



[www.AtlantaSMC.com](http://www.AtlantaSMC.com)



## GOALS AND OBJECTIVES OF THE SALES AND MARKETING COUNCIL

- To associate people who participate in sales and marketing who are accredited members of the HBA for the purpose of mutual professional growth, cooperation, camaraderie and the exchanging of ideas.
- To promote professional standards and ethical practices among the membership
- To provide a forum for continuing education, networking, and community involvement
- To provide needed information, either through general meetings or correspondence, that will provide beneficial to members of the council
- To provide programs for the education and motivation of the membership, the encouragement of networking, and the expansion of membership. Such programs will be self-sustaining unless a prior indication of financial support is made by the Board of Directors.



## SALES AND MARKETING COUNCIL (SMC)/OBIE AWARDS Average Attendance Ranges from 600 to 1,000

A special Sponsorship has been created to provide annual visibility at both the Sales & Marketing Council Meetings and the prestigious OBIE Awards. The award winning SMC comprised of sales and marketing professionals in the homebuilding industry. The SMC is committed to education, programs, membership, awards and charity. Date: October 2021

The OBIE Awards formerly the Professionalism Awards have been honoring the industry's finest in Building, Marketing and Remodeling for more than 39 years. More than 300 award entries are judged by 20 industry professionals from outside Atlanta in over one hundred categories. The awards are presented at the OBIE Awards Dinner & Gala held in the Fall.

### Platinum Sponsors \$6,500

#### OBIE BENEFITS

- Full table to OBIE Awards
- Opportunity to speak at the OBIES or provide a 5 minute video
- Special introduction and spotlight recognition at OBIE Awards
- Priority Seating at the OBIES

#### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - Atlanta Building News
  - Full-Page ad and listing in Winners Book
  - Awards Program
  - Intent to Enter Packet
  - Entry Material Packet

#### SMC BENEFITS

- Opportunity to speak at 2 SMC Program Meetings - February, April or September
- Sponsor table at all SMC Program Meetings
- Opportunity to place promotional material on dinner table 2x during the year at a program meeting
- Opportunity to provide one PowerPoint slide to promote company at program meetings
  - E-mail our members 4x times during the year (upon request)
- Direct mail to our mailing list three times (upon request)
- SMC Web page recognition with link
- Recognition in Atlanta Building News on SMC page
- Recognition by V. Chairman during each SMC event
- Recognition on Facebook page

# 2021 SPONSORSHIP LEVELS

## Gold Sponsors

**\$3,500**

### OBIE BENEFITS

- Four tickets to OBIE Awards (with option to purchase remainder)
- Priority Seating at OBIE Awards
- Special introduction and spotlight recognition at OBIE Awards

### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - Atlanta Building News
  - 1/2-Page ad and listing in Winners Book
  - Awards Program
  - Intent to Enter Packet
  - Entry Material Packet

### SMC BENEFITS

- Opportunity to speak at 1 SMC Program Meeting - February, April or September meetings
- Sponsor table at all SMC program meetings
- Opportunity to place promotional material on dinner table 2x during the year at a program meeting
- Opportunity to provide one PowerPoint slide to promote company at program meetings
- E-mail our members 2x during the year (upon request)
- SMC Web page recognition with link
- Recognition in Atlanta Building News on SMC page
- Recognition by V. Chairman during each SMC event
- Recognition on Facebook page

## Silver Sponsors

**\$2,500**

### OBIE BENEFITS

- Two tickets to OBIE Awards (with option to purchase remainder)
- Priority Seating at OBIE Awards
- Special introduction and spotlight recognition at OBIE Awards

### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - Atlanta Building News
  - 1/4-Page ad and listing in Winners Book
  - Awards Program
  - Intent to Enter Packet
  - Entry Material Packet

### SMC BENEFITS

- Sponsor table at all SMC Program Meetings - February, April and September meetings
- Opportunity to place promotional material on dinner table 2x during the year at a program meeting
- Opportunity to provide one PowerPoint slide to promote company at program meetings
- SMC Web page recognition with link
- Recognition in Atlanta Building News on SMC page
- Recognition by V. Chairman during each SMC event
- Recognition on Facebook page

Questions about the SMC or sponsorship opportunities, contact the HBA at 678-775-1446

# 2021 SPONSORSHIP LEVELS

## Bronze Sponsors

**\$1,250**

### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - Atlanta Building News
  - Awards Program
  - Intent to Enter Packet
  - Entry Material Packet

### SMC BENEFITS

- Opportunity to provide one PowerPoint slide to promote company at program meetings
- SMC Web page recognition
- Recognition in Atlanta Building News on SMC page
- Recognition by V. Chairman during each SMC event
- Recognition on Facebook page
- Table top display at 1 program meeting - February, April or September meeting

## Friend Sponsors

**\$500**

### BENEFITS

- Banner listing at all SMC events
- SMC Web page recognition
- Recognition in Atlanta Building News on SMC page
- Recognition by V. Chairman during each SMC event
- Recognition at OBIES and in Winners Book
- Recognition on Facebook page

## Networking Event Sponsors

**\$600**

2 networking events a year: January, May and August  
Locations TBD

### BENEFITS

- Logo displayed on sponsored event flyer
- 2 complimentary registrations at sponsored event
- Shared table top display at sponsored event
- Attendee list (upon request)



# 2021 SPECIALITY SPONSORSHIPS

## OBIE AWARDS

### Champagne Wall Sponsor

**\$3,500** (3 available / Non competing companies)

#### OBIE BENEFITS

- Logo displayed on 5 panels on the 8'x16' Champagne Wall where each attendee is greeted with a glass.
- Two tickets to the OBIE Awards Gala (with option to purchase remainder)
- Special introduction and spotlight recognition at the OBIE Awards Gala

#### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - 1/4-Page ad and listing in Winners Book
  - Atlanta Building News "OBIE Edition"
  - Atlanta Building News Weekly E-Newsletter

### Cocktail Reception -

**\$3,500**

(3 available / Non competing companies)

#### OBIE BENEFITS

- Three tickets to OBIE Awards
- Special introduction and spotlight recognition at OBIE Awards
- Recognition on Facebook page

#### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - Opportunity to provide logo cocktail napkins, cups & Logo on drink tickets
  - 1/2-Page ad and listing in Winners Book
  - Awards Program
  - Atlanta Building News on SMC page
  - ABN Weekly E-Newsletter

### Photography

**\$3,500**

#### OBIE BENEFITS

- Three tickets to OBIE Awards (with option to purchase remainder)
- Special introduction and spotlight recognition at OBIE Awards
- Recognition on Facebook page

#### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - 1/2-Page ad and listing in Winners Book
  - Awards Program
  - Logo on photo folders & on backdrop
  - Intent to Enter Packet
  - EntryMaterial Packet
  - Atlanta Building News on SMC page
  - ABN Weekly E-Newsletter

# 2021 SPECIALITY SPONSORSHIPS

## OBIE AWARDS

### Centerpiece

**\$3,500**

#### OBIE BENEFITS

- Signage with your logo added to centerpiece on each table
- Three tickets to OBIE Awards (with option to purchase remainder)
- Special introduction and spotlight recognition at OBIE Awards
- Recognition on Facebook page

#### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - 1/2-Page ad and listing in Winners Book
  - Entry Material Packet
  - Atlanta Building News on SMC page
  - ABN Weekly E-Newsletter

### Prize

**\$2,500**

#### OBIE BENEFITS

- Two tickets to OBIE Awards (with option to purchase remainder)
- Priority seating at OBIE Awards
- Special introduction and spotlight recognition at OBIE Awards
- Recognition on Facebook page during event

#### OBIE MARKETING BENEFITS

- Listing in all OBIE Awards related publications:
  - 1/4-Page ad and listing in Winners Book
  - Entry Material Packet
  - Atlanta Building News on SMC page
  - ABN Weekly E-Newsletter

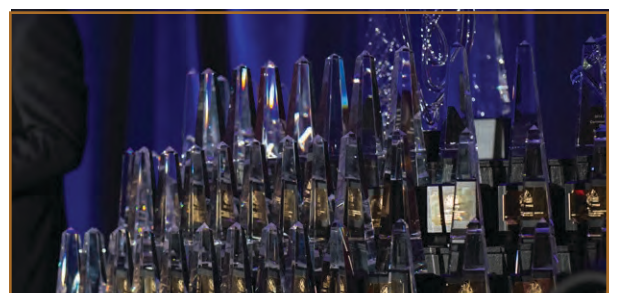
# WHAT ARE THE OBIE AWARDS?



The OBIE Awards  
are the highest accolades  
given by the Atlanta housing industry.

The OBIE Awards is an annual program produced by the Greater Atlanta Home Builders Association and the Atlanta Sales and Marketing Council to recognize the most outstanding professionals in the Atlanta homebuilding industry. The program offers the association's more than 1,000 member companies the opportunity to compete with their industry peers in building, remodeling, marketing and personal achievement areas. By entering, members gain industry recognition, attract public relations opportunities and may display the award for every potential home buyer to see.

We bring in dynamic industry professionals from across the United States during the summer to judge a wide-variety of outstanding entries. The Gold winners of this prestigious award are given a crystal obelisk during a black-tie awards gala on October 23, 2021 at the Georgia Aquarium.





# Sponsorship Form

YES, I am interested in sponsoring the Atlanta Sales and Marketing Council in 2021 at the following level:

- Platinum Level Sponsor - \$6,500**                       **Bronze Level Sponsor - \$1,250**  
 **Gold Level Sponsor - \$3,500**                       **Friends Level Sponsor - \$500**  
 **Silver Level Sponsor - \$2,500**                      **Networking Event Sponsor - \$600**

2021 Speciality Sponsorships OBIE AWARDS:

- Champagne Wall - \$3,500**                       **Photography - \$3,500**                       **Prize - \$2,500**  
 **Cocktail Reception - \$3,500**                       **Centerpiece - \$3,500**

## YOUR INFORMATION:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## PAYMENT INFORMATION:

- Enclosed is my check made out to the Greater Atlanta HBA  
 I prefer to pay by credit card

Card Type                       Master Card                       VISA                       American Express  
Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Name on Card \_\_\_\_\_ Card Verification # \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Send Receipt Via:                       Email                       Fax                       Mail  
Email: \_\_\_\_\_

## PLEASE MAIL, FAX OR EMAIL THIS FORM TO:

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678-775-1446 • eraymond@atlantahomebuilders.com • Fax: 770-934-8363

