

SEIZE THE OPPORTUNITY

2010 Value Club

...a year-long sponsorship opportunity



The True Value of Value Club...

While it is true that value club offers you the opportunity to sponsor events at a discounted package rate and saves you money, the true value of Value Club is:

- the opportunity to increase awareness of your company, product or services
- the promotion of your company as a leader within our association
- the chance to pick the best booths and best seats at select events
- the advantage of being the first to learn about new opportunities available to members
- You will be supporting the programs and initiatives of ABC, whose mission it is to promote and support you!

Four Value Club Sponsorship Packages

To Choose From:

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Want to co-sponsor one of our monthly receptions or lunch-time barbecues? Become a Gold Sponsor!

Some sponsorship levels have limited spots available. Sign up today! Call Becki Lewis at 407.628.2070.

Front Cover of Building Central Florida Magazine

(exclusive to Diamond and Platinum)

- Your company logo on the front of monthly magazine, Building Central Florida in 2010 (logo must be received by November 15, 2010, and approved by ABC's Creative Director)
- Circulation: 800 per month

ABC Chapter Membership Directory Index Tab

- Distributed to Central Florida Chapter ABC members
- Excellence in Construction Awards Magazine
- Your company logo on program magazine back cover with major sponsors
- 12,000 copies circulated to Central Florida business community

Excellence In Construction Awards Program

- Company logo prominently displayed during awards banquet
- Company logo on banquet invitations/flyers
- Company logo on banquet agenda/program
- Company logo throughout awards PowerPoint presentation
- Table for ten at the Excellence in Construction Awards

Banquet Golf Tournament Sponsor

- Signage with company logo displayed at every tournament spring, summer and fall golf tournaments
- Company logo on advertising flyers
- One foursome at your choice of one of the three golf tournaments

ABC Member Construction Expo

- Prime location booth space – Platinum Value Club has second choice after the Diamond Partner for a booth location
- Over 1,300 people attended in 2010
- Signage with company name/logo displayed at Expo
- Company logo on Expo program

Signage

- Value Club sign at 11 Member Receptions
- Value Club sign at Holiday Reception in December
- Value Club sign at Construction Expo in September
- Value Club sign at all (three) Golf Tournaments
- Value Club sign at the Chili Cook-off
- Value Club sign at the each Lunchtime Barbecue (four to six)
- Value Club sign at Excellence in Construction Awards Banquet
- Value Club sign at each Gold Value Club sponsored reception

ABC Central Florida Website (www.abccentralflorida.com)

- Your logo will be on ABC's home page all year long with a link to your website (exclusive to Diamond Partner and Platinum Value Club)

Your company logo on front of the Monthly Mailer Envelopes

- These envelopes are mailed monthly to all ABC members and contain upcoming ABC events
- Exclusive to Diamond Partner and Platinum Value Club
- Circulation: Over 900 per month – minimum of 10,000 a year!

BONUS

- Platinum Value Club monument for display
- Custom employee name badges - ABC will provide up to ten specially designed name badges (exclusive to Platinum Value Club)
- Platinum Value Club sign displayed in ABC office
- Your company logo on sign displayed as ABC's 2011 Platinum Value Club Member
- Value Club page in Building Central Florida monthly magazine All 12 issues contain a page exclusively devoted to Value Club sponsors. Your company logo will be listed as the Platinum Value Club Member in every 2011 issue.

√ = Exclusive to Platinum Value Club

√ w/D = Exclusive to Platinum and Diamond Levels

√ w/D & G = Exclusive to Diamond, Platinum, Gold Levels

Platinum Value Club Events/Programs	Value	Exclusive
ADVERTISING		
Company logo on Building Central Florida magazine front cover (minimum 10,000 copies)	\$1,000.00	√ w/D
Directory - 4-color full page, index tab	\$900.00	√
Excellence in Construction Awards magazine - Logo on back cover with major sponsors	\$500.00	
Excellence in Construction Awards Program		
Program Sponsor (see details)	\$6,000.00	√ w/D
Table of Ten at awards banquet	\$1,250.00	
SPORTING EVENTS		
Golf Tournament Sponsor (3 tournaments)	\$3,000.00	√ w/D
Golf Foursome at one tournament	\$500.00	
CONSTRUCTION EXPO		
EXPO Reception Sponsor	\$500.00	
EXPO - Prime location booth space	\$600.00	√
SIGNAGE		
Value Club Sign at all Member Receptions, Cook-off, Barbecues, Golf Tournaments, Hobnob and Holiday Reception (24 events)	\$2,000.00	√ w/D & G
EXPOSURE		
Website Posting & Link	\$1,000.00	√ w/D
Company logo on front of monthly mailing envelopes (min. 10,000)	\$2,500.00	√ w/D
BONUS		
Platinum Value Club Monument for display	√	
Custom design name badges with your logo for ABC events (up to 10)	√	w/D
Value Club Sign posted in ABC office (with company logo) √		
Company Logo on Value Club Page in BCF (12 issues)		
TOTAL VALUE	\$19,750.00	
Investment:	\$10,000.00	
YOU SAVE!	\$9,750.00	

Membership Event, Exclusive to Gold Value Club: **\$1,000 Value**

YOUR CHOICE OF ONE:

- Chili Cook-Off
- Texas Hold-em Tournament *
- Lunchtime barbecue
- Monthly membership reception at Slingapour's
- Beer Tasting and Hobnob

Exposure and opportunities:

- Company name and logo will be on the cosponsor sign
- Company name and logo on tent cards throughout event area
- Company name and logo on advertising flyer
- Computer generated sponsor name badges at your sponsored event with a value of \$100 each
- Set up your display/exhibit, your banner, etc
- Two admission tickets to sponsored event

2011 ABC Building Central Florida Magazine Advertising **Up to a \$1600 Value**

- Circulation: 800 per month
- Choice of twelve one-third page or six half-page black-and-white ads (upgrade to color also available)
- Your logo will appear on the events calendar page within the month of your sponsorship

2011 ABC Membership Directory Advertising: **\$500 Value**

- Full page, black-and-white advertisement (upgrade to color also available)
- Distributed to over 500 member companies annually



ABC Central Florida Website (www.abccentralflorida.com)

- Your logo will appear on the calendar page, within the month of your event sponsorship, with a link to your website
- Your company name will appear on the Value Club Sponsor page of our website with a link to your website

Excellence in Construction Awards Magazine: **\$500 Value**

- Company name listed in awards magazine (circulation 12,000)

Excellence in Construction Awards Banquet (Sapphire) Reception Sponsor: **\$500 Value**

- Signage throughout the reception area
- Company name listed on banquet program
- Company name listed on invitation
- Company name listed in awards PowerPoint presentation

Golf Tournament Beverage Sponsor: **\$500 Value**

- Gold Value Club sign displayed at each tournament
- Company name listed with cosponsors on beverage cart or stations at one of ABC's golf tournaments
- Company name on tent cards on tables during lunch and awards presentation

BONUS Year Long Recognition: **\$2,000 Value**

- Gold Value Club monument for display
- Gold Value Club sign with your company logo displayed in ABC office and each sponsored event
- Value Club page in Building Central Florida monthly magazine
All 12 issues contain a page exclusively devoted to Value Club sponsors.
Your company name will be listed as a Gold Value Club Member in every 2011 issue.

Platinum Value Club Events/Programs	Value	Exclusive
Directory Advertising - full page, black and white advertisement	\$500.00	
Building Central Florida Magazine Advertising (12 quarter page or 6 half-page B & W)	\$1,600.00	
Excellence in Construction Awards Reception Cosponsor	\$500.00	
Golf Tournament Beverage Cosponsor (one tournament)	\$500.00	✓
Membership Event Cosponsor	\$1,000.00	✓
Value Club Sign at all member receptions & lunches sponsored by Gold Value Club (20 events)	\$2,000.00	
BONUS		
Gold Value Club Monument for display		✓
Value Club Sign posted in ABC office (with company logo)		
Company name on Value Club Page in Building Central Florida magazine (12 issues)		
TOTAL VALUE	\$6,100.00	
Investment:	\$3,995.00	
YOU SAVE!	\$2,105.00	

Contractors' CEO Reception sponsor (Three receptions scheduled for 2011)

- An invitation only reception for ABC contractor members' CEOs and senior management
- Company name listed on signage at event

Excellence in Construction Awards Judges' breakfast sponsor

- Company name on sign at registration
- Company name on table tent cards
- Up to 75 judges from architectural and engineering companies

Chili Cook-off Mug sponsor

- Company name listed with cosponsors on beverage containers at the annual Chili Cook-off

Golf Tournament Cart sponsor (exclusive)

- Company name listed on cart information and schedule form put in each golf cart at one of the ABC tournaments

2011 ABC Chapter Membership Directory

- Half page, black and white advertisement
- Distributed to over 500 member companies

ABC Central Florida Website (www.abccentralflorida.com)

- Your company name will appear on the Value Club Sponsor page of our website with a link to your website

Construction Expo Reception Sponsor

- Company name listed with cosponsors on signage and tickets
- Attendance is between 1,300 and 1,500 people each year!

BONUS

- Silver Value Club monument for display
- Silver Value Club sign with your company name listed displayed in ABC office
- Value Club page in Building Central Florida monthly magazine. All 12 issues contain a page exclusively devoted to Value Club sponsors. Your company name will be listed as a Silver Value Club Member in every 2011 issue.

Platinum Value Club Events/Programs	Value	Exclusive
Excellence In Construction Awards Judges' Breakfast Sponsor	\$300.00	✓
Chili Cook-off Mug Sponsor	\$500.00	
Contractors' CEO Reception Sponsor (4 receptions)	\$2,000.00	✓
Golf Tournament Cart Sponsor (one tournament)	\$250.00	✓
Construction Expo Reception Sponsor	\$500.00	
2010 Membership Directory – half page, black and white	\$300.00	
BONUS		
Silver Value Club Monument for display		✓
Company name listed on Silver Value Club sign posted in ABC office		
Company name listed on Value Club Page in BCF (12 issues)		
TOTAL VALUE	\$3,850.00	
Investment:	\$2,000.00	
YOU SAVE!	\$1,850.00	

ABC Member Holiday Reception (exclusive to Bronze Value Club)

- Company name on advertising flyer / invitation
- Company name listed on signage at December Holiday Reception at Slingapour's, Wall Street Plaza, Downtown Orlando

Business Development Breakfast/Luncheon Table-top sponsor

- Business Development Breakfasts or Luncheons featuring speakers who are owners, developers, or general contractors that focus on upcoming business.
- Meetings scheduled usually from 4 to 12 meetings a year
- Attendance can be from 50 to 150 people
- Exclusive to Bronze Value Club
- Your company display can be set up at one of these networking events
- Bronze Value Club sign displayed at event



Golf Tournament Hole Sponsor

- Three ABC tournaments in 2011 – exposure up to 650 golfers!
- 18 Hole - Spring Golf Tournament – April 2011
- 36 Hole – Summer Golf Tournament – June 2011
- 18 Hole – Fall Golf Tournament – September 2011
- Company name on signage posted at each tournament – double signage in June!
- Company name on tent cards on tables during lunch and awards presentation

ABC Central Florida Website (www.abccentralflorida.com)

- Your company name will appear on the Value Club Sponsor page of our website with a link to your website

BONUS

- Bronze Value Club monument for display
- Bronze Value Club sign with your company name displayed in ABC office
- Value Club page in Building Central Florida monthly magazine. All 12 issues contain a page exclusively devoted to Value Club sponsors. Your company name will be listed as a Bronze Value Club Member in every 2011 issue.

Platinum Value Club Events/Programs	Value	Exclusive
GOLF TOURNAMENT HOLE SPONSOR Three ABC golf tournaments planned in 2011 with an expected 650 golfers!	\$500.00	
ABC MEMBER HOLIDAY RECEPTION December Holiday Reception at Slingapour's, Wall Street Plaza, Orlando	\$500.00	✓
BUSINESS DEVELOPMENT EVENTS Business Development Luncheon Table-top Sponsor	\$250.00	✓
BONUS Bronze Value Club Monument for display Company name listed on Bronze Value Club sign posted in ABC office Company name listed on Value Club Page in Building Central Florida Magazine (12 issues)		✓
TOTAL VALUE	\$1,250.00	
Investment:	\$1,000.00	
YOU SAVE!	\$250.00	



We would like to partner with ABC with the following package: (check one)

Central Florida Chapter

- Platinum Value Club Sponsor** \$10,000
(Limited to Five)
- Gold Value Club Sponsor **** \$3,995
(Limited Number Available)
- Silver Value Club Sponsor *** \$2,000
- Bronze Value Club Sponsor** \$1,000

2011 Value Club Sponsorship	
Value Club Contact	
Company: _____	
Contact Name: _____	
Title: _____	
Phone: _____	Fax: _____
Email: _____	
Address: _____	
City: _____	State: _____ Zip: _____
Contact person for advertising (if different from above)	
Advertising Name: _____	
Advertising Email: _____	
Advertising Phone: _____	

PACKAGE	Value Club Package you have selected (enter package price)	\$																										
OPTIONS	Option: Add your company logo to membership directory for \$100	\$																										
	Option: Add logo and link on value club page on ABC CF website for \$100 (Included with platinum) Provide website address: _____	\$																										
MEMBERSHIP DIRECTORY ADVERTISING	PRICING	<p>(Circle One)</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 15%; text-align: center;">4 Color</th> <th style="width: 15%; text-align: center;">B&W</th> <th style="width: 55%;"></th> </tr> </thead> <tbody> <tr> <td>Back Cover</td> <td style="text-align: center;">\$2500</td> <td style="text-align: center;">N/A</td> <td>* Silver Package includes - Half page B&W ad at no charge (value \$300) Upgrade your Silver Package (enter difference of ad cost less \$300)</td> </tr> <tr> <td>Tab Page</td> <td style="text-align: center;">\$900</td> <td style="text-align: center;">N/A</td> <td></td> </tr> <tr> <td>Full Page</td> <td style="text-align: center;">\$700</td> <td style="text-align: center;">\$500</td> <td>**Gold Package includes - Full page, B&W ad at no charge (value \$500) Upgrade your Gold Package (enter difference of ad cost less \$500)</td> </tr> <tr> <td>Half Page</td> <td style="text-align: center;">\$500**</td> <td style="text-align: center;">\$300*</td> <td></td> </tr> <tr> <td>1/4 Page</td> <td style="text-align: center;">\$375</td> <td style="text-align: center;">\$175</td> <td></td> </tr> </tbody> </table>		4 Color	B&W		Back Cover	\$2500	N/A	* Silver Package includes - Half page B&W ad at no charge (value \$300) Upgrade your Silver Package (enter difference of ad cost less \$300)	Tab Page	\$900	N/A		Full Page	\$700	\$500	**Gold Package includes - Full page, B&W ad at no charge (value \$500) Upgrade your Gold Package (enter difference of ad cost less \$500)	Half Page	\$500**	\$300*		1/4 Page	\$375	\$175		\$	
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ARTWORK	<p>(Check One) Contact Shawn Straight for ad specs, phughes@abccentralflorida.org, 407-380-1601.</p> <p><input type="checkbox"/> ABC to design ad \$100</p> <p><input type="checkbox"/> Your company will provide ad by deadline</p> <p>Materials must be provided digitally in CMYK colors.</p> <p>Acceptable formats: Press optimized PDF, High Resolution TIFF or JPEG. Must be a minimum of 300 DPI.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; background-color: #e0e0e0;"> <p>Space Reservation: February 9, 2011</p> <p>Materials Deadline: February 16, 2011</p> </div>	\$																										
PLACEMENT	<p><input type="checkbox"/> Directory Premium Placement: check box if you wish to be contacted with information. Back cover, inside front cover (left and right), are full page only positions and subject to a 15% placement fee. Preferred placement within any other areas of the directory are subject to a 10% placement fee. Subject to availability.</p>	\$																										
LOGOS	<p>ATTENTION ALL VALUE CLUB SPONSORS: WE NEED YOUR COMPANY LOGO! For all sponsorship levels, please email your company logo in vector format, either EPS or Illustrator (.ai). The better the resolution, the clearer your logo will be (we will be enlarging it). Email to nwrap@abccentralflorida.org</p>	TOTAL	\$																									
PAYMENT INFORMATION	<p>PAYMENT INFORMATION (check one): (payment due by December 31, 2010)</p> <p><input type="checkbox"/> Check is enclosed <input type="checkbox"/> Check to be mailed <input type="checkbox"/> Bill me PO # _____</p> <p><input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express</p> <p>Card# _____ Exp.Date _____</p> <p>Code: _____ (Amex 4 digit on front / Visa or MC last 3 digits on signature panel):</p> <p>Company _____ Phone _____ Fax _____</p> <p>Person's Name on Card (please print) _____</p> <p>Authorized Signature _____</p> <p>Email (for credit card receipt): _____</p> <p>Street #/Building #/or P.O. Box# _____</p> <p>(credit card statement billing address) _____</p> <p style="text-align: center;">City: _____ Zip code _____</p> <p style="text-align: center;">Mail to: Associated Builders and Contractors, Inc. 651 Danville Drive, Suite 200 Orlando, FL 32825-6393</p> <p style="text-align: center;">FOR VALUE CLUB SPONSORSHIP INFORMATION: Call Becki Lewis at 407-628-2070</p> <p style="text-align: center;">Fax form to 407-629-0144 or Email: blewis@abccentralflorida.org</p>																											



GOLD VALUE CLUB OPTIONS

Company Name: _____

Contact Name: _____ Phone: _____

Central Florida Chapter Authorized Signature: _____

ABC USE ONLY

Date Received:	_____
Time Received:	_____
Received By:	_____

BUILDING CENTRAL FLORIDA MAGAZINE

ADVERTISING

Building Central Florida Magazine Advertising: Gold Package Rates only
 **GOLD Package includes choice of (please select one):

SUBTOTAL From Page 1	\$ _____
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UPGRADE YOUR AD (GOLD ONLY)

Choose Your Ad in Building Central Florida Magazine
 Check upgrade selection, if applicable add the cost to the column on right.

Choose Ad Preference	Duration	Additional Charges
<input type="checkbox"/> 1/4 Page B&W	12 months	N/C
<input type="checkbox"/> 1/4 Page Color	12 months	\$720
<input type="checkbox"/> 1/2 page B&W	6 months	N/C
<input type="checkbox"/> 1/2 page B&W	12 months	\$1,338
<input type="checkbox"/> 1/2 page Color	6 months	678
<input type="checkbox"/> 1/2 page Color	12 months	\$2,598

Spot Color Option
 Yes! Add a Spot Color to my B/W ad for only \$750
 (Special Gold Value Club Rate)

\$ _____
Ad Price
\$ _____
+ Spot Color (if applicable)

MAGAZINE ARTWORK

ABC to design ad, add \$100 ▶▶
 (additional changes incur fees)

Your company will provide ad by deadline. Materials must be provided digitally in CMYK colors. Acceptable formats: Press Optimized PDF, TIFF or JPEG. Must be a minimum of 300 DPI.

Space and Materials Deadline for JANUARY 2011 ISSUE = NOVEMBER 27, 2010

\$ _____

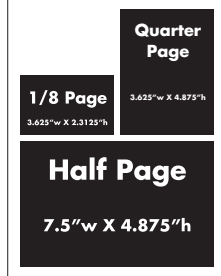
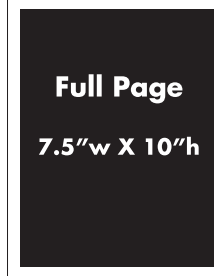
PREMIUM PLACEMENT

Premium Placement: Check box if you wish to be contacted. Back cover, inside front cover (left and right), are full page only positions and subject to a 15% placement fee. Preferred placement within any other areas of the magazine are subject to a 10% placement fee. Subject to availability.

TOTAL	\$ _____
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AD SIZES

Ad Sizes (inches)	Width	Height
Full Page (Bleed)	8.75	11.25
Full Page	7	10.5
1/2 Page	7.5	4.875
1/4 Page	3.625	4.875
1/8 Page	3.625	2.3125



GOLD SPONSORED EVENTS

Gold Package Includes One Co-Sponsored Event

Select Your 1st, 2nd, and 3rd choice preferences. Your selection will be assigned based on the date we received your completed form via fax or email. (No phone confirmations). Please call to verify that we have received your paperwork. (There are two sponsors for each event.)

EVENT TYPE	AVAILABLE MONTHS											
Member Reception	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	
Lunchtime Barbecue	JAN	FEB	MAR	APR	MAY				SEP	OCT	NOV	
Texas Hold 'em Tournament												
Chili Cookoff												NOV
Beer Tasting & Hobnob								AUG				
Let us know your preference:	1st Choice: _____ Month _____ 2nd Choice: _____ Month _____ 3rd Choice: _____ Month _____											

Mail to: Associated Builders and Contractors, Inc. 651 Danville Drive, Suite 200 Orlando, FL 32825-6393

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