



2025 CHBA ALLIANCE NETWORK

ANNUAL SPONSORSHIP PACKAGE

Investing with the Canadian Home Builders' Association (CHBA) is an investment in success. Partnering with CHBA gives your organization unparalleled exposure to the top leaders in Canada's residential construction industry. Join the CHBA Alliance Network to engage directly with the key decision-makers and influencers shaping the future of Canada's homebuilding, development, and renovation sectors.

With over 8,600 member companies from coast to coast, CHBA sponsorship is your exclusive gateway to building powerful relationships, growing your brand, and seizing opportunities in Canada's residential construction industry.

BENEFITS

BE AT THE RIGHT PLACE, AT THE RIGHT TIME

- Solid brand awareness in a massive market
- Access to cutting-edge policy and research
- Network with industry leaders
- Seat on the Technical Research Committee (TRC)
- Revenue-generating opportunities
- Cross-channel exposure to Canada's top builders, developers and renovators

OUR ASSOCIATION

CONNECT WITH INDUSTRY LEADERS ALL YEAR LONG

- ~8,600 member companies and over 30,000 individual members across Canada, the industry leaders in their communities
- 6,500 builders, developers, contractors, and renovators
- 54 local and provincial Home Builders' Associations
- Leading an industry with \$182.8 billion in new homes and renovations
- Representing 880,000 jobs and \$62 billion in wages

REACH

ENJOY HEALTHY ROI

- 1M+ page views, 430K+ unique page views and 150K+ users on chba.ca annually
- More than 14K annual page views spending extended time on the CHBA blog.
- More than 75K video views and 37K minutes of watch time on YouTube
- 25,000 readers of Building Excellence magazine
- Over 18,000 subscribers to CHBA's National Update monthly newsletter



4,197

TWITTER
FOLLOWERS



3,186

FACEBOOK
FOLLOWERS



5,957

INSTAGRAM
FOLLOWERS



8,533

LINKEDIN
FOLLOWERS

FOR MORE INFORMATION CONTACT KELLY MACLAREN
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SPONSORSHIP PACKAGE

Canadian
Home Builders'
Association



Alliance
Network

Your Annual Alliance Network Sponsorship Package offers exclusive, year-round opportunities to engage directly with our 8,600+ members, allowing your company to stay front of mind with the key decision-makers in the residential building industry.

Take advantage of this powerful platform to connect, collaborate, and drive success alongside Canada's leading construction professionals.

NETWORK

- Home Building Week in Canada Conference (500+ participants)
- Twice yearly Committee and Council Meetings (200+ industry leaders from coast to coast)

BROADCAST

- Content in digital and print publications
- Dedicated introductory email
- Content on member web pages on the CHBA website
- Company logo (linked) on chba.ca main page
- Content on CHBA social media channels and blog
- Webinars (up to 2 per year, additional webinars at \$2,500)
- Dedicated Alliance Network web page with logo and company profile
- Participation in the Alliance Network Business Resources web page
- Logo inclusion and thank you on CHBA monthly National Update e-newsletter
- Bi-Annual feature on Industry Highlights e-newsletter
- Building Excellence magazine advertising rates discounted by 15% (with current rates, save up to \$2,100 annually for four editions)
- Invitation to sit on the Technical Research Committee

ALLIANCE NETWORK EXCLUSIVE

CONFERENCE RECOGNITION (Home Building Week in Canada)

- One networking pod in the "Hub"
- One complimentary registration
- One Awards Gala ticket
- Onscreen display in sponsor tribute video during functions
- Opportunity to provide welcome gift and/or draw prize
- Your logo on all Home Building Week in Canada promotion
- Opportunity for other branding and engagements (dependent on availability)

2025 INVESTMENT
\$15,000

CONTACT US TO DISCUSS ADDITIONAL OPPORTUNITIES

- Home Building Week in Canada
- CHBA National Awards for Housing Excellence
- NAHB's International Builders' Show
- CHBA's Day on the Hill
- Executive Officers' Council Professional
- Development Forum

Canadian
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