



## ORANGE COUNTY CHAPTER

# 2024 EXCLUSIVE SPONSORSHIP PACKAGE

## DEAR MEMBERS

Thank you for helping us celebrate our 100 year anniversary throughout all of 2023. It was a memorable year starting with our float in the Tournament of Roses Parade to the Regional Centennial Installation Gala where we celebrated every Chapter and Council incoming Boards as well as our first Hall of Legends Class. This year was a year of collaboration not just between Chapters, but also with our sister BIA in San Diego with the first combined BIS Show.

We are starting to plan another great year and looking forward to 2024. We know you are starting to plan and budget for that as well. We have truly appreciated all of your support this past year and hope that you can continue to support our efforts as we plan to continue to host our highly anticipated signature events next year, in an effort to keep our members connected and educated. Our advocacy team will continue to support our industry and you as you continue to help build the American Dream.

With that in mind, we have outlined an annual sponsorship/partnership package with many signature events for your company to stay involved both through marketing and networking. We have also shifted towards cross marketing and joint networking and educational opportunities by co-hosting events between Chapters and Councils. We hope that with these combined efforts, your resources can be maximized during a potentially challenging 2024, while still supporting the BIA.

Sincerely,

**Brooke Doi**

**BIA ORANGE COUNTY CHAPTER PRESIDENT**  
SHEA HOMES

**Adam Wood**

**BIA ORANGE COUNTY CHAPTER**  
SENIOR VICE PRESIDENT

## PACKAGES AVAILABLE

Pay one flat fee and get the benefit of marketing exposure at key industry events at a discounted rate.

1.



PROGRAMS UNDERWRITER

\$ 2,300

2.



BUNDLED EVENTS PATRON

\$ 4,600

SAVE \$1,200

CONTACT LAURA BARBER, VP OF EVENTS



(949) 777-3861



[lbarber@biasc.org](mailto:lbarber@biasc.org)

**DEADLINE TO SPONSOR - JANUARY 26, 2024**

# 2024 BIA/OC EXCLUSIVE SPONSORSHIP PACKAGE

## Programs Underwriter - \$2,300

With this sponsorship choice, you will be underwriting our General Membership Meetings and other signature events for the year. Our tentative dates are listed below and will be confirmed as we move forward in 2024. As a Program Underwriter, your BIA Staff will coordinate each upcoming event to ensure you are reserving your complimentary ticket(s) and utilizing other benefits throughout the year to maximize your return on investment.

### Sponsorship Benefits -

- **Name:** Event email sent out to over 500 BIAOC member companies (over 4,000 emails)
- **Name:** Each event landing page with link to your company website all year
- **Logo:** PowerPoint Presentation at each event where feasible
- **Logo:** BIAOC website (www.biaoc.com) homepage with link to your company website for one month during 2024.
- **Logo:** BIAOC Member Newsletter as Program Underwriter during the same month that you're featured on the website.
- **Banner Ad:** Choose one Banner Ad in BIAOC Member Newsletter during the year (must coordinate 30 days in advance of publishing date - first come, first serve basis.)
- **Magazine Ad:** One full-page ad in the BIASC magazine (must coordinate 30 days in advance of publishing date - first come, first serve basis.)
- **Social Media:** BIAOC promotion of appropriate industry related discussions on chapter's social media pages (at BIAOC sole discretion)

### Sponsorship Benefits -

- **January 29** - Outlook 2024 - Economic Forecast (2) Tickets - Irvine Marriott Hotel
- **March** - General Membership Meeting - Model Home Tour - (2) Tickets
- **June** - Angels Game Night (1) Ticket
- **August** - Crafts & Cars - (2) Tickets
- **Spring & Fall** - 5 Government Affairs Educational/Workshop Series -
  - (2) Tickets to each event
- **September 18** - Meet Your Candidate Reception - (2) Tickets

### Chapter Event Sponsorships -

- **May 6 - Golf Tournament** - Tee Sponsors - \$750 value
  - Company name listed on one (1) tee sign on each course
  - Option to apply \$750 value to upgrade to higher sponsorship level (other tournament sponsorships range from \$1,250 to \$3,500)
- **July 18 - Tequila Event Sponsor** - \$550 value
  - (2) Tickets to attend Tequila Tasting event.
- **September 13 - Softball Tournament** - All Star Sponsor - \$150 value
  - (2) Lunch Tickets to attend and enjoy watching the industry teams compete.

### Regional Event Tickets -

- **April 10 or August 14** - Greater Sales and Marketing Council Event - (1) Ticket
- **June 13** - Council on SAGE Breakfast - (1) Ticket - Sponsor to select event

## Bundled Events Patron - \$4,600

With this sponsorship choice, you are committing to a Programs Underwriter sponsorship, plus additional events and education seminars throughout the year. You get everything described previously in the Programs Underwriter, along with these marquee events:

**Programs Underwriter \$2,300 value** - See above for benefits included.

**May 6 - Golf Tournament - Golf Foursome - \$1,875 value Coto de Caza Golf & Racquet Club**

**May 31 - Women's Leadership Conference - BIA Believer Sponsor - \$750 Value -**

- Company name included in printed program and company logo included in PowerPoint presentation and signage at the event.
- Two (2) complimentary event tickets.

**October 4 - BITA Wine Event / BITA Fundraiser - Bronze Sponsor \$550 value**

- Company logo included in PowerPoint presentation and signage at the event.
- Two (2) complimentary event tickets.
- Option to apply this \$550 value to upgrade to higher sponsor level for the event (other sponsorship available are \$950 and \$2,000).

**November 15 - BIA/OC Installation Gala - Bronze Sponsor \$1,050 value**

- Company logo included in PowerPoint presentation and signage at the event.
- Two (2) complimentary event tickets.
- Option to apply this \$1,050 value to upgrade to higher sponsor level for the event (other sponsorship available range from \$2,250 to \$4,250).

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## YES! I'LL TAKE ADVANTAGE OF THIS SPONSORSHIP OPPORTUNITY!

Programs Underwriter - \$2,300

Bundled Events Patron - \$4,600

MARK ONE

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### PAYMENT

VISA

MASTERCARD

AMERICAN EXPRESS

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Sec. Code \_\_\_\_\_

Billing Address: \_\_\_\_\_

CHECK ENCLOSED (due no later than January 31st)

Check payable to:

BIA Orange County Chapter

17192 Murphy Ave., #14445, Irvine, CA 92623

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