



Asheville Home Builders Association Foundation Club F.A.Q.

Q: What is the Foundation Club?

A: Foundation Club is an Annual Sponsorship Program through the AHBA. The program was originally created to help our members budget for the upcoming year while securing their AHBA purchases at discounted prices all while gaining valuable exposure to a target market of industry professionals. The program allows us to solicit for sponsorship dollars once a year during a 60 day campaign versus calling members throughout the year. Foundation Club sponsors are recognized for an ENTIRE year – which means consistent exposure over a 12 month period to industry professionals!

Q: Are there different sponsorship levels and options?

A: There are five levels in the Foundation Club ranging from \$1,000 to \$6,500 investments. The levels have different options and you as the sponsor determine what items you want in *your* package. We have an easy to use form that lays out what each level can choose from. Simply review the form and select your options. The customizable packages allow each sponsor to choose items that fit their company so you don't have things in your package that you won't use!

Q: Who can participate in Foundation Club?

A: Any AHBA member in good standing can participate but you must sign up between December 1-20th. After that the program is closed until the following year end. There are limited spots available at each level and following the first right of refusal period to current sponsors, the packages are offered on a first come first serve basis so if you are interested make sure you get your info in ASAP to secure a spot.

Q: What are some of the top benefits of being in the Foundation Club?

Exposure: Foundation Club members are sponsors for the ENTIRE calendar year. They are promoted at every AHBA event and meeting. The AHBA is unique in the fact that we are a targeted group of industry professionals and with 600+ members your company can't afford not to be promoted to these individuals on a regular basis! We have an award winning website, ashevillehba.com, that is viewed by thousands of members and consumers each month who are looking for industry professionals to do business with! Foundation Club Sponsors are featured on our website all year long.

Discounted Items & Advance Purchases: Foundation Club Packages allow members to pre-select all of their items for the year – Golf Teams, Expo Booths, Table Tops and much more! Selecting these items in advance, through the Foundation Club, ensures that you are securing package items at a discounted rate. Foundation Club Packages save companies money and allow them to budget upfront. On average, Foundation Club Sponsors save 30% by selecting their items through a Foundation Club package versus buying items separately throughout the year.

Peace of Mind and Security: Foundation Club Sponsors can budget for the entire year in advance and know exactly how much money they are committing to the AHBA, what they are getting in return and how their marketing dollars are being invested. The AHBA's highly anticipated events typically sell out each year! By securing your items through a Foundation Club package you can rest assured that you will be included and represented at all events and meetings!

Q: When can you sign up for Foundation Club and what do you need to secure a space?

A: We release the new packages each year during November and begin taking reservations from new sponsors on December 1st. Any sponsor from the current year has first right of refusal to reserve their current sponsorship level and must confirm with the AHBA by Dec. 1st in order to keep their same spot. After Dec. 1st all remaining spots, not claimed in first right of refusal period, are open to the General Membership on a first come first serve basis. All sponsors must complete the sponsorship contract and complete the selections form – then you can simply email that info to the AHBA, fax or mail it. *The final deadline for signing up for sponsorship packages is December 20, 2011.*

Q: Do I have to pay all at once for my sponsorship level?

A: All Foundation Club spots are secured by contract and payment in full. We do have a quarterly payment agreement that can be requested but it requires approval and a payment source upfront. Approved quarterly payments will be electronically drafted from a Visa, MasterCard or Electronic Check.

Q: What if I can't find a selection that works for my company?

A: All of the sponsorship levels have options that you as the sponsor can choose. We have designed the packages so that each company can find the necessary items in what we have laid out to meet their marketing needs. We don't anticipate that you will have difficulty finding items that fit your company but if you do not see a selection that works for your company please call us and we can discuss your needs and what else may be available.

Q: Is being a member of the Foundation Club the only way to be a sponsor and gain exposure as a sponsor through the AHBA?

A: Foundation Club is the primary way to sponsor and gain exposure through the AHBA. Foundation Club is the only program we have that provides exposure and inclusion in ALL of our meetings and events. The only other events/meetings during the year that are open to members to sponsor are the Home & Garden Expo, Annual Golf Tournament, and Parade of Homes. Keep in mind that Foundation Club member already get exposure and items at those particular events but for a member not in the Foundation Club, those are the only areas they can pick up smaller sponsorships during the whole year.

Q: Is my AHBA membership included in my Foundation Club Package?

A: A company's Annual AHBA Membership (\$440.00) is not included in any of the Foundation Club packages. However some of the packages do include Affiliate Memberships. Affiliate memberships are secondary memberships where companies can add on their coworkers and other employees. However all companies must have, and remain current, with a primary Builder or Associate membership to participate in the association and have any active Affiliates.

Q: Once I am a sponsor can I keep my same spot for years to come?

A: The AHBA values our sponsors and we want to make it easy for you to continue to support the AHBA through sponsorship. Because of this we offer all current sponsors the option to keep their same level of sponsorship for the upcoming year. We offer a first right of refusal period where a current sponsor has 20 days to notify the AHBA if they would like to continue at their same level for the upcoming year. All you need to do is complete the new year's contract, make your selections and send that to the AHBA by Dec. 1st. In addition to maintaining your same level of sponsorship, we also offer you first right of refusal over the items you choose in your package! So if you have certain options selected that you don't want to let go – don't delay in getting your contract in during the first right of refusal period (November 8 – December 1). If you are interested in changing levels or options, we can also work with you on this during the first right of refusal period. Please call us so we can help you maintain your sponsorship level.