

Aurora Awards

Welcome to the 2010 Aurora Awards!

The Aurora Awards is a grand opportunity for your firm to connect with builders, architects, developers, interior designers, landscape architects and other disciplines that use and specify your products.

In 2009, the Aurora Awards attracted more than 280 entrants in the Southeast. Over 72 of these entrants were first-time participants proving once again that prestigious award programs are a vital marketing tool. Each year, the "reach" of our program expands so that every state in the south is well-represented by entrants.

The Aurora Awards has become the most coveted symbol of excellence in the homebuilding and design industry throughout the 12-state Southeastern region and the eastern Caribbean. With your support, a panel of industry experts will choose the top achievers in 89 categories. Our newest category this year will honor those companies who specialize in site-planning and conceptual plans, as many companies are in early construction phases. These awards will be presented on July 24, 2010 at the 31st Annual Aurora Awards Gala / Spectacular in Orlando, Florida.

Your commitment to home building and support of excellence in the industry will be demonstrated to your peers, customers and to the public in general by the many ways sponsorship of the competition is publicized. We are enclosing a list of benefits that your firm will receive as a top sponsor.

We strongly believe that excellence in our industry should receive full recognition and support. Likewise, we believe that our sponsors, those who make this award program possible, deserve the competitive advantage that this exclusive of promotion provides.

Your commitment to a sponsorship by March 15, 2010, will give you the added bonus of the use of the Florida Home Builders Association Members and Past Aurora Entrants Mailing Database (Bonus Value \$1,500 for one-time use)

We encourage you to become a leading sponsor of the 2010 Aurora Awards.

Sincerely,
Patti Guthrie, 2010 Aurora Awards Chair
Marc-Michaels Interior Design

AURORA Awards

AURORA Awards are presented annually to outstanding builders, planners, architects, developers, designers, interior merchandisers and other housing-related professionals. Residential and Commercial construction professionals actively involved in projects located in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia and the Eastern Caribbean are eligible to participate.

Aurora Awards **Why Sponsor?**

Integrated marketing plans provide a great **Return On Investment** (ROI)...are you ready to take your company to the next level?

Sponsorships deliver visibility and impact. Sponsorships brand your name as an industry supporter. By becoming an Aurora Awards sponsor you are making a commitment to the construction market in the Southeast, while enhancing your visibility among the industry's most influential business leaders.

- **Increase Exposure**

Sponsorships help build brand awareness among your target audience

- **Access to Key Decision Makers**

(85% of the Aurora Awards Participants are the Key Decision Makers for their Firm)

- **Connect with Customers**

One of the most cited reasons companies sponsor special events are for the networking opportunities.

The most beneficial way to create awareness of your product or service is to balance a marketing portfolio that integrates print media, event or Cause Marketing, web-based promotions and opportunities into one package. A balanced marketing portfolio allows you to best utilize various mediums in order to reach a broader audience.



Aurora Awards

Aurora Awards Platinum Level

SEBC agrees to provide a host of services and materials that offer optimum visibility for the Sponsor and its product/service, and recognize the Sponsor as a supporter of the competition and its annual awards spectacular. The services and materials shall include the following:

SCOPE OF SERVICES/MATERIALS

- a. Recognition on two Builder Marketplace ads for in *Florida HomeBuilder* magazine during the year of sponsorship. (*Distribution 15,000 per issue*)
- b. Recognition in the SEBC program distributed to all conference attendees.
(*Projected Attendance 12,500*)
- c. Recognition in the SEBC Exhibit Program distributed to all conference attendees with **BOLD** Sponsor Listings.
- d. Prominent acknowledgment in Florida and other southeastern states through media relations.
- e. Recognition in the AURORA Awards Call for Entries, four-color brochure distributed regionally and at the NAHB International Builders Show.
- f. Recognition in the SEBC brochures and the *Florida HomeBuilder* SEBC Official Show Issue.
- g. Recognition in the AURORA Awards program distributed at the awards presentation.
(*Over 400 in attendance*)
- h. Ten (10) complimentary tickets for sponsor representatives to the AURORA Awards event.
(*Value \$1,500*)
- i. On-stage recognition during announcement of Golden Aurora Award Winner.
- j. Recognition on the AURORA Awards kiosks.
- k. Recognition in all SEBC related collateral and direct-mail materials.
- l. Recognition as an AURORA Awards Sponsor on the sebcshow.com website.
- m. AURORA Awards ad slicks for use in promotional material.
- n. Recognition on an AURORA Awards banner displayed at the SEBC.
- o. Recognition on Aurora Awards letterhead with company logo.
- p. A sixty (60) second commercial incorporated into the media presentation shown during the gala.
(*Value \$550*)
- q. Company Recognition in the eight-page spread inserted into DESIGNIDEAS Awards Magazine magazine (*Distribution of over 15,500 major builders and architects*)
- r. Recognition on the www.theauroras.com website as a sponsor with hyper-link and a banner ad.
- s. Company logos displayed as a gobo (light) reflected onto the ballroom walls during the Gala.
(*Value \$325*)
- t. One- half page Ad in the SEBC ONSITE Program distributed to over 12,500 SEBC attendees.
(*Value \$500*)
- u. One Full Page Advertisement in the Magazine of Choice: *DesignIdeas* or *Florida HomeBuilder*
(*Value \$2,460*)
- v. Company logos placed on banners and signage at the registration area of the SEBC
- w. Company logos placed in the Email promotional materials sent to over 40,000 Contractors
- x. Company Tool Box Banner Ad placed on the SEBC and FHBA websites (*Value \$325*)
- y. One E-News Blast sent to Aurora Entrants promoting your company(s) sponsorship.
(*Value \$1,000*)

**Total Investment for the Program \$10,000.00
(Exclusivity of Product/Like Company available at
this level only)**

Aurora Awards

Aurora Awards Gold Level

SEBC agrees to provide a host of services and materials that offer optimum visibility for the Sponsor and its product/service, and recognize the Sponsor as a supporter of the competition and its annual awards spectacular. The services and materials shall include the following:

SCOPE OF SERVICES/MATERIALS

- a. One Product Showcase ad in the issue of your choice in the *Florida HomeBuilder* magazine during the year of sponsorship. (*Distribution 15,000 per issue*)
- b. Recognition in the SEBC Exhibit Program distributed to all conference attendees with **BOLD** Sponsor Listings. (*Distribution 12,500*)
- c. Prominent acknowledgment in Florida and other southeastern states through media relations.
- d. Recognition in the AURORA Awards Call for Entries, four-color brochure distributed regionally and at the NAHB International Builders Show.
- e. Recognition in the SEBC brochures and the *Florida HomeBuilder* SEBC Official Show Issue.
- f. Recognition in the AURORA Awards program distributed at the awards presentation. (*Over 400 in attendance*)
- g. Recognition on the www.theauroras.com website as a sponsor with company link and a banner ad on sponsor pages.
- h. Six (6) complimentary tickets for sponsor representatives to the AURORA Awards event. (*Value \$900*)
- i. On-stage recognition during the awards presentation.
- j. Recognition on the AURORA Awards kiosks.
- k. Recognition in all SEBC related collateral and direct mail materials.
- l. Recognition as an AURORA Awards Sponsor on the sebcshow.com website.
- m. AURORA Awards ad slicks for use in promotional material.
- n. Recognition on an AURORA Awards banner displayed at the SEBC.
- o. Recognition on Aurora Awards letterhead with company logo.
- p. One-half Page BW ad in the SEBC On Site Program distributed to over 12,500 SEBC attendees. (must be an SEBC Exhibitor or the ad space will be placed in *Florida HomeBuilder* magazine) (*Value \$500*)
- q. Two- third page 4C ad in *DesignIdeas* issue featuring the winners of the Aurora Awards (*Value \$1700*)
- r. Company logo designed as a gobo (lighted logo) and presented on wall during the Aurora Gala. (*Value \$325*)
- s. One E-News Blast sent to Aurora Entrants promoting the program and announcing your companies sponsorship.

Total Investment for the Program \$7,500.00

SEBC agrees to provide a host of services and materials that offer optimum visibility for the AURORA Awards Sponsor and its product/service, and recognize the AURORA Awards Sponsor as a supporter of the competition and its annual awards spectacular. The services and materials shall include the following:

SCOPE OF SERVICES/MATERIALS

- a. One Product Showcase ad in the issue of your choice in the *Florida HomeBuilder* magazine during the year of sponsorship. (*Distribution 15,000 per issue*)
- b. Recognition in the SEBC Exhibit Program distributed to all conference attendees with **BOLD** Sponsor Listings. (*Distribution 12,500*)
- c. Prominent acknowledgment in Florida and other southeastern states through media relations.
- d. Recognition in the AURORA Awards Call for Entries, four-color brochure distributed regionally and at the NAHB International Builders Show.
- e. Recognition in the SEBC brochures and the *Florida HomeBuilder* SEBC Official Show Issue.
- f. Recognition in the AURORA Awards program distributed at the awards presentation. (*Over 400 in attendance*)
- g. Recognition on the www.theauroras.com website as a sponsor with company link and a banner ad on sponsor pages.
- h. Six (6) complimentary tickets for sponsor representatives to the AURORA Awards event. (*Value \$400*)
- i. On-stage recognition during the awards presentation.
- j. Recognition on the AURORA Awards kiosks.
- k. Recognition in all SEBC related collateral and direct mail materials.
- l. Recognition as an AURORA Awards Sponsor on the sebcshow.com website.
- m. AURORA Awards ad slicks for use in promotional material.
- n. Recognition on an AURORA Awards banner displayed at the SEBC.
- o. Recognition on Aurora Awards letterhead with company logo.
- p. One half-page B/W ad in the SEBC On-Site Program distributed to over 12,500 SEBC attendees. (must be an SEBC Exhibitor or the ad space will be placed in *Florida HomeBuilder* magazine) (*Value \$500*)
- q. One-third page ad in *DesignIdeas* issue featuring the winners of the Aurora Awards (*Value \$910*)
- r. Virtual Trade Show link on the www.sebcshow.com site as well as company hyper link and logo on the Aurora Awards site – www.theauroras.com.
- s. One E-News Blast sent to Aurora Entrants promoting the program and announcing your companies sponsorship.
- t. Company logo designed as a gobo (lighted logo) and presented on wall during the Aurora Gala. (*Value \$325*)

Total Investment for the Program \$5,000.00

Aurora Awards

Aurora Awards Bronze Level

SEBC agrees to provide a host of services and materials that offer optimum visibility for the AURORA Awards Sponsor and its product/service, and recognize the AURORA Awards Sponsor as a supporter of the competition and its annual awards spectacular. The services and materials shall include the following:

SCOPE OF SERVICES/MATERIALS

- a. One Product Showcase ad in the September/October issue of the *Florida HomeBuilder* magazine.
(Distribution 15,000 per issue)
- b. Recognition in the SEBC program distributed to all conference attendees with **BOLD** Sponsor Listings. (Distribution 12,500)
- c. Prominent acknowledgment in Florida and other southeastern states through media relations.
- d. Recognition in the AURORA Awards Call for Entries, four-color brochure distributed regionally and at the NAHB International Builders Show.
- e. Recognition in the SEBC brochures and the *Florida HomeBuilder* SEBC Official Show Issue.
- f. Recognition in the AURORA Awards program distributed at the awards presentation.
(Over 400 in attendance)
- g. Recognition on the www.theauroras.com website as a sponsor with company link and button ad.
- h. Four (4) complimentary tickets for sponsor representatives to the AURORA Awards event.
(Value \$600)
- i. Recognition on the AURORA Awards kiosks.
- j. Recognition in all SEBC related-collateral and direct-mail materials.
- k. Recognition as an AURORA Awards Sponsor on the sebcshow.com website.
- l. AURORA Awards ad slicks for use in promotional material.
- m. Recognition on an AURORA Awards banner displayed at the SEBC.
- n. Recognition on Aurora Awards letterhead with company logo.
- O. One Sixth Page 4 COLOR ad in DesignIdeas Magazine featuring the Aurora Award Winners.
(Value \$325)

Total Investment for the Program \$2,500.00

Aurora Awards

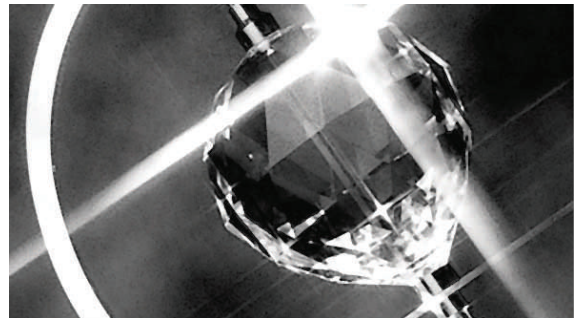
Friend of the Aurora Awards

SEBC agrees to provide a host of services and materials that offer optimum visibility for the AURORA Awards Sponsor and its product/service, and recognize the AURORA Awards Sponsor as a supporter of the competition and its annual awards spectacular. The services and materials shall include the following:

SCOPE OF SERVICES/MATERIALS

- a. Recognition in the *Florida HomeBuilder* magazine (*September issues– Distribution of 15,000*)
- b. Recognition in the SEBC program distributed to all conference attendees. (*Distribution 12,500*)
- c. Recognition in the AURORA Awards Call for Entries, four-color brochure distributed regionally and at the NAHB International Builders Show.
- d. Recognition in the SEBC Pocket Program guide. (*Distribution 12,500*)
- e. Recognition in the AURORA Awards program distributed at the awards presentation. (*Over 400 in attendance*)
- f. **Two (2)** complimentary ticket for sponsor representatives to the AURORA Awards. (*Value \$300*)
- g. Recognition on the AURORA Awards kiosks.
- h. Recognition as an AURORA Awards Sponsor on the sebcshow.com website.
- i. AURORA Awards ad slicks for use in promotional material.
- j. Recognition as one of the sponsors of the Cocktail Reception.

Total Investment for the Program \$ 750.00





Aurora Awards Sponsorship Contract

July 24, 2010—Rosen Centre Hotel, Orlando, FL at the SEBC/Green Building Show

COMPANY INFORMATION: (Please print or type as seen in publications)

Company Name: _____ **Address:** _____
Contact: _____ **City:** _____ **State:** _____ **Zip:** _____
E-Mail: _____ **Phone:** _____
Website: _____ **Fax:** _____

AURORA AWARDS SPONSORSHIP PACKAGES

___ Platinum \$10,000 ___ Gold \$7,500 ___ Friend of Aurora \$750
 ___ Silver \$5,000 ___ Bronze \$2,500

Choose Specific Area of Program: (Your company can choose to be highlighted as sponsor of specific area of categories within the Aurora Awards Program)

___ Overall Aurora Award Program ___ Green Building
 ___ Energy Efficiency ___ Natural Gas
 ___ Solar Energy

CONTRACT INFORMATION: (Please print or type)

The company will be responsible for providing the Southeast Building Conference/Green Building Show and the Aurora Awards staff with logos and other marketing materials as requested for publication in the SEBC Show Guide and events. The applicant understands that by signing this contract and by providing their mailing address, e-mail address, phone and fax, they consent to receive communications from the SEBC/Green Building Show and Aurora Awards staff. By entering this agreement, the Aurora Awards does not represent or maintain that the company will be the sole partner for the Awards program, unless otherwise specified. Management reserves the right to add partnership programs, if management at its sole discretion determines that the best interest of the program requires such a change.

PLEASE COMPLETE THE FOLLOWING INFORMATION: FAX TO 850-224-1359 ATTN:

Partnership Amount: \$ _____
 ___ Check Payment (make checks payable to the SEBC/Green Building Show and mail to SEBC—Aurora Awards)
 ___ Credit Card Payment ___ Visa ___ MasterCard ___ American Express
 Card Number: _____ Exp Date _____ Zip Code _____
 Cardholder Name: _____

I acknowledge and accept that this charge is non-refundable.

Authorizing Signature _____ Date: _____

Mail Payment and Contract to: Lynne Edwards, Aurora Awards, 201 E. Park Avenue, Tallahassee, FL 32301

Phone: 800-261-9447 extension 109, Email: ledwards@fhba.com Fax: 850-224-1359