



2024 SIGNATURE EVENTS

Leading, Advancing & Supporting the California
Homebuilding Industry, One New Builder at a Time



CALIFORNIA
HOMEBUILDING
FOUNDATION



If you want to make a **BIG IMPRESSION** in an **UNFORGETTABLE WAY**, there is no better opportunity to get in front of top homebuilders than with a California Homebuilding Foundation Sponsorship.



Engage the Leaders of the California Homebuilding Industry

As a California Homebuilding Foundation Sponsor, your brand will play an integral role in empowering, celebrating, engaging and training emerging talent within the homebuilding community. A sponsorship with the Foundation allows you to connect with a specific audience and build long-lasting relationships, while showing that you support the mission of the California Homebuilding Foundation – of Leading, Advancing & Supporting the California Homebuilding Industry, One New Builder at a Time.

Partner with the California Homebuilding Foundation and help shape the future of homebuilding.

California Homebuilding Foundation events and sponsorships are intended to raise awareness of our mission and fund the work of our programs. Fundraising functions include informal and formal events like golf tournaments, concerts, workforce diversity mixers and the California Homebuilding Foundation Hall of Fame.

What better way to demonstrate your commitment to construction education and training than to sponsor a California Homebuilding Foundation event?

Why is construction EDUCATION and TRAINING important?

Construction is a vital industry, creating buildings and spaces that connect our communities, provides jobs, and improves our society. The building industry does not just erect structures, it improves our standard of living and our economy.

EDUCATION AND TRAINING is a mandate for every construction worker or person who wants to make a career in the homebuilding industry.

Through a sponsorship or monetary donation, you are advocating:

- The Donald Chaiken Building Industry Technology Academy (BITA) high school construction training program
- Post-secondary scholarships to students in homebuilding programs pursuing a higher education

- College internships, committed to the success of students through academia and hands-on work experience

Sponsorships ensure that these much-needed programs are stabilized and expanded. Your support allows us to stay focused on our goals and improve how we support the homebuilding industry in California.

Some people give because they want to help others, some give because it is their family tradition, some want to make our communities a better place to live.

We've got sponsorships and advertising packages to choose from for a variety of budgets and marketing needs.

Help support the California Homebuilding Foundation today.

Please contact:

Aubree Downs, Event Manager
A Downs@mychf.org



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2024 SIGNATURE EVENTS

FEBRUARY

Scholarships and Benefactors Bash



The California Homebuilding Foundation is proud to announce an inaugural Scholarships and Benefactors Bash uniting endowment benefactors and scholarship awardees. A celebration of the next generation of building professionals, featuring conversations with homebuilding legends. Come recognize outstanding student achievements and benefactor generosity.

PROJECTED ATTENDANCE:
100-125

AUDIENCE:
Homebuilding leaders, Hall of Famer's, benefactors and scholarship winners

SPONSORSHIP LEVELS:
\$5,000 - \$10,000

APRIL 29

Carlson, Barbee and Gibson
Annual Spring Charity Golf Tournament



Our Northern California golf tournament is one of our most popular events. This annual tournament is full of networking and fun! Lunch and beverages included. Awards and prizes will be provided by numerous sponsors throughout the event, creating additional opportunity for engaging with others in the homebuilding community.

PROJECTED ATTENDANCE:
170

AUDIENCE:
Homebuilding association leadership and members, their clients and guests

SPONSORSHIP LEVELS:
\$750 - \$4,000

MAY 2

Northern California Music for a Cause
Benefit Concert In partnership with
Brookfield Properties



Come together for an entertaining outdoor live music event, bringing the absolute best quality tribute bands to entertain and perform—they are just plain fun! Join industry friends to come enjoy the party, complete with local beers, savory eats, and networking. Come experience the music and entertainment, sure to play your favorite songs.

PROJECTED ATTENDANCE:
300-400

AUDIENCE:
Homebuilding industry executives, staff and families, and fellow community music lovers

SPONSORSHIP LEVELS:
\$500 - \$7,500

JUNE 18

California Homebuilding Foundation's 2024 Hall of Fame Gala



The California Homebuilding Foundation Hall of Fame is a one-of-a-kind, prestigious black-tie gala that offers an unscripted, up-close-and-personal format where Inductees of the Class of 2024 share stories and memories from their careers. The gala includes an audience of the most prominent builders, developers and associates in California.

PROJECTED ATTENDANCE:

500-600

AUDIENCE:

Hall of Fame honorees and their guests, recognized homebuilding industry leaders

SPONSORSHIP LEVELS:

\$4,000 - \$35,000

AUGUST 22

Southern California Music for Cause Benefit Concert in partnership with HomeFed Corporation



Link up with industry for a one-of-a-kind live music event, bringing the absolute best quality show to the people who love to rock. Lots of industry folks come to enjoy the music, complete with local beer & wines, savory eats and industry networking. Come experience the music, and festivity of this event—guaranteed to play all your favorite hits.

PROJECTED ATTENDANCE:

400-475

AUDIENCE:

Homebuilding industry executives, staff and families, members of the general public

SPONSORSHIP LEVELS:

\$500 - \$7,500

SEPTEMBER 16

Rancho Mission Viejo Annual Fall Charity Golf Tournament



Southern California's event has long cemented itself as the Foundation's premier golf tournament. This annual tournament is full of networking and entertainment! Lunch, 19th Hole Event and beverages are included. Prizes will be given out by numerous sponsors throughout the tournament, providing added opportunity for connecting with associates on the course.

PROJECTED ATTENDANCE:

170

AUDIENCE:

Homebuilding association leadership and members, their clients and guests

SPONSORSHIP LEVELS:

\$350 - \$6,000

EAT. DRINK. BE SOCIAL.

Scholarships and Benefactors Bash



February, 2024

*Location to be determined
Southern California*

Scholarships and Benefactors Bash is a gathering connecting endowment benefactors and scholarship winners. A celebration of the next generation of building professionals, featuring conversations with homebuilding legends. Join us as we celebrate outstanding academic advancement and benefactor generosity. During this prestigious, invitation-only event, distinguished benefactors and top homebuilding professionals will applaud students on their triumphs and cheer them on as they build toward a successful future.

BENEFITS AT A GLANCE

*All sponsors will receive total marketing exposure on the foundation's website, event registration page, social media, event signage, and marketing materials. **Benefits may change.** Please see event-specific promotional material for full details.*

LEVEL/BENEFIT	INVESTMENT	RECEPTION TICKETS	MEDIA EXPOSURE	TIER ONE BENEFITS	TIER TWO BENEFITS	STAGE RECOGNITION
Platinum Sponsor	\$ 10,000	✓				
Gold Sponsor	\$ 8,000	✓				
Silver Sponsor	\$ 6,000	✓				
Patron Sponsor	\$ 5,000	✓				

ASK ABOUT OUR SPONSORSHIP BUNDLE DEALS!

Contact Aubree Downs at adowns@mychf.org



WORK HARD. PLAY HARDER.

Carlson, Barbee and Gibson Annual Spring Charity Golf Tournament



April 29, 2024

Serrano Country Club
El Dorado Hills, California

Participation in our annual golf tournament provides ample opportunities to put your people and messaging in front of industry peers in a casual setting on the course or in the clubhouse. Many sponsorships include golf play so you, your associates and clients can enjoy a great day of golf, gain visibility to new customers, and network, all while supporting a great cause– the high school construction training and scholarship programs of the California Homebuilding Foundation.

BENEFITS AT A GLANCE

All sponsors will receive total marketing exposure on the foundation's website, event registration page, social media, event signage, and marketing materials. **Benefits may change.** Please see event-specific promotional material for full details.

LEVEL/BENEFIT	INVESTMENT	MEDIA EXPOSURE	FOURSOME OF GOLF	EXCLUSIVE SIGNAGE	LOGO PLACEMENT	REP. ON COURSE
Course Sponsor & Tech Sponsor	\$ 6,000	✓	✓	✓	✓	
19 th Hole Reception Sponsor	\$ 5,000	✓	✓	✓	✓	✓
Lunch Sponsor	\$ 4,000	✓	✓		✓	✓
Ball Sponsor	\$ 3,500	✓	✓		✓	
Bloody Mary Sponsor	\$ 3,000	✓	✓	✓	✓	
Signage Sponsor	\$ 2,500	✓			✓	
Driving Range Sponsor	\$ 2,000	✓			✓	✓
Players Cart Sponsor	\$ 1,750	✓			✓	
Beverage & Cooler Sponsor	\$ 1,500	✓			✓	
Cart Path Sponsor	\$ 1,500	✓			✓	
Flag Sponsor	\$ 1,500	✓			✓	
Contest Hole Sponsor	\$ 1,300	✓			✓	✓
Exclusive Tee Sponsor	\$ 1,300	✓			✓	✓
Pin Cushion Sponsor	\$ 1,250	✓			✓	

MUSIC FOR A CAUSE.

Northern California Music for a Cause Benefit Concert In partnership with Brookfield Properties



May 2, 2024

Zittel Family Amphitheater
Folsom, California

Sponsoring a Music for a Cause Concert will help your company expand its brand and connect with top homebuilding leaders along with potential new customers. Outside events reach a wide audience while providing a unique marketing opportunity and an ideal supplement to traditional marketing. Your investment provides incredible exposure, so take advantage of the great outdoors and niche audience, while enjoying the music of ZZ Top and Moonshine Crazy.

BENEFITS AT A GLANCE

All sponsors will receive total marketing exposure on the foundation's website, event registration page, social media, event signage, and marketing materials. **Benefits may change.** Please see event-specific promotional material for full details.

LEVEL/BENEFIT	INVESTMENT	CONCERT TICKETS	VIP TICKETS	SWAG BAGS	MEDIA EXPOSURE	LOGO ON VIP PASS	CO-PROMOTER CREDIT
I'm Bad, I'm Nationwide - SOLD	\$ 7,500	24	24	24	✓		✓
Gimme All Your Lovin'	\$ 7,000	22	22	22	✓	✓	
Brown Sugar	\$ 6,500	20	20	20	✓	✓	
Beer Drinkers & Hell Raisers	\$ 6,000	18	18	18	✓	✓	
Rough Boy	\$ 5,500	16	16	16	✓	✓	
Legs	\$ 5,000	14	14	14	✓	✓	
La Grange	\$ 4,500	12	12	12	✓	✓	
I Gotsta Get Paid	\$ 4,000	10	10	10	✓	✓	
Blue Jean Blues	\$ 4,000	10	10	10	✓	✓	
Sharp Dressed Man - SOLD	\$ 3,500	8	8	8	✓	✓	
Cheap Sunglasses	\$ 3,000	6	6	6	✓		
Foxy Lady	\$ 1,200	4	4	4	✓		
Waiting For the Bus	\$ 700	2	2	2	✓		
Jailhouse Rock	\$ 500	0	0	0	✓		
TV Dinners	\$ 350	0	0	0	✓		

RECOGNIZING INDUSTRY LEADERS.

2024 Hall of Fame Gala



June 18, 2024

The Westin Anaheim Resort
Anaheim, California

Our largest gathering of the year, and homebuilding's premier event, creates a high-exposure and unique setting that celebrates Hall of Fame inductees. Each year, an inspirational theme, high-profile emcee, and the induction of inspiring homebuilding leaders into the California Homebuilding Foundation Hall of Fame makes for a highly memorable evening - one that will significantly raise your company's brand profile among California's homebuilding and civic leadership.

BENEFITS AT A GLANCE

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LEVEL/BENEFIT	INVESTMENT	DINNER TICKETS	VIP RECEPTION TICKETS	MEDIA EXPOSURE	TIER ONE BENEFITS	TEIR TWO BENEFITS	0:30 - 0:60 VIDEO
Presenting Sponsor	\$ 35,000	20	20	✓	✓		✓
VIP Reception Sponsor	\$ 25,000	10	10	✓	✓		✓
Cocktail Sponsor	\$ 20,000	10	10	✓	✓		✓
Dessert Sponsor	\$ 15,000	10	10	✓	✓		✓
Dinner Sponsor	\$ 12,000	10	10	✓	✓		
Dinner Program Sponsor	\$ 12,000	10	10	✓	✓		
Wine Sponsor	\$ 12,000	10	10	✓	✓		
Photo Booth Sponsor	\$ 10,000	10	10	✓	✓		
Platinum Sponsor	\$ 10,000	10	10	✓	✓		
Gold Sponsor	\$ 8,000	6	6	✓		✓	
Silver Sponsor	\$ 6,000	4	4	✓		✓	
Patron Sponsor	\$ 4,000	2	2	✓		✓	

MORE MUSIC FOR A CAUSE.

Southern California Music for Cause Benefit Concert in partnership with HomeFed Corporation



August 22, 2024

The Grand | Ritz Theater
Escondido, California

Sponsoring a Music for a Cause Concert will let your company reach a wide audience and is an excellent place to market for just about any business. By focusing on your target audience, engaging participants creatively, and providing value to potential customers, concerts can be the perfect supplement to traditional marketing. Beat the summer slump and take advantage of the great weather and niche audience to get your brand out to potential clients, while enjoying the music of *Mirage - Visions of Fleetwood Mac*.

BENEFITS AT A GLANCE

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TBD	\$ 7,500	20	20	20	✓	✓	✓
TBD	\$ 5,000	16	16	16	✓	✓	
TBD	\$ 5,000	16	16	16	✓	✓	
TBD	\$ 4,000	14	14	14	✓	✓	
TBD	\$ 3,000	12	12	12	✓	✓	
TBD	\$ 3,000	12	12	12	✓	✓	
TBD	\$ 3,000	12	12	12	✓	✓	
TBD	\$ 2,500	10	10	10	✓	✓	
TBD	\$ 2,000	8	8	8	✓	✓	
TBD	\$ 2,000	8	8	8	✓	✓	
TBD	\$ 1,500	4	4	4	✓	✓	
TBD	\$ 1,000	4	4	4	✓	✓	
TBD	\$ 500	2	2	2	✓		

BELIEVE AND ACHIEVE.

Rancho Mission Viejo Annual Fall Charity Golf Tournament



September 16, 2024

The Arroyo Trabuco Golf Club
Mission Viejo, California

Sponsor contributions at our annual Southern California golf tournament provide abundant opportunities for your organization to be in front of industry peers in a casual setting on the course or in the clubhouse. Sponsors gain visibility to new customers and business partners, network with clients and colleagues, and have a good time on the course for a great cause. By sponsoring a golf tournament, patrons enjoy increased brand exposure, event advertising, and media coverage.

BENEFITS AT A GLANCE

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Ball Sponsor	\$ 3,500	✓	✓		✓	
Bloody Mary Sponsor	\$ 3,000	✓	✓	✓	✓	
Signage Sponsor	\$ 2,500	✓			✓	
Driving Range Sponsor	\$ 2,000	✓			✓	✓
Players Cart Sponsor	\$ 1,750	✓			✓	
Beverage & Cooler Sponsor	\$ 1,500	✓			✓	
Cart Path Sponsor	\$ 1,500	✓			✓	
Flag Sponsor	\$ 1,500	✓			✓	
Contest Hole Sponsor	\$ 1,300	✓			✓	✓
Exclusive Tee Sponsor	\$ 1,300	✓			✓	✓
Pin Cushion Sponsor	\$ 1,250	✓			✓	



Workforce Diversity Mixer

Workforce Diversity Mixer is a celebration of diversity, equity, and inclusion in the homebuilding industry, supporting the next generation of homebuilders through workforce development. Building diversity in the homebuilding industry begins with you.



CIRB Internships

CIRB Internships support post-secondary students and are dedicated to their professional development, offering hands-on experience as an approved community partner at selected California State Universities. Go to cirb.org.



Tools Under the Tree

Tools Under The Tree is an annual holiday gift-giving program created to help provide tools for student use in Building Industry Technology Academy (BITA) high school construction training workshops, helping make hands-on building projects possible.

About the Foundation

Founded in 1978, the California Homebuilding Foundation invests in the future of the homebuilding industry through endowments that provide post-secondary and graduate scholarships, research grants on key public policy issues; timely construction and new home statistics; training seminars and project-based construction training curriculum for high schools. The Foundation is the presenter of California's top industry award, the Hall of Fame, which recognizes industry leaders and offers their career examples as an inspiration to others.



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