Golf Classic

### May

- ◆ Business Links
- ◆ Picnic In The Parking Lot

### June

- ◆ Business Links
- ◆ Picnic In The Parking Lot

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# KATZ Roadshow Clinic

October 11, 2017

*Salem Civic Center*

KATZ Roadshow is a unique hands-on training clinic hosted by professionals for professionals.

Each attendee receives a hot breakfast, boxed lunch and 4 training sessions all at no cost.

## Connections

120+ Attendees from Virginia, North Carolina, West Virginia & Tennessee

Pre-promotion impressions of 100,000+

## Promotions

3-Month cross platform promotion which includes listing on

- RRHBA website
- The Nail Keg
- RRHBA Facebook Page
- KATZ Roadshow Invitation
- Recognition through clinic
- Press releases
- RRHBA Invitation

### □ **Showcase Investment: \$1,300**

- ◆ Products are used during clinic giving you the most brand exposure to the audience.
- ◆ Display table provided in roadshow area for promotional items.
- ◆ Noted as Showcase sponsor RRHBA and KATZ invitations and website.

### □ **Breakfast Investment: \$1,000**

- ◆ Company signage and any other marketing material as provided by Sponsor displayed in the dining area during breakfast hours.

### □ **Lunch Investment Sole: SOLD**

- ◆ Company signage and any other marketing material as provided by Sponsor displayed in the dining area during lunch hours.

### □ **Key Investment Shared: \$400**

- ◆ Company signage not to exceed 5' 0" x 5' 0" as provided by Sponsor displayed around the stage area.

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# Sporting Clay Shoot

Friday, October 20

Summit Springs Sport Shooting Facility

RRHBA Sporting Clay Shoot is planned by a committee of fellow members where over 75+ business leaders participate.

Each attendee receives a delicious lunch, followed by the fellowship and fun of a four person team competition on a 14 stand course.

## Connections

75+ Event Attendees

Pre-promotion impressions of  
5,000

## Promotions

3-Month cross platform promotion and recognition on

- ◇ RRHBA website
- ◇ The Nail Keg
- ◇ RRHBA Facebook Page
- ◇ RRHBA YouTube Channel
- ◇ Promotional Flyer
- ◇ Verbal and printed recognition during event

### □ **Premier Investment: \$500**

- ◆ Includes 4 person team
- ◆ Company banner (provided by company) prominently hung at the event
- ◆ Enhanced listing on all event materials
- ◆ Table for promotional materials

### □ **Lunch Investment: \$300**

- ◆ Signage displayed throughout the lunch area including buffet and dining tables

### □ **Stand Investment Sole: \$250**

- ◆ Highly visible box sign (as provided by RRHBA) at stand
- ◆ Sponsor may bring pre-approved table, tents or material to sponsored hole allowing your team to meet and greet shooters

### □ **Stand Investment Shared: \$150**

- ◆ Highly visible box sign (as provided by RRHBA) at stand
- ◆ Note: Two signs will be at shared stand

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# Legislative Breakfast

Tuesday, December 5

*Salem Civic Center*

Take advantage of the opportunity to meet our area's state legislators and hear responses regarding matters of interest to the home building industry.

Each attendee receives a buffet breakfast, followed by an informational session on topics to be addressed during the Virginia General Assembly Session.

## Connections

40+ Event Attendees including elected officials, media, community, and corporate leaders.

Pre-promotion impressions of 5,000

## Promotions

3-Month cross platform promotion and recognition on

- ◇ RRHBA website
- ◇ The Nail Keg
- ◇ RRHBA Facebook Page
- ◇ RRHBA YouTube Channel
- ◇ Promotional Flyer
- ◇ Verbal and printed recognition during event

## □ Premier Investment: \$500

- ◆ Company signage (provided by company) displayed beside stage area
- ◆ Corporate logo on main screen during networking and breakfast hours
- ◆ Recognition on every table and program
- ◆ Company name featured on invitation to government officials, media and corporate leaders

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# Membership Meeting

Promote your business at this casual networking event where business leaders make long lasting connections with other industry professionals.

## Connections

60+ Event Attendees

10+ Tables

Pre-promotion impressions of  
5,000

## Promotions

3-Month cross platform promotion and recognition on

- ◇ RRHBA website
- ◇ The Nail Keg
- ◇ RRHBA Facebook Page
- ◇ RRHBA YouTube Channel
- ◇ Promotional Flyer
- ◇ Verbal and printed recognition during event

## □ Premier Investment: \$1,000

- ◆ Company signage (provided by company) displayed beside stage area
- ◆ Corporate logo on main screen during networking and dining hours
- ◆ Recognition on every buffet, desert and dining table
- ◆ Signage at registration and name tag pick-up table
- ◆ Premier 2018 investor opportunities are available for Membership Meetings planned for February, April, November, and December
  - ◇ Thursday, November 9 Meeting is *Annual Meeting & Election of Officers* being held at Salem Civic Center from 8 a.m. to 10 a.m.
  - ◇ Thursday, December 7 Meeting is *Installation of Officers & Toys for Tots Celebration* being held at Sheraton Roanoke Hotel & Conference Center from 5:30 p.m. to 8 p.m.

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