2027









HOME BUILDERS ASSOCIATION OF LINCOLN

MEMBERSHIP OPPORTUNITIES

HBAL
Home Builders Association of Lincoln
EXPERIENCE • ETHICS • EXCELLENCE

HBAL MEMBER

MORE THAN JUST A

When you join HBAL, your dues are more than just membership in the organization.

The Home Builders Association of Lincoln (HBAL) offers members valuable opportunities to network and grow through events, meetings and educational classes. Membership in HBAL also gives you a voice in government at both the state and local levels. Behind the scenes, HBAL staff and volunteer leaders work closely with government officials to help reduce regulations and lower housing costs. For example, members regularly meet with elected and city officials to discuss a wide range of topics related to the construction industry. Maintaining strong working relationships ensures that all parties are well-informed, making it easier to navigate potential regulatory changes. We are grateful to our dedicated members who contribute their time and expertise to support these efforts. To learn more about our advocacy work, please contact the HBAL office.

HBAL provides numerous opportunities for members to build their business through networking events, educational seminars and charitable activities.

Contact Us

6100 S. 58th Street, Ste. C
Lincoln, NE 68516

402-423-4225
info@hbal.org
www.HBAL.org



Michaela Schwarten
Executive Vice President



Jennie Korth
Director of Marketing & Communication



Laure Husmann
Business Manager

HBAL
Home Builders Association of Lincoln
EXPERIENCE • ETHICS • EXCELLENCE

The Home Builders Association of Lincoln was incorporated in 1951. HBAL promotes the home building and remodeling industries in Lincoln, Nebraska and our membership is over 500 member companies.

Reasons to Belong to HBAL



Networking

- Build valuable relationships with like-minded professionals through HBAL events, committees and councils.
- Enhance leadership skills and increase visibility through volunteer leadership roles.



Communication

- Line of communication to keep you up-to-date on industry issues affecting your business.
- Regular email updates, blog and social media pages share information about association events, activities and education opportunities.



Advocacy

- HBAL is represented by one of the state's best lobbying firms with Nebraska Senators.
- Members meet with candidates for elected positions such as County Commissioners, Mayor, City Council and Nebraska Legislature to give them insight into issues facing our industry.
- Volunteers participate in local Task Forces and Committees and work closely with Building and Safety to encourage pro-housing legislation or regulations in the home building industry.



Marketing

- Promote your business as a member using HBAL branding for added credibility.
- HBAL's corporate partnership program provides participating members with added visibility at HBAL events.
- Member discounts for the area's largest trade show, the Nebraska Builders Home & Garden Show.
- Showcase your business in specialty events such as the Parade of Homes and the Tour of Remodeled Homes.
- HBAL's website provides better marketing of your business to the consumer with our online directory.
- The Careers in Construction web page can include a link to your company's job opportunities.



Education

- Cost effective classes to better your business.
- Connect with members and stay well-informed about industry trends, expectations and regulations.



Civic Participation

- The Lincoln Home Builders Care Foundation was created to broaden our philanthropic participation.
- Promote careers in the home building industry by supporting high school students through scholarships and donations to their construction programs.
- Participate in charitable group efforts like Habitat for Humanity, the Lincoln Police Union and Lincoln Lighthouse to elevate our community outreach.

Get involved. Join a Council or Committee.

Make the most of your membership by getting involved. Membership participation allows you to meet others in the industry and develop working relationships while increasing your name recognition.

REMODELERS COUNCIL OF LINCOLN



The Remodelers Council of Lincoln provides an array of activities for its members to promote their business and network with others in the residential construction industry. The Remodelers Council was started in 1986 and today includes approximately 90 members of Lincoln's remodeling community.

The Remodelers Council of Lincoln:

- holds monthly lunch-hour tours and speakers
- sponsors the Tour of Remodeled Homes
- holds an annual golf tournament
- offers education opportunities

Dues are $75 for HBAL members in good standing.

COMMITTEES

Home & Garden Show	Education Committee	Nadine Condello Memorial Golf	Soup 'r Chili Contest
Parade of Homes	Nominating Committee	Remodelers Council Golf	HBAL Family Night
Careers in Construction	HOMEPAC	Sporting Clay Shoot	Santa Cop

LINCOLN HOME BUILDERS Care FOUNDATION







Each year, the Lincoln Home Builders Care Foundation provides:

- At least five $1,800 Nadine Condello Memorial Tools Scholarships for students in the Construction Pathway at SCC-Milford
- $3,000 in scholarships to students enrolled in construction or construction related programs at SCC-Milford
- One $2,000 President's Scholarship and multiple $1,000 scholarships for high school seniors pursuing degrees in a construction related field
- Over $1,500 in prizes and supplies for the High School Interior and Residential Design Contest
- An average of $10,000 to local charities each year
- Handmade toys for Lincoln Police Union Charities through our Santa Cop project

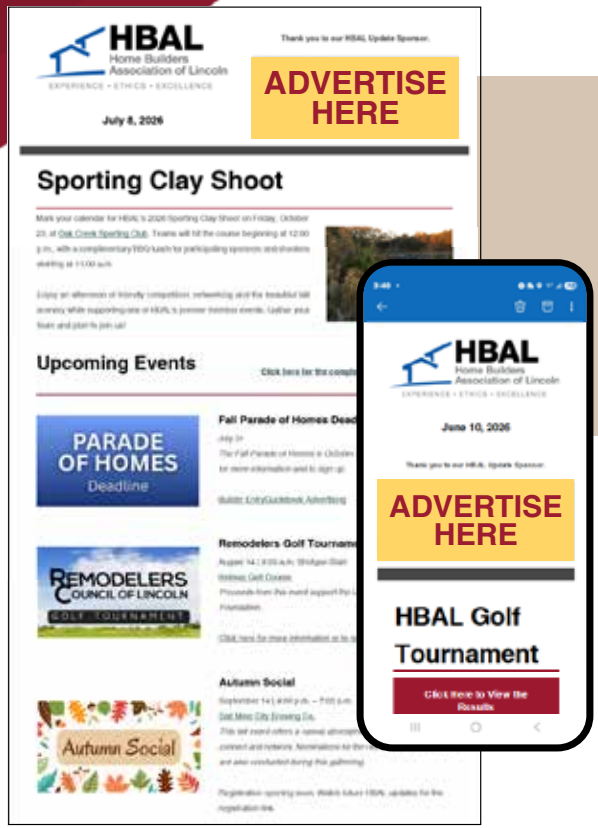
The Lincoln Home Builders Care Foundation is a 501(c)(3) charitable, non-profit organization dedicated to the future of the home building industry in Lancaster County. The Foundation's mission is to support the educational and charitable activities of the Home Builders Association of Lincoln. We support community service projects focused on housing, provide scholarships for students pursuing a career related to the building industry and fund other industry related educational programs.

Since 2010, the Foundation has given over $483,000 to our community through:

Scholarships	$140,165
Local Non-Profits	$89,916
High School Construction Programs	$59,614
Member Causes & Projects	$51,100
Santa Cop	$41,086
Disaster Relief	$32,525
Local School Contests	$33,875
Habitat for Humanity	$34,844
Total	**$483,126**

Advertise with HBAL

The Home Builders Association of Lincoln offers members a variety of advertising options.



HBAL Update Email

Sponsoring the *HBAL Update* email blast is a great way to reach over 650 individuals including all members of the Home Builders Association of Lincoln.

Ad rates start at $150 per email.

www.HBAL.org

Participate in HBAL's online advertising program to attract visitors to your website! Our banner ad program reaches Lincoln consumers seeking information on our Home & Garden Show, Parade of Homes and Tour of Remodeled Homes as well as our online member directory.

Ad rates start at $33 per month.



Mailing Labels

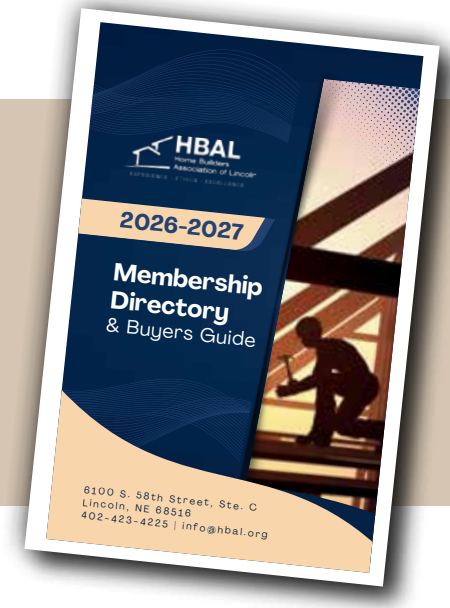
HBAL members may purchase mailing labels for the HBAL membership by "alphabetic" or "zip code" order.

Entire Membership	***$75***
Builder Members Only	***$50***
Associate Members Only	***$50***

Membership Directory

Published once a year and mailed to all HBAL members.

Ad rates start at $155



HBAL provides opportunities to network with other members.
Getting involved is a great way to meet new contacts and grow your business.
Many HBAL members have gained life-long friends through networking.



Membership Meetings



Installation and Awards Ceremony

Held annually in January, this event marks the installation of officers and directors for the upcoming year and honors individuals who have made a significant impact on our Association over the past year.



Tribute to Youth

Each April, we celebrate outstanding young people who have excelled in programs we sponsor, such as the Interior Design and CAD Residential Design Contests. Scholarships are also awarded to high school seniors who are continuing their education in a construction-related field.



Autumn Social

This fall event offers a casual atmosphere for HBAL members to connect and network. Nominations for the HBAL Board of Directors are also conducted during this gathering.

Holiday Party & Election of Officers

The year concludes with the Holiday Party, where we elect officers for the upcoming year. The remainder of the evening is dedicated to enjoying a festive meal and entertainment.

Building the Future



Construction Career Day

This event introduces local students who have shown interest in construction to the exciting opportunities in our industry. Companies who participate in the event are able to access potential new hires, tell students the real story of working in the industry and encourage their interest in the trades.

Networking Events for the Whole Family



Soup 'r Chili Contest

Over 130 members and their families attend the annual Soup 'r Chili Contest held each March. Member contestants compete for the top prize for best soup or chili. Proceeds benefit the Lincoln Home Builders Care Foundation.



Family Night

HBAL reserves an entire pumpkin patch on a fall evening for HBAL members, their employees and families to enjoy!

HBAL and the Remodelers Council of Lincoln each have a golf tournament which benefits the Lincoln Home Builders Care Foundation. These provide a great opportunity to volunteer and network with others in the industry!

Nadine Condello Memorial Golf Tournament

Highlands Golf Course
First Friday in June
Tee times starting at 6:00 am
Over 200 golfers

Remodelers Council Golf Tournament

Holmes Golf Course
Friday in August
Shotgun start at 9:00 am
144 golfers

Nadine Condello Memorial Golf Sponsorships

Lunch Sponsor - $1,000
(exclusive)
- *Opportunity to put your company banner next to the clubhouse*
- *Sponsor sign at clubhouse*
- *Recognition on the rules sheet*

19th Hole Sponsor - $750
(exclusive)
- *Opportunity to put your company banner or tent next to the clubhouse*
- *Greet golfers throughout the day*
- *Recognition on the rules sheet*
- *Option to purchase keg from the clubhouse*

Range Ball Sponsor - $500
(exclusive)
- *Opportunity to put your company banner or tent next to the driving range*
- *Recognition on the rules sheet*

Beverage Cart Sponsor - $500
(limit two)
- *Sponsor sign on beverage carts*
- *Recognition on the rules sheet*

Hole Sponsor - $250
- *Sponsor sign on designated hole*
- *Flag prize presented in your company's name*



Remodelers Council Golf Sponsorships

Lunch Sponsor - $500
(exclusive)
- *Sponsor sign at clubhouse*

Beverage Cart Sponsor - $200
- *Sponsor sign on beverage carts*

Hole Sponsor - $175
- *Sponsor sign on designated hole*
- *Flag prize presented in your company's name*
- *Representation at your hole is encouraged*

Every October, the Sporting Clay Shoot is held at Oak Creek Sporting Club in Brainard, Nebraska. Proceeds from this event support the Lincoln Home Builders Care Foundation.

Shotgun start at 12:00 pm
Over 125 shooters





Sporting Clay Shoot Sponsorships

BBQ Sponsor - $450

- *Sponsor sign at clubhouse*
- *Company name or logo on score cards*
- *Station sponsorship*

Target & Ammo Sponsor - $450

- *Sponsor sign at clubhouse*
- *Company name or logo on score cards*
- *Station sponsorship*

Snack Cart Sponsor - $300

- *Sponsor representative to distribute snacks to teams and sponsors in provided cart*
- *Includes cost of one snack and bottled water with option to bring more*
- *Sponsor sign featuring company name or logo on cart*

Station Sponsor - $150

- *Sponsor sign featuring company name on designated station*

NEBRASKA BUILDERS HOME & GARDEN SHOW



The Nebraska Builders Home and Garden Show is held each year in February and is the largest trade show in this area. On average, our Home Show attracts over 200 exhibitors and 9,000 attendees every year. Many companies reach a year's worth of leads by exhibiting in the Home Show.

Booth prices start at $600.

Sponsorship & Marketing Opportunities for HBAL Members

Exhibitor Reception Sponsor - $3,500
(Exclusive)

Company Logo:
- *Reception signage*
- *Home Show program*
- *HBAL.org Home Show page*
- *Exhibitor communication*

Show Perks:
- *Upgraded website listing on HBAL.org Home Show page*

Tote Bag Sponsor - $3,000
(Exclusive, sponsor supplies bags)

Company Logo:
- *Home Show program*
- *HBAL.org Home Show page*

Show Perks:
- *Upgraded website listing on HBAL.org Home Show page*
- *Staff to hand out bags to attendees*

Program Sponsor - $2,500
(Exclusive)

Company Logo:
- *Home Show program*
- *HBAL.org Home Show page*

Show Perks:
- *Exclusive full page ad in Home Show program*
- *Upgraded website listing on HBAL.org Home Show page*

Ticket Sponsor - $2,500
(Exclusive)

Company Logo:
- *Admit one tickets*
- *Home Show program*
- *HBAL.org Home Show page*

Show Perks:
- *Upgraded website listing on HBAL.org Home Show page*

Exhibitor Wristband Sponsor - $1,200
(Limit two noncompeting companies)

Company Logo:
- *Exhibitor wristbands*
- *Home Show program*
- *HBAL.org Home Show page*

Show Perks:
- *Upgraded website listing on HBAL.org Home Show page*

Kids Square Entertainment Sponsor - $1,000
(Limit three noncompeting companies)

Company Logo:
- *Home Show program*
- *HBAL.org Home Show page*

Show Perks:
- *Your banner in Kids Square*
- *Upgraded website listing on HBAL.org Home Show page*

Website & Program Marketing
(Available to exhibitors only.)

Full Color Program Ad

1/2 page	$500
1/4 page	$350
1/8 page	$250



Upgraded Website Listing - $100

Move your company to the top of the category listing. Include your company logo and short description on your website listing.



See page 15 for advertising opportunities available on the official **"Lincoln NE Parade of Homes"** app.



The Parade of Homes gives builder members the opportunity to showcase their craftsmanship in new growth areas of Lincoln.

The Spring Parade of Homes is an annual tradition starting on Mother's Day. The Fall Parade is held the first week of October. Both events are free to the public.

The online version of the Parade of Homes guidebook draws thousands of visitors to HBAL's website. The Parade page averages nearly 10,500 views during the month of the Parade.

Ad rates start at $525.

Title Sponsor - $4,000 / Parade

(Exclusive)

Company Logo

- *Cover of the official Parade guidebook*
- *Select print and online advertising*
- *HBAL.org Parade page*

Company Recognition

- *Select social media promoting the event*
- *Premium ad placement on the inside front cover of the official Parade guidebook*
- *Middle banner ad and splash ad in the official Parade app*

Tour of REMODELED HOMES

Ad rates start at $400.

Title Sponsor - $1,000
(Exclusive)

Company Logo
- *Cover of the official Tour guidebook*
- *Select print advertising*
- *HBAL.org Tour page*

Company Recognition
- *Select social media promoting the event*
- *Full page ad in official Tour guidebook*

Ticket Sponsor - $500
(Exclusive)

Company Logo
- *Admission Tickets*
- *Official Tour guidebook*
- *HBAL.org Tour page*

REMODELERS COUNCIL OF LINCOLN



The Tour of Remodeled Homes averages 15 entries per year. Attendance at some homes is as high as 500 people over two days. The Tour of Remodeled Homes is a great way for Remodelers Council members to showcase their talent. With paid admission to the event, the leads generated are quality customers looking for a contractor to remodel their home.

Become a

2027 Corporate Partner

To become a Corporate Partner, check the items on page 15 to include in your sponsorship package and email the checklist to michaela@hbal.org.

Partnership agreements are due by November 1, 2026.

Not sure where to start?
Call Michaela at 402-423-4225 with questions or to customize your Partnership Level!

The opportunity to partner with HBAL is for those members who would like to:

>> **Add brand awareness for their company**

>> **Save time and money by bundling their marketing dollars**

Calculate your Partnership Package

1. Customize your Partnership Level using the checklist on page 15
   Enter total amount ..... $_____
2. Did you include the required $1,500 Partnership Package?
3. Sub-Total: ..... $_____

Are you close to the next level? Consider a Charitable Contribution

If you are close to the next sponsorship level, a donation to the Lincoln Home Builders Care Foundation may help elevate your total, allowing you to qualify for a higher discount while supporting a meaningful cause.

Discount

- ❑ Platinum $12,500+..... 12%
- ❑ Gold $8,500-12,499..... 9%
- ❑ Silver $5,500-8,499 ..... 6%
- ❑ Bronze $4,000-5,499..... 3%

Final Cost of Partnership: $_____

$1,500 Partnership Package Includes:

- Partner logos displayed on a banner at select events.
- Partners recognized with their logo on the HBAL website and in the HBAL Update email for the year.
- Partners recognized during announcements at events as appropriate.
- Partner logos listed on the back cover of the annual membership opportunities guide.
- Two free admissions to membership involvement events.

Customize Your Partnership Level

Prices are subject to change. Companies who have previously contracted for exclusive sponsorships/advertising have first right of refusal.

Nebraska Builders Home & Garden Show

- ❑ Exhibitor Reception Sponsor - $3,500
- ❑ Tote Bag Sponsor - $3,000
- ❑ Program Sponsor - $2,500
- ❑ Ticket Sponsor - $2,500
- ❑ Exhibitor Wristband Sponsor - $1,200
- ❑ Kids Square Entertainment Sponsor - $1,000
- ❑ Home Show Booth(s) - $_____
- ❑ Program Ad - $_____
- ❑ Upgraded Web Listing - $100

Tour of Remodeled Homes

- ❑ Title Sponsor - $1,000
- ❑ Ticket Sponsor - $500
- ❑ Full Page Ad - $400

Parade of Homes

Price is for both Spring & Fall Parades.
Single Parade available.

- ❑ Title Sponsor - $8,000
- ❑ Full Page Ad - $2,400
- ❑ 1/2 Page Ad - $1,650
- ❑ 1/4 Page Ad - $1,050
- ❑ Inside Front Cover Ad - $4,200
- ❑ Inside Back Cover Ad - $3,150
- ❑ Outside Back Cover Ad - $3,800
- ❑ Centerfold Ad - $4,500
- ❑ Mobile App Top Banner Ad - $1,000 *(limit 1)*
- ❑ Mobile App Bottom Banner Ad - $1,000 *(limit 1)*

HBAL Membership Directory

- ❑ Full Page Ad - $485
- ❑ 1/2 Page Ad - $255
- ❑ 1/4 Page Ad - $155
- ❑ Inside Cover Ad - $665
- ❑ Outside Back Cover Ad - $765

Digital Advertising

- ❑ HBAL Update Email Sponsor - $600
- ❑ Website Banner Ad - $325

Soup 'r Chili Contest

- ❑ Event Sponsor - $500
- ❑ Beverage Sponsor - $400
- ❑ Cinnamon Roll Sponsor - $300

HBAL Family Night

- ❑ Sponsor - $1,500
- ❑ Sponsor - $1,000
- ❑ Sponsor - $500

Construction Career Day

- ❑ Platinum Sponsor - $350
- ❑ Gold Sponsor - $100

Other Events/Projects

- ❑ Membership Events $_____
- ❑ Santa Cop $_____
- ❑ High School Design Contests $_____
- ❑ Scholarships $_____

If you would like to support the Foundation without choosing specific events, consider a general donation to the Lincoln Home Builders Care Foundation.

- ❑ Foundation Donation $_____

Nadine Condello Memorial Golf Tournament

- ❑ Lunch Sponsor - $1,000
- ❑ 19th Hole Sponsor - $750
- ❑ Range Ball Sponsor - $500
- ❑ Beverage Cart Sponsor - $500
- ❑ Hole Sponsor - $250
- ❑ 4-person Team - $400

Remodelers Council Golf Tournament

- ❑ Lunch Sponsor - $500
- ❑ Beverage Cart Sponsor - $200
- ❑ Hole Sponsor - $175
- ❑ 4-person Team - $400

Sporting Clay Shoot

- ❑ BBQ Sponsor - $450
- ❑ Target & Ammo Sponsor - $450
- ❑ Snack Cart Sponsor - $300
- ❑ Station Sponsor - $150
- ❑ 5-person Team (includes cart for 4) - $650

Corporate Partnership Package

- ❑ Partnership Package - $1,500

TOTAL BEFORE DISCOUNT: $_____

PLATINUM ★★★

Lincoln Federal Savings Bank

UBT Union Bank & Trust

GOLD ★★★

Millard Lumber Inc.

Andersen Windows & Doors

Pella

Stephens & Smith Construction

Tru-Built Construction

Window Option Specialists

The Window & Door Store

Marvin

SILVER ★★★

Allo Fiber

Black Hills Energy Ready

Cornhusker Bank

Mead Lumber

Zeng Countertops & Surfaces

BRONZE ★★★

Christensen Lumber Co.

Edward's Stone Natural Stone

West Gate Bank — Our interest is you

2026 CORPORATE SPONSORS

HBAL Home Builders Association of Lincoln
EXPERIENCE • ETHICS • EXCELLENCE