

**FLORIDA HOME BUILDERS ASSOCIATION**  
**FHBAction News**  
**Sponsorship Information & Contract**

**BACKGROUND:** *FHBAction News* is the official online weekly newsletter of the Florida Home Builders Association. Approximately 10,000 FHBA members, a select group of Florida business, construction and real estate media, and members of the Florida Legislature receive *FHBAction News* every Monday morning. The e-newsletter contains cutting edge industry news useful to home builders and other construction industry personnel.



*FHBAction News* is a product that FHBA's 10,000+ members have come to rely on for the latest information on news and events that affect Florida's home building industry. Businesses have routinely sponsored *FHBAction News* because it's an effective way to advertise their product to individuals that regularly support companies doing business with FHBA.

**PREVIOUS SPONSORS:** *FHBAction News* sponsors have included:

- Countrywide Home Loans
- Whirlpool Corporation
- SunBuilt
- The Mid-Continent Group
- Verizon Wireless
- Bank of America
- The Hartford
- Florida Home Builders Insurance (FHBI)

**SPONSOR BENEFITS:** Sponsors of *FHBAction News* receive their logo and a website link on 52 editions of FHBAction News, as well as a permanent logo and web link posted to [www.fhba.com](http://www.fhba.com) for a one-year period concurrently.

**RATE:** An *FHBAction News* sponsorship supports the design and maintenance fees associated with the weekly distribution of this newsletter. The rates are as follows:

- \$1,000 per month (choice of month)
- \$12,000 per 12-month contract

**FOR MORE INFORMATION:** Contact Lynne Edwards, Advertising Director, Florida Home Builders Association, at [ledwards@fhba.com](mailto:ledwards@fhba.com) or 850/224-4316 ext 109.

**CONTRACT:** I agree to sponsor *FHBAction News* for a \_\_\_\_\_ period at a rate of \$1,000 per month, effective upon the signature and date below. Sponsorship must be made prior to logo placement online.

Sponsor \_\_\_\_\_ Date \_\_\_\_\_

Paul Thompson, FHBA \_\_\_\_\_ Date \_\_\_\_\_