



# Marketing Guide 2026

Build a customized marketing plan  
with this complete guide to SAHBA  
sponsorships, events and activities.





## Dear Members,

SAHBA offers members a wide range of opportunities to grow professionally and gain valuable recognition. The 2026 Marketing Guide was created to help you plan your involvement and budget for the year ahead.

Inside, you'll find a variety of sponsorship opportunities—each with clear descriptions so you can better understand the events, investment amounts, and the recognition you'll receive in return.

Sponsoring SAHBA events is a powerful way for member companies to connect with industry leaders, decision-makers, and potential partners. Each event offers high-quality programming designed to foster meaningful networking and showcase the issues shaping our industry. Beyond visibility, sponsorship demonstrates a company's commitment to strengthening the homebuilding community and making a lasting impact on the future of housing in Southern Arizona.

Please review the enclosed packet. To secure your sponsorships or participation, mark your selections in the 2026 Marketing Guide Sponsorship Request Form and return the form to [marketingguide@sahba.org](mailto:marketingguide@sahba.org).

We're here to help you find the best fit for you and your organization. If you have any questions, don't hesitate to reach out to our Director of Membership & Community Engagement, Steve Crooks, at (520) 918 - 2368 or via email at [Steve@sahba.org](mailto:Steve@sahba.org).

Here's to another great year!

David Godlewski  
President & CEO

# Board Installation Luncheon

Date: 1/23/2026

Location: TBD

This premier annual event celebrates the association's leadership and sets the stage for the year ahead. Members and guests gather to honor the incoming Board of Directors, including the new Board President, and recognize the accomplishments of the past year and the people who help move the industry forward.

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## Presenting Sponsor (2) - \$3,500

- Full Table of 10, Reserved seating
- Banner (provided by sponsor) prominently displayed
- Full-page ad on the back of the printed program
- Company logo on the event page, event flyer and all event communications via email and on SAHBA website
- Additional signage provided by SAHBA
- Recognition during the event-including Signage on Table



## Gold Sponsor (2) - \$2,000

- Full Table of 10, Reserved seating
- Half-page ad in the printed program
- Company logo on the event page, event flyer and all event communications via email and on SAHBA website
- Additional signage provided by SAHBA
- Recognition during the event -including Signage on Table



## Silver Sponsor (3) - \$1,000

- Half Table of 5, Reserved seating
- Half-page ad in the printed program
- Company logo on the event page, event flyer and all event communications via email and on SAHBA website
- Recognition during the event

## Table Sponsor (10) - \$1,250

- Full Table of 10, Reserved seating
- Recognition in the printed program



## Copper Sponsor (unlimited) - \$650

- 2 Tickets, Reserved seating
- Quarter-page ad in the printed program
- Recognition during the event

## Swag Sponsor (3) - \$500

- 2 Tickets, unreserved seating
- Marketing item (provided by sponsor and approved by SAHBA) distributed at table

## Program advertising opportunities

- Full-page ad - \$200
- Half-page ad - \$100
- Quarter-page ad - \$50

# Awards Reception

Date: 3/19/2026

Location: TBD

This event is a night dedicated to celebrating the people and companies that drive excellence in Southern Arizona's home building industry. This special evening honors outstanding achievements in leadership, craftsmanship, innovation, and community impact.

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## **Presenting Sponsor (1) - \$4,000**

- 10 reserved seating tickets to the event (reserved table)
- Back full-page ad in the event program
- Logo on the front of the program/ invitation
- Company provided vertical banner on stage (sponsor provided)
- Recognition on all event communications/promotional efforts
- Recognition as Presenting Sponsor by emcee and event program

## **Drink Sponsor (1) - \$2,500**

- 8 reserved seating tickets to the event (reserved table)
- Complimentary full-page ad in the program
- Recognition at the bars
- Recognition on all communications/promotional efforts
- Recognition as the Drink Sponsor by emcee and event program

## **Food Sponsor (1) - \$2,500**

- 8 reserved seating tickets to the event (reserved table)
- Complimentary full-page ad in the program
- Recognition on the food tables
- Recognition on all communications/promotional efforts
- Recognition as the Food Sponsor by emcee and event program

## **Centerpiece Sponsor (1) - \$2,500**

- 8 reserved seating tickets to the event (reserved table)
- Complimentary full-page ad in the program
- Recognition on all centerpieces
- Recognition on all communications/promotional efforts
- Recognition as the Centerpiece Sponsor by emcee and event program

## **Photo Sponsor (1) - \$2,500**

- 8 reserved seating tickets to the event (reserved table)
- Complimentary full-page ad in the program
- Company logo on all photos
- Recognition on all communications/promotional efforts
- Recognition as the Photo Booth Sponsor by emcee and event program

## **Music Sponsor (1) - \$2,500**

- 8 reserved seating tickets to the event (reserved table)
- Complimentary full-page ad in the program
- Recognition near the DJ or live music
- Recognition on all communications/promotional efforts
- Recognition as the Music Sponsor by emcee and event program

## **Gold Sponsor (unlimited) - \$1,000**

- 8 reserved seating tickets to the event (reserved table)
- Complimentary 1/2 page ad in the program
- Recognition on all communications/promotional efforts
- Recognition as the Sponsor by emcee and event program

## **Champion Sponsor (unlimited) - \$500**

- 4 reserved seating tickets to the event (reserved table)
- Complimentary 1/4 page ad in the event program
- Recognition on all communications/promotional efforts

## **Hero Sponsor (unlimited) - \$300**

- 2 tickets to the event
- Complimentary 1/4 page ad in the program
- Recognition on all communications/promotional efforts

## **Program advertising opportunities**

- Full-page ad - \$200
- Half-page ad - \$100
- Quarter-page ad - \$50

# Chairman's Cup

Date: TBD

Location: TBD

The Third Annual Chairman's Cup will be an executive golf tournament held at Stone Canyon. This tournament has a limited number of sponsorships and foursomes available. We are proud to be partnering with the Stone Canyon Community Foundation for this exciting event.

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## Presenting Sponsor (1) - \$5,000

- One golf foursome
- Logo on flyer
- Logo on all event promotional materials
- Signage at event
- Special recognition during the event
- Dedicated social media post
- Eblasts and social media
- Company logo on event registration page
- Speaking Opportunity at the event
- Option for an Exclusive Shirt Sponsorship, available as an add-on opportunity. Additional cost would apply.

## Golf Ball Sponsor (1) - \$4,000

- One golf foursome
- Signage at event
- Company logo on golf balls (one sleeve per player)
- Recognition in social media posts
- Company logo on registration page

## Lunch Sponsor (3) - \$3,500

- One golf foursome
- Signage at event
- Recognition in social media posts
- Company logo on registration page
- Company logo on lunch boxes

## Scorecard Sponsor (1) - \$3,500

- One golf foursome
- Company logo on all scorecards
- Signage at event
- Recognition in social media posts
- Company logo on registration page

## Cocktail Reception Sponsor (3) - \$3,500

- One golf foursome
- Signage at event
- Recognition in social media posts
- Company logo on registration page

## Driving Range Sponsor (2) - \$3,000

- One golf foursome
- Signage at event
- Recognition in social media posts
- Company logo on registration page

## Longest Drive Sponsor (1) - \$1,500

- Company signage at the tee box
- Signage at the event
- Recognition in social media posts
- Company logo on registration page

## Closest to Pin Sponsor (1) - \$1,500

- Company signage at the tee box
- Signage at the event
- Recognition in social media posts
- Company logo on registration page



# Turn the Tables

Date: 6/18/2026

Location: TBD

This event is tailored for Associate and Builder members to network face-to-face. The casual and interactive format creates an opportunity to showcase your company and for builders to share information about upcoming projects. This is an event where you will want to be sure to bring enough business cards.

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## Presenting Sponsor (1) - \$1,500

- Company provided vertical banner displayed at the event
- Company logo placed prominently on flyer, online registration website, event communications & marketing materials
- Complimentary tickets for your company's team
- Opportunity to speak & promote your company
- Table marketing for high tops (marketing item approved by SAHBA in advance)

## Reception Sponsor (3) - \$500

- Company signage placed at the cocktail and food reception tables
- Complimentary tickets for your company's team
- Recognition on flyers, event communications & marketing materials

## Door Prize Sponsor (2) - \$400

- Company logo placed by door prize
- Complimentary tickets for your company's team
- Company logo placed prominently on flyer, online registration website, event communications & marketing materials



# Charity Golf Classic

Date: 9/11/2026

Location: TBD

A sold-out event every year! A full field of golfers play across 2 courses in a scramble-style tournament with a shotgun start. Proceeds support the Peter D. Herder Scholarship Fund, helping to develop future leaders in the home building industry.

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## **Presenting Sponsor (3) - \$6,000**

One foursome; logo on all golf marketing; signage at event; special recognition at lunch; eblasts & social media; company logo on registration page

## **Hat Sponsor (1) - \$7,500**

One foursome; logo on hat along with the SAHBA logo; signage at event; company logo on registration page

## **Tumbler Sponsor (4) - \$3,500**

One foursome; logo engraved on stainless steel tumbler to go in golf bags; signage at event; company logo on registration page

## **Towel Sponsor (3) - \$3,500**

One foursome; logo on towels; signage at event; company logo on registration page

## **Bag Sponsor (1) - \$3,500**

One foursome; logo on bags; signage at event; company logo on registration page

## **Flag Sponsor (2) - \$3,500**

One foursome; logo on hole flags; signage at event; company logo on registration page

## **Breakfast Sponsor (1) - \$3,000**

One foursome; signage at breakfast table; company logo on registration page

## **Lunch Sponsor (1) - \$3,000**

One foursome; signage at lunch table; company logo on registration page

## **Golf Ball Sponsor (2) - \$3,000**

One foursome; company logo on golf balls for one course; signage at event; company logo on registration page.

## **Scorecard Sponsor (2) - \$2,500**

One foursome; company logo on all scorecards; signage at event; company logo on registration page

## **Golf Cart Sponsor (1) - \$2,500**

One foursome; logo on golf carts & GPS devices; signage at event; company logo on registration page

## **Driving Range Sponsor (2) - \$2,500**

One foursome; company provided banner at driving range; signage at event; company logo on registration page

## **Water bottle Sponsor (1) - \$2,500**

One foursome; logo on water bottles; signage at event; company logo on registration page

## **Hole Sponsor (12) - \$1,500**

Meet/greet building industry professionals at hole, pass out goodies & decorate your tee box; signage with company name on tee; company logo on registration page

## **Koozie Sponsor (2) - \$1,500**

One foursome; Company logo on koozie; signage at the event; company logo on registration page

## **Tournament Video Sponsor (1) - \$1,000**

Company name & logo on the tournament video sent out to all golfers that participated; signage at event; company logo on registration page

## **Longest Drive Sponsor (2) - \$750**

Company signage at the tee box; special recognition at lunch; company logo on registration page

## **Closest to Pin Sponsor (2)- \$750**

Company signage at the tee box; special recognition at lunch; company logo on registration page

## **Raffle Sponsor (unlimited) - \$500**

Signage at raffle table; company logo on registration page

## **Drink Tickets Sponsor (3) - \$500**

Company logo on drink tickets; signage at event; company logo on registration page

## **Tee Sponsor (36) - \$150**

Signage with your company name and logo on a tee; company logo on registration page

# Government Affairs Breakfast

Date: 10/22/2026

Location: TBD

Elected officials, key government staff and building industry leaders come together to discuss solutions to the most relevant issues facing the homebuilding community. You won't want to miss the unique networking opportunities and timely information the event provides.

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## Presenting Sponsor (2) - \$5,000

- VIP table for 10 guests, including 2 seats reserved for elected/public officials
- Presenting Sponsor designation and company logo on all event materials - printed program front cover; attendee name badges; signage (stage, registration, directionals); event slideshow
- Full-page ad in the printed program (premium placement)
- Recognition during welcome remarks
- Company-provided banner displayed at the event
- Featured recognition in SAHBA media release, newsletter, social media, and event registration page
- Opportunity to provide branded swag and/or promotional materials at check-in or on tables

First right of renewal for 2026

## Foundation Sponsor (2) - \$3,500

- Reserved table for 10 guests, which includes 2 seats reserved for elected/public officials
- Recognition as a Foundation Sponsor in the printed program, slideshow, and event signage
- Full-page ad in the printed program (interior placement)
- Recognition during welcome remarks
- Company logo on event signage and event registration page
- Recognition in the newsletter and social media
- Opportunity to include a flyer or small branded item in the attendee packet or on the tables

## Blueprint Sponsor (4) - \$2,000

- Reserved table for 8 guests, which includes 1 seat reserved for an elected/public official
- Recognition as Blueprint Sponsor in the printed program, slideshow, and event signage
- Half-page ad in the printed program
- Company logo featured in the event slideshow
- Recognition in the newsletter, event registration page, and social media
- Opportunity to include one flyer in the attendee packet

## Framework (Table) Sponsor (unlimited) - \$1,250

- Reserved table for 8 guests, which includes 1 seat reserved for an elected/public official
- Company logo listed in the program as Framework Sponsor
- Recognition on the event registration page
- Preferred seating placement, following top-tier sponsors

## Hard Hat Sponsor - \$750 (unlimited)

- Reserved seating for 4 guests
- Company logo listed in the program as Hard Hat Sponsor
- Recognition on the event registration page



# Cornhole Tournament

Date: 11/19/2026

Location: TBD

This is a fun event with food, drinks and great people. It's a great way to build on our culture of members doing business with members. Bring staff and family as we meet and mingle with the best membership in Tucson while competing to see who is the "Boss of the Toss"!

**\*\*\*Check the Sponsorship Request Form to confirm which sponsorships are still available.\*\*\***

## Presenting Sponsor (3) - \$1,500

- Two teams registration (each team 2 players)
- Company logo on event page, event flyer and all event communications
- Signage at event and recognition at event by emcee
- Eight drink tickets and complimentary appetizers

## Food Sponsor (3) - \$500

- One team registration (2 players)
- Company logo on event page, event flyer and all event communications
- Signage at event and recognition at event by emcee
- Four drink tickets and complimentary appetizers

## Drink Sponsor (4) - \$500

- One team registration (2 players)
- Company logo on event page, event flyer and all event communications
- Signage at event and recognition at event by emcee
- Four drink tickets and complimentary appetizers

## Lane Sponsor (6) - \$400

- One team registration (2 players)
- Company logo on event page, event flyer and all event communications
- Signage at event and recognition at event by emcee
- Four drink tickets and complimentary appetizers

## Raffle Prize Sponsor - \$125

Company logo at raffle prize area

- Company logo on event page, event flyer and all event communications
- Signage at event and recognition at event by emcee
- Spectator Admission



# Member Mixers

Quarterly Mixers are all about bringing members together to connect, collaborate, and celebrate. Each mixer offers a relaxed, social atmosphere where industry professionals can catch up with familiar faces, meet new contacts, and strengthen business relationships.

**\*\*\*Check the Sponsorship Request Form to see which sponsorships are still available.\*\*\***

## Summer Mixer

Date: 7/16/2026

Location: TBD

## Fall Mixer

Date: 10/15/2026

Location: TBD

### Presenting Sponsor (1) - \$3,500 - \$7,500\*

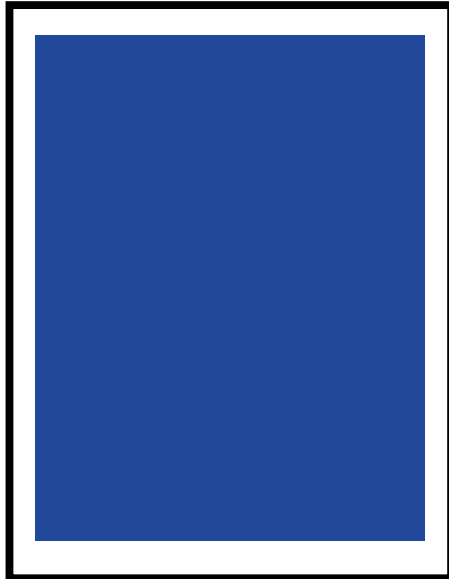
- **Exclusive Recognition:** Only one sponsor, your brand will be front and center.
- **Branding Visibility:** Logo on all event promotions, invites, signage, and social media shout-outs.
- **Mic Time:** Welcome remarks to kick off the night (and make a few friends while you're at it).
- **Reserved Presence:** A prime space to showcase your brand and connect with attendees.
- **Hospitality Highlight:** Every guest will enjoy two drink tickets and delicious food, all thanks to your sponsorship.
- **Customization Options:** Want to elevate the night even more? We can work with you on upgraded food and drink experiences to make your sponsorship truly unforgettable.
- **Bragging Rights:** Everyone will know YOU made this amazing night possible.

*\* Final sponsorship amount will be determined in coordination with sponsor based on anticipated event.*



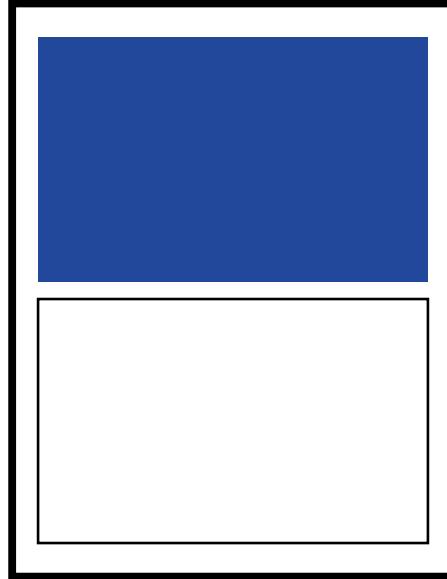
# Ad Specifications

Full Page Ad



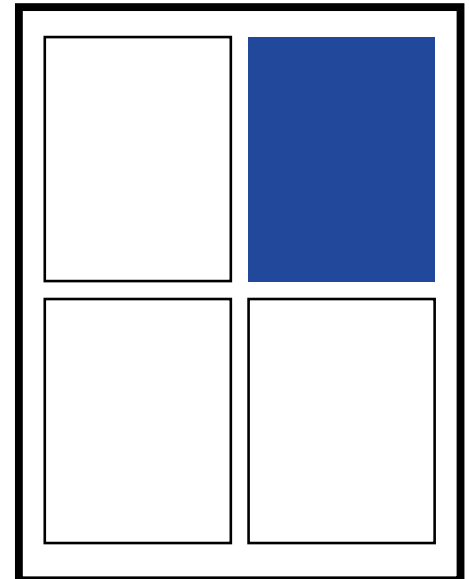
7.5 x 10 inches

Half Page Ad



7.5 x 4.875 inches

Quarter Page Ad



3.625 x 4.875 inches

## Ad Specifications

Preferred file format: PNG, JPEG

Color: CMYK

Resolution 300dpi

## Examples

