

PARTNERSHIP PROGRAM



BIA San Diego funds a significant portion of its building industry representation through an event underwriting effort. In 2009, the BIA moved from “pay-as-you-go” sponsorships to an annual “one-time” campaign called The Partnership Program. The BIA’s advocacy — and trade organization — is only partially funded through dues. By offering a comprehensive underwriting program, BIA provides its individual member companies the broadest possible marketing and sales exposure. The Partnership Program allows the Associate membership opportunities for further investments in the Association. In turn, this advances critical industry causes that present formidable obstacles to the interests of our Associate and Builder/Developer member alike. It is an established fact, that without a healthy participation rate in this Program, San Diego’s building industry will lose a fair measure of involvement on a number of key issues that will make or break our future. BIA is a key commentator and policy stakeholder on such critical issues, such as water availability, transportation infrastructure and regulatory reform. Its track record is extraordinary with countless governmental affairs successes bearing out that the membership’s Return on Investment is sound. BIA Leadership, therefore, highly recommends The Partnership Program to you for your consideration.



HOW IT WORKS:

Whether at \$20,000 or \$1,000, participants get the same year-round exposure and recognition, albeit within their individual sponsor category level. After the funds are deposited, the BIA San Diego holds one-half of each sponsor level amount in a pre-paid account, which as the year progresses, is drawn down depending on the event you choose to attend. As such, members essentially pre-pay their annual cost of attending our events.

DELIVERANCE \$20,000

- Logo displayed at all events
- ½ credit back in pre-paid account to be used for annual events
- Logo displayed & linked on BIA website
- 2 minute speech at any 2 BIA Breakfast events
- 10 months advertising
- Submit a featured press release to BIA newsletter
- Complimentary wine at BIA Dinner events
- Priority seating at Installation Dinner and Awards Show with paid admission
- Complimentary Installation VIP Party ticket with paid admission

PERSEVERANCE \$10,000

- Logo displayed at all events
- Logo displayed & linked on BIA website
- ½ credit back in pre-paid account to be used for annual events
- 2 minute speech at 1 BIA breakfast event
- 6 months advertising
- Priority seating at Installation Dinner and Awards Show with paid admission
- Complimentary Installation VIP Party ticket with paid admission

ENDURANCE \$7,500

- Logo displayed at all events
- Company listed as a Partnership Program member on the BIA website
- ½ credit back in pre-paid account to be used for annual events
- 3 months advertising
- Priority seating at Installation Dinner and Awards Show with paid admission
- Complimentary Installation VIP Party ticket with paid admission

CONFIDENCE \$5,000

- Logo displayed at all events
- Company listed as a Partnership Program member on BIA website
- ½ credit back in pre-paid account to be used for annual events
- 2 months advertising
- Priority seating at Installation Dinner and Awards Show with paid admission
- Complimentary Installation VIP Party ticket with paid admission

DILIGENCE \$3,000

- Logo displayed at all events
- Company listed as a Partnership Program member on BIA website
- ½ credit back in pre-paid account to be used for annual events

FORBEARANCE \$1,000

- Logo displayed at all events
- Company listed as a Partnership Program member on BIA website
- ½ credit back in pre-paid account to be used for annual events

PLEASE NOTE: if you don't use it, you lose it. We permit no carry over of unused sponsor levels, nor can we refund any installment payments, as those are committed for event production.

Building Industry Association of San Diego
9201 Spectrum Center Blvd., Suite 110
San Diego, CA 92123
www.BIASanDiego.org



Designed by:

weston | mason
MARKETING