

SEIZE THE OPPORTUNITY
2012 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!

Five Value Club Sponsorship Packages

To Choose From:

Diamond Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Want to co-sponsor one of our monthly receptions or lunchtime 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 & Platinum)

- Your company logo on the front of monthly magazine, Building Central Florida in 2012 (logo must be received by November 15, 2011, and approved by ABC's Creative Director for January issue)
- 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
- 6,000 copies circulated to Central Florida business community
- Excellence in Construction Awards magazine - Full page full color ad

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

CEO Reception Sponsor

- Includes table display and admission for four

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
- Table set up at each of the three tournaments



ABC Member Construction Expo

- Prime location booth space - Diamond Value Club has first choice for a booth location
- Over 1,000 people attended in 2011
- Signage with company name/logo displayed at Expo
- Company logo on Expo program

Value Club Signage

- Value Club sign at 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
- Value Club sign at Excellence in Construction Awards Banquet

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 & 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 & Platinum Value Club
- Circulation: Over 900 per month - minimum of 10,000 a year!

BONUS

- Diamond Value Club monument for display
- Custom employee name badges - ABC will provide up to ten specially designed name badges
- Value Club sign 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 logo will be listed as the Diamond Value Club Member in every 2012 issue.

Diamond Value Club Events/Programs	Value
ADVERTISING	
Company logo on Building Central Florida magazine front cover	\$1,000.00
Directory - 4-color full page, Tab page	\$900.00
Excellence in Construction Awards magazine - Full page full color ad	\$2,985.00
Half-page full color advertisement in <i>Building Central Florida</i> magazine for one full year (12 months)	\$4,200.00
EXCELLENCE IN CONSTRUCTION AWARDS PROGRAM	
Program Sponsor (see details)	\$6,000.00
Table of Ten at awards banquet	\$1,250.00
GOLF TOURNAMENTS	
Golf Tournament Sponsor (3 tournaments)	\$3,000.00
Golf Foursome at one tournament	\$500.00
Table set up at each of the three tournaments	\$750.00
CONSTRUCTION EXPO	
EXPO - Prime location booth space (1st choice)	\$605.00
BUSINESS DEVELOPMENT EVENTS	
CEO Reception Sponsor (one of the three receptions)	\$500.00
SIGNAGE	
Co-sponsor of one monthly membership reception at Slingapour's or Lunchtime Barbeque	\$1,000.00
EXPOSURE	
Logo on ABC Central Florida homepage with link to your website	\$1,000.00
Company logo on front of monthly mailing envelopes	\$1,000.00
BONUS	
Diamond Partner Monument for display	
Custom design name badges with your logo for ABC events (up to 10)	
Value Club Sign posted in ABC office (with company logo)	
Company Logo on Value Club Page in <i>Building Central Florida</i> magazine for one full year (12 months)	
TOTAL VALUE	\$24,690.00
Investment:	\$18,000.00
YOU SAVE!	\$6,690.00

Front Cover of Building Central Florida Magazine

(exclusive to Diamond & Platinum)

- Your company logo on the front of monthly magazine, Building Central Florida in 2012 (logo must be received by November 15, 2011, and approved by ABC's Creative Director for January issue)
- 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 and table of contents with major sponsors
- 6,000 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

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 first choice for a booth location
- Over 1,000 people attended in 2011
- Signage with company name/logo displayed at Expo
- Company logo on Expo program



Value Club 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 & 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 & 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 2012 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 2012 issue.

Platinum Value Club Events/Programs

Value

ADVERTISING

- Company logo on Building Central Florida magazine front cover (minimum 10,000 copies) \$1,000.00
- Directory - 4-color full page, index tab \$900.00
- Excellence in Construction Awards magazine - Logo on back cover with major sponsors

EXCELLENCE IN CONSTRUCTION AWARDS PROGRAM

- Program Sponsor (see details) \$6,000.00
- Table of Ten at awards banquet \$1,250.00

SPORTING EVENTS

- Golf Tournament Sponsor (3 tournaments) \$3,000.00
- Golf Foursome at one tournament \$500.00

CONSTRUCTION EXPO

- EXPO Reception Sponsor \$500.00
- EXPO - Prime location booth space \$605.00

SIGNAGE

- Value Club Sign at all Member Receptions, Cook-off, Barbecues, Golf Tournaments, Hobnob and Holiday Reception (20 events) \$2,000.00

EXPOSURE

- Website Posting & Link \$1,000.00
- Company logo on front of monthly mailing envelopes (min. 10,000) \$1,000.00

BONUS

- Platinum Value Club Monument for display
- Custom design name badges with your logo for ABC events (up to 10)
- Value Club Sign posted in ABC office (with company logo)
- Company Logo on Value Club Page in BCF (12 issues)

TOTAL VALUE

Investment: \$17,755.00
\$10,000.00

YOU SAVE!

\$7,755.00

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

YOUR CHOICE OF ONE:

- Chili Cook-Off
- 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.
- Set up your display/exhibit, your banner, etc

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

2012 ABC Building Central Florida Magazine Advertising

- Circulation: 800 per month
- Choice of twelve 1/4 page or six half-page black-and-white ads (upgrade to color also available)
- Your company name listed on the Value Club page

2012 ABC Membership Directory Advertising:

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



Excellence in Construction Awards Magazine:

- Company name listed in awards magazine on the table of contents page

Excellence in Construction Awards Banquet Reception Sponsor:

- 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:

- 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:

- 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 2012 issue.

Gold 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 (Approx. 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 2012)

- 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

2012 ABC Chapter Membership Directory

- Half page, black and white advertisement
- Distributed to 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
- Over 1,000 people attended in 2011

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 2012 issue.

Silver Value Club Events/Programs	Value
Excellence In Construction Awards Judges' Breakfast Sponsor	\$300.00
Chili Cook-off Mug Sponsor	\$500.00
Contractors' CEO Reception Sponsor (3 receptions)	\$1,500.00
Golf Tournament Cart Sponsor (one tournament)	\$250.00
Construction Expo Reception Sponsor	\$500.00
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	\$3,350.00
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

Builders' Business Breakfast 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
- Request a company table or display to be set up at one of these networking events.
- Bronze Value Club sign displayed at event

Golf Tournament Hole Sponsor

- Three ABC tournaments in 2012
- Spring Golf Tournament in April
- Summer Golf Tournament in June
- Fall Golf Tournament in September
- Company name on signage posted at each tournament
- 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 2012 issue.

Bronze Value Club Events/ Programs	Value
GOLF TOURNAMENT HOLE SPONSOR Three ABC golf tournaments planned in 2012 with an expected 650 golfers!	\$450.00
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	\$500.00
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	\$1,450.00
Investment:	\$1,000.00
YOU SAVE!	\$450.00



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

Central Florida Chapter

- Diamond Value Club Sponsor** **\$18,000**
- 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**
- Logos** 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 nrray@abccentralflorida.org

2012 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	Plases provide your website address for inclusion on the ABC Central Florida Website Website address: _____	N/C																													
MEMBERSHIP DIRECTORY ADVERTISING	(Circle One)	\$																													
	PRICING	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 15%; text-align: center;">4 Color</th> <th style="width: 15%; text-align: center;">B&W</th> <th style="width: 40%;"></th> </tr> </thead> <tbody> <tr> <td>Inside Front Cover</td> <td style="text-align: center;">\$1200</td> <td style="text-align: center;">N/A</td> <td rowspan="2">*Platinum Package includes - Tab page, full color ad at no charge (value \$900) Upgrade your Package to Premium Placement (enter difference of ad cost less \$900)</td> </tr> <tr> <td>Inside Back Cover</td> <td style="text-align: center;">\$1200</td> <td style="text-align: center;">N/A</td> </tr> <tr> <td>Back Cover</td> <td style="text-align: center;">\$1500</td> <td style="text-align: center;">N/A</td> <td rowspan="2">**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>Tab Page</td> <td style="text-align: center;">\$900 *</td> <td style="text-align: center;">N/A</td> </tr> <tr> <td>Full Page</td> <td style="text-align: center;">\$700</td> <td style="text-align: center;">\$500 **</td> <td rowspan="3">*** 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>Half Page</td> <td style="text-align: center;">\$500</td> <td style="text-align: center;">\$300 ***</td> </tr> <tr> <td>1/4 Page</td> <td style="text-align: center;">\$375</td> <td style="text-align: center;">\$175</td> </tr> </tbody> </table> <p><input type="checkbox"/> Directory Premium Placement: check box if you wish to be contacted with information. Preferred placements in directory are subject to a 10% placement fee for full page only. Subject to availability.</p>		4 Color	B&W		Inside Front Cover	\$1200	N/A	*Platinum Package includes - Tab page, full color ad at no charge (value \$900) Upgrade your Package to Premium Placement (enter difference of ad cost less \$900)	Inside Back Cover	\$1200	N/A	Back Cover	\$1500	N/A	**Gold Package includes - Full page, B&W ad at no charge (value \$500) Upgrade your Gold Package (enter difference of ad cost less \$500)	Tab Page	\$900 *	N/A	Full Page	\$700	\$500 **	*** Silver Package includes - Half page B&W ad at no charge (value \$300) Upgrade your Silver Package (enter difference of ad cost less \$300)	Half Page	\$500	\$300 ***	1/4 Page	\$375	\$175	\$
		4 Color	B&W																												
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1/4 Page	\$375	\$175																													
ARTWORK	<p>(Check One) Contact Brian Barker for ad specs, bbarker@abccentralflorida.org, 407-398-1268.</p> <p><input type="checkbox"/> ABC to design ad \$100</p> <p><input type="checkbox"/> Your company will provide ad by deadline Materials Deadline: March 9, 2012</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>	\$																													
LOGOS	<input type="checkbox"/> Option: Add your company logo to membership directory for \$100	\$																													
TOTAL		\$																													

PAYMENT INFORMATION	<p>PAYMENT INFORMATION (check one): (payment due by December 31, 2011)</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>
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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

SUBTOTAL
From Page 1

\$ _____

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
<input type="checkbox"/> Full page Color	12 months	\$5,900

\$ _____

UPGRADE YOUR AD (GOLD ONLY)

MAGAZINE ARTWORK

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

Space and Materials Deadline for
JANUARY 2012 ISSUE = NOVEMBER 15, 2011

\$ _____

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.

PREMIUM PLACEMENT

Premium Placement: Check box if you wish to be contacted with information. Preferred placements in directory are subject to a 10% placement fee for full page only. Subject to availability..

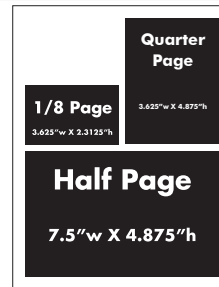
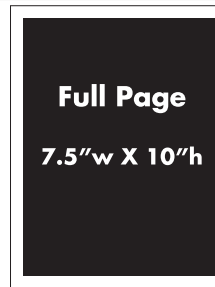
\$ _____

TOTAL

\$ _____

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		FEB	MAR	APR	MAY			AUG	SEP	OCT	
Lunchtime Barbecue	JAN	FEB	MAR	APR	MAY				SEP	OCT	
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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