

# The Maryland Center for Housing



## NAMING RIGHTS and DONOR BENEFITS



Your contribution to the Maryland Center for Housing is a lasting testament to your commitment to and support of the Home Building Industry and the Home Builders Association of Maryland. It also endows our charitable foundation and supports its projects throughout Central Maryland. Help us build the Center and we'll make sure you and your contribution are the "center" of attention throughout the "build" and beyond.

**NAMING RIGHTS - You and/or your company exclusively featured as presenting sponsor of Conference Rooms and Offices in the Maryland Center for Housing. Receive plaque on conference room/office door and additional plaque inside the room. Additionally, each donation valued at more than \$15,000 will receive a 12 x 12 paver to be displayed at the entrance of the building.**

### OTHER BENEFITS INCLUDE:

#### TAX DEDUCTIBILITY

All contributions are fully tax deductible as the Foundation is an approved 501-C(3) non-profit organization

#### ELECTRONIC MARKETING

Company logo featured on marylandcenterforhousing.org with link  
Facebook and Twitter updates regarding donations and donors  
Monthly Maryland Center for Housing e-newsletter updating the progress of the build and featuring all donors

#### PRINT MARKETING

Inclusion in a Publication at Dedication Ceremony  
Quarterly Mid-Atlantic Builder Magazine, Maryland Center for Housing special section

#### BUILDER MART ADVERTISING

Signage for donors exhibiting in Builder Mart to use at their booth recognizing their involvement and promoting their product/service or monetary contributions

#### EVENT MARKETING

Donors will be recognized at HBAM events during the build  
Recognition/Signage at the Groundbreaking Ceremony and Ribbon Cutting Ceremony  
Recognition at Board Chapter & Council Meetings

#### RECOGNITION AT THE MARYLAND CENTER FOR HOUSING

Recognition plaques in reception area  
Video loop featuring donors on 72" reception area flat screen for 1 year

**Every donor will receive a Commemorative Desktop Display noting their donation and participation**

### NAMING RIGHT AVAILABILITY:

|                                  |                         |
|----------------------------------|-------------------------|
| Large Conference Room            | \$125,000               |
| Reception Area                   | \$100,000               |
| Executive Committee Conference   | <b>SOLD</b> \$ 20,000   |
| EVP Office                       | <b>SOLD</b> \$ 30,000   |
| 1st Floor Workroom               | <b>SOLD</b> \$ 20,000   |
| 1st Floor Foundation Office      | <b>SOLD</b> \$ 20,000   |
| Government Affairs (4 available) | <b>1 SOLD</b> \$ 15,000 |
| Events Office                    | \$ 15,000               |
| Communications Office            | \$ 15,000               |
| Membership Office                | <b>SOLD</b> \$ 15,000   |
| Sales & Marketing Office         | <b>SOLD</b> \$ 15,000   |
| Finance Office                   | <b>SOLD</b> \$ 15,000   |
| Upstairs Conference Room         | \$ 15,000               |
| Upstairs Kitchen                 | \$ 15,000               |

### CASH DONATIONS:

|                |           |
|----------------|-----------|
| Gold Sponsor   | \$ 10,000 |
| Silver Sponsor | \$ 5,000  |
| Bronze Sponsor | \$ 2,500  |
| Friends Of MCH | \$ 1,000  |

Naming rights are awarded on a first come first serve basis.

