

CELEBRATING
85 YEARS
1941-2026

HBA

SPONSORSHIP GUIDE

GNO





OUR MISSION

The Home Builders Association of Greater New Orleans is a professional organization representing the residential housing industry, serving our members and the community since 1941.



MEMBERSHIP DEMOGRAPHICS

- **Total Members:** Over **800** businesses representing every facet of the residential construction industry in Greater New Orleans.
- **Builder Members:** About half of our members are licensed contractors—leaders in new construction, remodeling, and multi-family development.
- **Associate Members:** Our associate members include suppliers, service providers, financial institutions, and other key partners supporting the housing ecosystem.
- **Geographic Reach:** Members are located throughout the Greater New Orleans region, including Jefferson, Orleans, St. Bernard, St. Charles, St. John, St. James, and Plaquemines parishes.
- **Diversity & Growth:** Our newly formed Latino Council addresses the needs of Spanish-speaking professionals—while Latinos make up **30%** of the workforce, they represent only **5%** of our membership, highlighting a major opportunity for sponsors committed to this niche market.
- **Councils:** Active councils focus on niche areas of our industry and include Remodelers, Professional Women in Building, Latino, Sales & Marketing, and Multi Family.
- **Business Types:** Membership spans builders, remodelers, architects, engineers, banks, insurance, suppliers, and specialty trades—offering sponsors access to decision-makers across the entire housing value chain.



MARKETING VECTORS

HBAGNO offers sponsors a multi-channel marketing platform to reach decision-makers across the Greater New Orleans housing industry. Our marketing vectors include:

- **Digital Reach:** Weekly newsletters, robust website traffic, and active social media campaigns across Facebook, Instagram, LinkedIn, and YouTube.
- **Event Marketing:** Signature events, such as the Home & Garden Show, Parade of Homes, Speed Networking, and Housing Summit, provide direct engagement with builders, remodelers, developers, and consumers.
- **Sponsor Recognition:** Logo placement at all major events and meetings, social media features, and custom sponsorship packages tailored to your brand's goals.
- **Audience Access:** Opportunities to connect with niche segments through council events (Latino, Multi Family, Sales & Marketing, Professional Women in Building).
- **Measurement & ROI:** Detailed reporting on sponsor exposure, engagement, and event impact.
- **Custom Partnerships:** Flexible sponsorship options, including event credits, branded activities, and high-visibility placements.

Our marketing vectors are designed to maximize sponsor investment, drive brand awareness, and foster meaningful connections with industry leaders and influencers.

OUR VISION



We are the home for local, licensed contractors for residential housing.

- Enhancing the climate and protecting the business interests of the membership;
- Promoting quality, affordable housing;
- Educating members and the public as to industry business and association goals;
- Promoting ethical and professional standards for the industry;
- Encouraging responsible citizenry through active community involvement.



ANNUAL HOME SHOWS

NEW ORLEANS HOME AND GARDEN SHOW

- **25,000+** Attendance
- **90%** Homeowners
- **87%** Over Age **35**
- **78%** Attend With Their Spouses
- **73%** Will Renovate Within **3** Months
- **62%** Annual Income Over **\$90,000**
- **34%** Annual Income over **\$150,000**



Use the QR code provided for more information or visit
www.neworleanshomeshow.com



PARADE OF HOMES

- **20-40** builder participants
- **5,000+** public attendees
- **5,000** Show Magazines distributed
- Ad buy inclusion (TV/Radio/Billboard/Social)
- Custom partnerships available
- Mobile App



Use the QR code provided for more information or visit
www.hbagn.org/paradeofhomes



SPONSORSHIP



BENEFITS



SUSTAINING MEMBERS

\$1,060

LOCAL, STATE, AND NATIONAL MEMBERSHIP DUES INCLUDED, LOGO REPRESENTATION AT ALL GMM EVENTS, ORIENTATIONS (OVER 20 FUNCTIONS), AND SUSTAINING MEMBER DESIGNATION ON WEBSITE

✓

SOCIAL MEDIA SQUARE POST MONTHLY (SCHEDULED)

-

SOCIAL MEDIA CUSTOM POST MONTHLY (SPONSOR PROVIDED)

-

COUNCIL SPONSOR

-

MONTHLY TOUCHPOINT WITH CEO

-

WEBINAR HOST

-

1 STANDARD FULL-PAGE AD IN PARADE OF HOMES

-

AFFILIATE MEMBERSHIP DUES

-

APPRECIATION EVENT WITH EXECUTIVE LEADERSHIP

-

TICKET TO HOUSING SUMMIT, INSTALLATION BANQUET, AND TOYS FOR TOTS BREAKFAST

x1

EVENT CREDIT (EC)

-

COUNCIL MEMBERSHIP DUES

-

BOOTH (10X10) AT NEW ORLEANS HOME AND GARDEN SHOW

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GOVERNMENT AFFAIRS SPONSORSHIP



Support the HBA's advocacy mission by funding government affairs staffing, lobbying efforts, and transparent reporting to members. This sponsorship ensures our voice is heard at every level of policymaking.

(ADD ON TO ANY SPONSORSHIP ABOVE)

LEVELS

- **Capitol Champion (\$2,500)** – Premier recognition and access
- **Policy Partner (\$1,000)** – Foundational support and visibility

BENEFITS

- Logo placement on legislative updates and advocacy reports
- Recognition at government affairs events and briefings
- Invitation to exclusive policy roundtables with elected officials



PRIORITY SPONSORS

GARDEN \$2,500	VILLA \$5,000	MANSSION \$7,500
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PREMIER SPONSORS

ESTATE \$10,000	RESORT \$15,000	PALACE \$20,000
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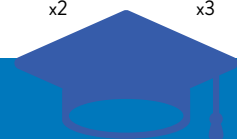
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EDUCATION SPONSORSHIP



Empower industry professionals and the public through high-impact educational programming. This sponsorship supports CE-accredited courses, homeowner education, and outreach to government and nonprofit partners.

(ADD ON TO ANY SPONSORSHIP ABOVE)

LEVELS

- Knowledge Builder (**\$2,500**) – Lead sponsor for education initiatives
- Learning Ally (**\$1,000**) – Supporter of ongoing programming

BENEFITS

- Logo featured on CE course materials and public education campaigns
- Recognition at workshops, webinars, and training events
- Opportunity to co-host or present at select educational sessions



GENERAL MEMBERSHIP MEETINGS

MAXIMIZE YOUR MEMBERSHIP QUARTERLY, 3RD TUESDAY

- **Attendance:** New members, plus Membership Committee and guests.
- **Audience:** Associates and Builders.
- New members often (1) want to address a specific interest that drew them to HBAGNO, (2) are interested in the building industry and (3) may be interested in getting involved.

GENERAL MEMBERSHIP MEETINGS

Orleans - Jefferson - Plaquemines - St. Bernard - River Parishes

- **Attendance:** 50–100, plus Membership Committee, speakers, and guests.
- **Audience:** Members (Associates and Builders), local business leaders, and the public.
- Assemblies present speakers or panel discussion on topics of interest to the hosting parish. The Association objective is to create discussion about the building industry and to attract new membership.

HOUSING SUMMIT—JANUARY

- **Attendance:** 200–300, plus.
- **Audience:** Members (Associates and Builders), speakers, local business leaders, special interests including developers, real-estate, lenders, and government officials.
- Attendees are forward-thinking and strategic thought leaders with a stake in the building industry. Academic and research-based presentations appeal to high-level leadership with spending authority.

ELECTION—NOVEMBER

- **Attendance:** 50–80.
- **Audience:** Builder Members.
- Attendees are hearing from and voting on Association Leadership for the coming year.

AWARDS & INSTALLATION GALA—DECEMBER

- **Attendance:** 150+
- **Audience:** Members (Associates and Builders), local business leaders, Subsidiary Leadership, and government officials.
- Newly elected leadership (Associates and Builders) including Executive, Board Members, and Council Chairs formerly take charge of their new roles in the Association.
- Awards for members and community leaders.

LEADERSHIP SUMMIT

- **Attendance:** 25–50.
- **Audience:** Newly elected leadership (Associates and Builders) including Executive, Board Members, and Council Chairs.
- Attendees are elected Association Leadership interested in exploring the strategic initiatives in the coming year.



CALENDAR OF EVENTS

CHECK OUT UPCOMING
EVENTS ON OUR
ONLINE CALENDAR

use the QR code provided
or visit members.hbagno.org/event-calendar



HBAGNO EVENTS



SIP N SOCIAL

- **Attendance:** 50–100.
- **Audience:** HBA Council Chairs and Membership, including Remodelers, Professional Women in Building, MultiFamily, Advanced Building Practices, and Sales and Marketing.
- This is a social event with a focus on networking and relationship building in an informal environment.



GOLF TOURNAMENT

- **Attendance:** 120 players; 50–100 non-players plus special guests, which may include award-winning businesses or elected officials.
- **Audience:** Members (Associates and Builders), local business leaders, Subsidiary Leadership, and government officials.
- This is a competitive event with a focus on networking and relationship building in a resort environment. Teams are composed of Associates and Builders to encourage interaction.



PAC FUNDRAISER

- **Attendance:** 150–250.
- **Audience:** Those interested in government interaction in the building industry, including Members (Associates and Builders), local business leaders, Subsidiary Leadership, and government officials.
- This fundraiser is run by the HBAGNO Political Action Committee and features elected officials in attendance in an informal social setting to encourage communication between members and elected officials.



KICKA\$\$ COOKOFF

- **Attendance:** 150–250.
- **Audience:** Members (Associates and Builders) and special guests, such as celebrity chefs.
- This social event has a competitive edge. Up to 12 teams prepare food and decorate booths for prizes awarded by celebrity judges and participants. A fundraising auction is held, and a pre-event VIP option is available.



BOWLING TOURNAMENT

- **Format:** Social and networking event.
- **Attendance:** 50–100 participants.
- **Audience:** Remodelers, Builders, Associates, and Sponsors.
- **Sponsor Opportunities:** Lane sponsorships, branded giveaways, event signage, and direct engagement with members.



EDUCATION CLASSES

- **Format:** Small group, hands-on industry trade education.
- **Attendance:** Small classes (up to 32 participants) and large classes (up to 100 attendees) are hosted at onsite and offsite venues.
- **Audience:** Builders, Remodelers, Associates, and Industry Professionals seeking continuing education and certification.
- **Consumer Education:** Larger events focused on homeownership, renovation, and resilience, attracting a broader public audience.

DIGITAL MARKETING



SOCIAL MEDIA PRESENCE:

- @hbagn on all major platforms (Facebook, Instagram, LinkedIn, YouTube) for consistent brand recognition and cross-channel campaigns.

FACEBOOK:

- **Followers:** 4,105 followers
- **Annual Views:** 271,800
- **Annual Reach:** 72,600 unique users
- **Annual Visits:** 9,300
- **Audience Profile:** 61% women, 39% men; largest age groups are 25–54; top cities include New Orleans, Metairie, Kenner, Mandeville, Covington, and Slidell.
- **Local Impact:** 90%+ of our audience is concentrated in Greater New Orleans.

YOUTUBE:

- **Channel:** @hbagn
- **Subscribers:** 59
- **Videos:** 162
- **Total Views:** 11,391

SPONSOR VISIBILITY & ENGAGEMENT:

- Sponsors are featured in posts, event promotions, and targeted campaigns across all digital channels.
- Opportunities for sponsors to contribute content, be highlighted in newsletters, and participate in digital events.
- Custom campaigns and analytics available to measure sponsor impact and ROI.

DIGITAL MARKETING REACH

HBAGNO's digital channels offer sponsors direct access to a large and engaged audience of housing industry professionals and consumers in Greater New Orleans.

- **Facebook Presence:** Over **4,100** lifetime followers, with **271,800** views and **72,600** unique users reached in the past year.
- **Instagram Presence:** over **1,900** followers and **11,000** average monthly views. Average reach of **1,000**.
- **Audience Profile:** **61%** women, **39%** men; largest age groups are **25–54**. Top cities include New Orleans, Metairie, Kenner, and Mandeville.
- **Local Impact:** **90%+** of our audience is concentrated in the Greater New Orleans area, ensuring sponsors' messages reach the right market.
- **Sponsor Visibility:** Sponsors are featured in posts, event promotions, and targeted campaigns, maximizing brand exposure and engagement.
- **Engagement Opportunities:** Sponsors can participate in digital campaigns, contribute content, and be highlighted in our newsletter and social media.

Our digital marketing program is designed to deliver measurable results and connect sponsors with the decision-makers who drive the region's housing industry.

TO ALL OF OUR CURRENT
AND FUTURE SPONSORS:

THANK YOU

FOR YOUR CONTINUED SUPPORT!

