

2026 Inner Banks Home Builders Association

Marketing Guide

Who We Are:

The Inner Banks Home Builders Association (IBXHBA) proudly represents the local construction industry, uniting professionals committed to preserving the dream of affordable homeownership for all. Join us as we work to make a lasting impact through networking, education, advocacy, scholarships, and community service.

- **Building the Future of Eastern North Carolina.** Serving Pitt, Martin, Beaufort, and Edgecombe counties, the Inner Banks Home Builders Association stands as a proud affiliate of both the North Carolina Home Builders Association and the National Association of Home Builders.
- **We are the driving force behind the region's thriving construction industry.** With over 220 members, our network comprises licensed general contractors, building material suppliers, subcontractors, bankers, insurance agents, real estate professionals, interior designers, and skilled service providers. Together, we form the foundation of progress, innovation, and quality craftsmanship across eastern North Carolina.
- **A Powerful Network of Connections.** Our association engages with an ever-growing audience of over 1,600 contacts across the region. Through text updates, email announcements, and a comprehensive monthly newsletter, members and partners stay connected to valuable insights, events, and opportunities.
 - Our communications boast a remarkable **56.27% open rate and 37.41% click-through rate**, our communication network delivers results — connecting businesses with audiences that are ready to engage and take action.
- **Uniting Industry Leaders & Homeowners.** Each event and communication channel brings together a highly targeted audience of professionals who believe in doing business with fellow HBA members and supporters. The association also reaches homeowners who turn to the HBA as a trusted, authoritative source for building expertise and industry knowledge — ensuring that your message reaches both industry leaders and the community you serve.

Get Involved — Build with Us. Whether you're a builder, supplier, or service professional, joining the association opens doors to invaluable relationships, business growth, and community impact. Partner with us, sponsor an event, or become a member today — and help us continue building a stronger, more connected future for eastern North Carolina.

Join. Connect. Build.

👉 Visit [<https://members.ibxhba.org/application-to-join>] to get started.

How to use this Marketing Guide:

This guide is a comprehensive list of individual events and fees, designed for organizations that want to plan their budgets in advance, maximize their marketing investments, and create customized opportunities to meet their advertising and outreach goals. By becoming a sponsor-partner, you not only support our mission and members—you also position your business for meaningful visibility and engagement throughout the year.

- ***Sponsors that sign up for an annual sponsorship package from this marketing guide will receive special distinction on our website and on our email and marketing communications all year long. Upgraded Directory listings are included with all Annual Sponsorships. Packages must be purchased by March 31, 2026, to qualify for annual sponsor benefits.***

**Prices listed in this guide are only guaranteed if purchased before March 31, 2026 and are subject to change if purchased outside of the ore-determined annual sponsorship package opportunity listed here.*

Please review the sponsorship opportunities below and mark where you would like to invest. Return this form to us or contact us at **252-702-8366** or **admin@gmail.com** to create your ideal package for the coming year.

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2026 Membership Dues:

When you become an IBXHBA member, you are also a member of the North Carolina Home Builders Association (NCHBA) and the National Association of Home Builders (NAHB) at no additional cost. Sponsors are required to be HBA Members- because “it is good business to do business with members”.

 Builder Member: (\$525 Annually + \$50 One-Time Fee)

Builder members are those whose primary business is single-family home building, multifamily building, residential or commercial remodeling, commercial building, land development, or manufacturing of modular/panelized/log homes. General Contractor’s license preferred, but not required.

 Associate Member (\$525 Annually + \$50 One-Time Fee):

Associate members are the home building industry’s suppliers, service providers, and product manufacturers who support the industry in many different capacities and are a vital component of the association.

 Affiliate Member (\$100 Annually):

Affiliate members are the employees of Builder and Associate members who reap the rewards of HBA membership at a fraction of the cost.

 Professional Women in Building (PWB) (\$100 Annually):

The NAHB PWB Council is the voice of women in the building industry, dedicated to promoting industry professionalism and supporting members at the local, state, and national levels.

*NOTE: A Builder, Associate, or Affiliate Membership is required to purchase a Professional Women in Building Membership

Miscellaneous:

 Consumer Newsletter Advertisements (\$250/month):

Business card-sized advertisements in the monthly consumer newsletter sent to local homeowners, DIY’ers, and open-house aficionados. Check desired months:

 Jan. ‘26 Feb. ‘26 Mar. ‘26 Apr.‘26 May.‘26 Jun.‘26
 Jul.‘26 Aug.‘26 Sep.‘26 Oct.‘26 Nov.‘26 Dec.‘26

___ **Consumer Newsletter Article with Byline (\$400/month):**

Feature your brand’s information, offer your expertise, and earn a permanent spot on the consumer blog by authoring the headlining article in the monthly consumer newsletter.

___Jan. '26 ___Feb. '26 ___Mar. '26 ___Apr.'26 ___May.'26 ___Jun.'26
___Jul.'26 ___Aug.'26 ___Sep.'26 ___Oct.'26 ___Nov.'26 ___Dec.'26

___ **Upgraded Directory Listing (\$100):**

Upgrade your listing in our “Find a Professional” Consumer directory to include your logo, photos, links, biographies, and/or descriptions. An upgraded Directory listing is included with any sponsorship package purchased via this marketing guide by March 30, 2026.

___ **General Membership Meetings (\$800):**

General Membership Meetings are held monthly for lunch (12pm-1pm) or dinner (5:30pm-7pm), with an average attendance of 70 members. Hosts will provide the venue and meal for the meeting, providing an opportunity for members to get to know your brand more intimately. Hosts will be featured on all advertising for the meeting, including emails, texts, social media, and print products.

___Jan. '26 ___Feb. '26 **X**Mar. '26 **X**Apr.'26 ___May.'26 ___Jun.'26
___Jul.'26 ___Aug.'26 ___Sep.'26 ___Oct.'26 ___Nov.'26 ___Dec.'26

___ **Inspection Connection (\$500):**

To be held at least twice annually. This is an opportunity for our builder members and others who are subject to inspections to sit down with the local code officials to discuss commonly occurring issues, new code updates, and any expected changes. Lunch is provided.

___ **Continuing Education Classes (\$400):**

The Inner Banks Home Builders Association is an authorized provider for the NCLBGC and will provide opportunities for Builder and REALTOR members to take courses that count for the renewal of their licenses. Sponsors of these classes will get exposure through the marketing of the classes in addition to the opportunity to speak and hand out materials on the day of the course.

2026 Events

Sporting Clays Competition:

(March 24, 2026. Hunters Pointe in Washington, NC.)

Teams of 4 will compete in both a Sporting Clays Competition and a Pistol shooting competition for the 1st, 2nd, 3rd, and even last place prizes. The event entertains around 100 attendees per year. The event registration includes lunch and the option to purchase raffle tickets.

[Sporting Clays Competition Available Sponsorships:](#)

___ **Titled Event Sponsorship (\$2,500):** Company name and logo on all event advertising, and published on the IBXHBA website for at least one year. Featured spotlight of the event on Facebook and Google Business event and shared to Facebook and Instagram story. Mentions on all TV, Radio, text, and email correspondence of the event. Verbal Recognition at the event. Includes one (1) four (4) person team and one station sponsor.

___ **Lunch Sponsor (\$1000):** Company name and logo on banners where lunch is served. Included on event promotion via email, Facebook, and Instagram. Verbal Recognition at the event. One (1) station sponsor.

___ **Featured Display Sponsorship (\$750):** The event venue has space for one (1) outdoor vehicle or display on site on the day of the event. Your logo will be displayed beside the vehicle you provide. Includes exposure through event marketing and day of social media promotion, and verbal recognition at the event. Includes one (1) four (4) person team and one (1) station sponsor.

___ **Cart Sponsor (\$300):** Your business logo on a beverage cart that will circulate the course during the event. Includes day of social media exposure and included on IBXHBA webpage for at least 1 year.

___ **Ammo Sponsor (\$250):** Exclusive sponsor of the pistol range competition. Logo and company name displayed at pistol competition station.

___ **Station Sponsor (\$100):** Includes logo sign on one station.

___ **Team Registration (\$465):** Includes lunch, targets, golf cart, pistol range, and competition entry for 4 people. Bring your own shotguns and ammo (pistol provided), or rent/purchase at the venue. This is a no alcohol event.

New Member Orientation Breakfast:

(April 8, 2026. GK Cafe in Greenville, NC, at 7:30 AM, & October 7, 2026. GK Cafe in Greenville, NC, at 7:30 a.m.).

New and existing members are invited to join us for breakfast while you learn about who we are, why we exist, and how you can make an impact on our community! Registration is free. Sponsorships include your logo on individual postcards mailed to new members and email and social media advertising of the event.

___ **New Member Orientation Breakfast (\$450):** April 8, 2026. GK Cafe.

___ **New Member Orientation Breakfast (\$450):** October 7, 2026. GK Cafe.

Annual Workforce Scholarship Golf Tournament:

(April 30, 2026. Ironwood Golf Course in Greenville, NC)

This tournament joins the community together to raise money for the Trey Kuhn Memorial Scholarship at Pitt Community College and the Mark Tipton Scholarship at East Carolina University. Golfers play 18 holes and are provided with lunch, drinks, and carts in their registration for their team of 4. There are two **(2) flights of golf.**

Historically this event sells out well in advance and sees **over 200 participants.**

Breakfast and lunch are served, there is a raffle and a silent auction.

___ **Grand Event Sponsorship (\$5,000):** *Only 1 available.*

Predominant name + logo on all event advertising. Including email, social media, tv, and radio marketing campaigns. Logo on IBXHBA website for 30+ days, logo also featured on banner at check in. Verbal recognition at the event and opportunity to address attendees. Includes 2 (4) member teams.

___ **Platinum Sponsorship (\$2,000):**

Secondary name + logo on event advertising, including email and social media campaigns. Logo on IBXHBA website for 30+ days. Logo featured on Platinum Sponsor banner at event. Verbal recognition at the event. Includes 1 (4) member team. Includes 1 hole sponsorship.

___ **Grand Sponsorship (\$1,000):**

Logo featured on the Grand Sponsor Banner displayed at the event. Logo displayed on IBXHBA Website for 30+ days. Social Media mention. 1 (4) member team.

___ **Gold Sponsorship (\$500):**

Logo on Gold Sponsor Banner displayed at the event. 1 hole sponsorship. Social Media mention.

___ **Food Sponsor (\$450):**

Logo and name displayed by food for both breakfast and lunch.

___ **Beverage Cart Sponsor (\$400):**

Logo displayed on beverage cart all day. Covers both flights of golf. Only 4 available.

___ **Booth + Hole Sponsor (\$300):**

Set up your own tent and engage with each team of golfers on your hole. Option to host games, give away swag, etc.

___ **Hole Sponsor (\$200):**

Sign at hole all day. Covers both flights.

Team Registration (\$560)

Includes 2 mulligans, 1 red tee buster, light breakfast for AM Flight, and lunch.

___ **AM Flight:** Check in at 7AM. Shotgun start at 8AM.

___ **PM Flight:** Check in at 12PM. Shotgun start at 1PM.

Playing Par is your Friend. Awards follow the conclusion of each session.

Inner Banks Parade of Homes:

(September 2026. Dates TBA)

The Inner Banks Home Builders Association Parade of Homes is a week-long event where our local builders showcase the finest in residential construction across our region.

Monday- Tuesday: Judges from outside our local market spend the night in a local hotel and join us on Tuesday to tour the entries. Their votes will determine the winner of each category of homes. The same day, Local REALTORS will also tour and vote for the 2026 REALTORS Choice Award.

Thursday Evening: The membership gathers at the Parade Awards Gala for dinner, drinks, awards, and celebrations.

Saturday- Sunday: Home Entries have the option to be open for public tours. Each year, the parade features a variety of new construction homes open for in-person tours, as well as virtual-only entries highlighting remodeled homes and recently sold properties. Attendees can explore at their own pace using our dedicated smart phone app and website, which offer customizable tour routes. The option to download a parade magazine or pick up a copy of our printed Parade publication for event maps and home details in person will also be available.

___ **Titled Event Sponsor (\$10,000) *only one available***

This sponsor's name and logo featured all print POH Marketing Materials, including the cover of the Parade Magazine. Theirs is the primary Logo listed on IBXHBA website Parade of Homes page and on all email communications. Logo is displayed on signage at each home entry. Logo on banner outside of the IBXHBA office advertising the Parade. Verbal and print recognition in all radio and online advertising. Public verbal acknowledgement at Awards Reception. Includes 2 tickets to Awards Gala on Thursday evening. Your physical location is

listed as public tours HQ for magazine pick up and tour info. Breakfast for out-of-town judges is hosted on site at your location. Option to have your representatives drive each team of judges. Customization is available.

___ **Diamond Level- Awards Gala Sponsor (\$5,000) *only one available***

The company logo will be prominently displayed at the entry of the POH Awards Reception and on each table throughout the event. A secondary logo will appear on the IBXHBA website's Parade of Homes webpage as well as in all related email communications. The logo will also be featured on any favors or take-home items distributed at the Awards Gala, and on the Awards themselves. The company will receive public verbal acknowledgement during the event. This package includes two tickets to the Awards Gala Thursday evening.

___ **REALTOR'S Choice Sponsor (\$2,500)**

Your business' name and logo are associated with all of the REALTOR'S Choice event marketing in print, online, and email communication. Your logo is featured on the REALTOR'S Choice registration page, and on event signage at the Awards Gala. Includes 2 tickets to the Gala and public verbal acknowledgement at the event.

___ **Hospitality Sponsor (\$2,500)**

The Hospitality Sponsor level is \$2,500.00 and includes a co-branded "Welcome" gift for hotel guests and judges featuring your company and IBXHBA. Your logo will be displayed on the IBXHBA Parade of Homes webpage and included in all related email communication. You are invited to breakfast and/or lunch on Tuesday with our judges. In addition, your company logo will appear on signage at the Parade HQ and on signage at the Awards Gala. You will receive public verbal acknowledgement during the event. This sponsorship also includes two tickets to the Awards Gala on Thursday evening.

___ **Emerald Sponsor (\$1,000)**

The Emerald Sponsor level includes your company name and contact information listed in the "Buyers Guide" section of the Magazine, website, and smart phone app. Your logo will be displayed in IBXHBA Parade of Homes email communications and featured on signage at the Awards Reception, and featured in Social Media posts promoting the event.

Fall Golf Classic:

(October 19, 2026. Brook Valley CC in Greenville, NC):

This golf tournament brings locals together as they play a round of 18 holes. Registration includes a team of 4 players, lunch, drinks, cart rental, and the option to purchase raffle tickets. Sponsorship opportunities include hole signs, beverage cart sponsors, and a lunch sponsor.

___ **Grand Event Sponsorship (\$3,500)**: Only 1 available. Predominant name/logo on all event advertising, including email and social media campaigns. Logo on IBXHBA website for 30+ days, logo also featured on banner at check in. Includes 5 hole sponsorship signs and verbal recognition at the event. This sponsorship comes with 1 (4) member team.

___ **Platinum Sponsor (\$2,500)**: Secondary name and logo on all event advertisements, including email and social media campaigns. Your logo will be featured on the IBXHBA website for 30+ days, and the logo will be on 3 hole sponsorship signs. This sponsorship comes with 1 (4) member team.

___ **Gold Sponsor (\$2,000)**: Tertiary name and logo on all event advertisements, including email and social media campaigns. Your logo will be featured on the IBXHBA website for 30+ days, and you will receive 2 hole sponsorship signs. This sponsorship comes with 1 (4) member team.

___ **Silver Sponsor (\$1,000)**: Name and logo will be on all event advertisements, including email and social media campaigns. Your logo will be featured on IBXHBA website for 30+ days.

___ **Bronze Sponsor (\$500)**: Your logo will be featured on the IBXHBA website for 30+ days as well as on one hole sponsorship sign.

___ **Beverage Cart Sponsor (\$400)**: Your logo will be featured on the IBXHBA website for 30+ days as well as on the beverage cart.

___ **Hole Sponsor (\$400)**: Your logo will be featured on one hole sponsorship sign.