

ONTARIO HOME BUILDERS' ASSOCIATION

PARTNER PROGRAMS



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ABOUT OHBA

The Ontario Home Builders' Association (OHBA) represents Ontario's residential construction industry, uniting over 4,000 member companies across 28 chapter associations. Our members—builders, developers, renovators, and service professionals—are at the forefront of innovation, shaping communities, and driving a resilient housing industry. As the voice of the industry, OHBA champions housing supply, affordability, and sustainability, empowering members to deliver homes for every stage of life.

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**TOGETHER,
WE'RE BUILDING
A STRONGER ONTARIO.**



BY THE NUMBERS

11 DEDICATED STAFF

The OHBA team is made up of 11 dedicated staffers, each with their own expertise to support our members and industry.

4,000+ MEMBERS

Our members include builders, developers, renovators, and service professionals from across Ontario's residential construction industry.

28 CHAPTERS

OHBA is comprised of 28 chapter associations across the province, each serving a wide-range of members.

1 MILLION+ IMPRESSIONS

We know how to make an impression across our communication channels. From digital platforms to print publications, we are the voice of the industry and a go-to source of knowledge.

23 BOARD MEMBERS

The OHBA Board of Directors is composed of leading professionals from a wide cross-section of the industry.

11 COUNCILS + COMMITTEES

OHBA has several member-led groups, each with unique mandates and objectives to help guide the association's priorities.

- Executive Committee
- Governance Committee
- Finance Committee
- HR Committee
- Land Development Committee
- Regulatory Committee
- Technical Committee
- Renovator Council
- Executive Officers' Council
- Chairs' Council
- Regional Councils
 - Central
 - East
 - North
 - Southwest

COLLABORATE WITH OHBA

Working with OHBA connects your organization to Ontario's top home builders, renovators, and industry professionals, offering opportunities to elevate your brand, engage with key decision-makers, and drive growth in the residential construction sector.



ACCESS TO A DIVERSE NETWORK

Gain direct access to key decision-makers and influencers shaping the residential construction industry.



THOUGHT LEADERSHIP

Position your organization as an expert by contributing to the discussion on housing policy, innovation, and more.



COMMITMENT TO INDUSTRY

Highlight your dedication to supporting Ontario's residential construction industry.



AMPLIFIED BRAND VISIBILITY

Elevate your brand through prominent exposure across OHBA's digital platforms and signature events.

THREE WAYS TO PARTICIPATE



PARTNERSHIPS

Gain unmatched year-round visibility and engagement with Ontario's residential construction leaders through fully-customized solutions designed to meet your business objectives.



EVENT SPONSORSHIP

Make a lasting impact by aligning your brand with specific high-profile OHBA events, offering targeted exposure to key audiences when and where it matters most.



MEMBERS EDGE

Position your company as a trusted resource by offering exclusive discounts to OHBA members, while gaining the prestige of being recognized as an official OHBA Members Edge provider.

PARTNERSHIPS WITH OHBA

Make a meaningful impact within Ontario's residential construction industry by partnering with OHBA. As an "Official OHBA Partner," your organization contributes to advancing key initiatives that support our members and the communities they create. This collaboration goes beyond a standard sponsorship, offering opportunities to engage in customized programs that align with your objectives, foster industry innovation, and strengthen connections with leaders shaping the future of housing in Ontario.



KEY BENEFITS

- Year-round visibility as an *Official OHBA Partner*, providing consistent exposure to industry leaders and stakeholders across OHBA's digital platforms.
- Opportunity to collaborate with OHBA to design unique initiatives that align with your business objectives and deliver tailored results.
- Gain priority access to sponsorship and participation opportunities at OHBA's signature events.
- Strengthen relationships with Ontario's residential construction industry at a variety of OHBA's signature events with your partner ticket package.

HOW IT WORKS

An Official OHBA Partner will:

- Commit to sponsoring a minimum of three OHBA signature events or initiatives.
- Provide commitment to OHBA no later than April 1, 2025.

EVENT SPONSORSHIPS WITH OHBA

Connect directly with industry leaders and decision-makers by sponsoring an OHBA event. Designed to provide targeted exposure before, during, and post event, your brand will stand out as a valued contributor during the industry's most engaging moments.



KEY BENEFITS

- Boost your visibility during the event promotion window with dedicated mentions and logo placement in promotional materials, including newsletters, social media, and event collateral.
- Connect directly with industry leaders, decision-makers, and influencers in Ontario's residential construction industry in an environment tailored to provide meaningful interactions, fostering collaboration and business growth.
- Showcase your expertise by participating in the conversation, positioning your company as an industry innovator and thought leader.
- Gain valuable knowledge about industry trends, challenges, and opportunities by engaging with top professionals and thought leaders at OHBA signature events.

HOW IT WORKS

An OHBA Event Sponsor will:

- Commit to sponsoring an OHBA signature event.
- Provide commitment to OHBA at least 90 days prior to the scheduled event.

QUEEN'S PARK DAY

SPRING or FALL 2025



Each year, OHBA welcomes association leaders from across the province for two days of meetings and events. The first day of this event aims to foster collaboration and open dialogue in association business meetings and workshops. The second day is focused on provincial advocacy, including a trip to Queen's Park for curated MPP meetings, followed by an MPP reception.

PRESENTING SPONSOR - \$40,000 | 1 available

Headline the event from beginning to end, showcasing your brand across association leaders, policymakers, and industry. This sponsorship includes an opportunity to address the attendees before association workshops and at the MPP reception.

PROFESSIONAL DEVELOPMENT - \$10,000 | 2 available

Enhance visibility during association business and workshops on day one. This sponsorship includes an opportunity to address the attendees before association workshops.

LUNCH - \$7,500 | 1 available

Showcase your brand during a high-visibility meal break attended by association leaders and key decision-makers.

MPP RECEPTION - \$5,000 | 5 available

Connect directly with policymakers and industry leaders during the OHBA MPP Reception. Your brand will be prominently displayed throughout the reception space.

INTERNATIONAL HOUSING TOUR

MAY



The OHBA International Housing Study Tour is an annual trip that explores cutting-edge architecture and innovations in building technologies from around the globe. The tour has visited Amsterdam, Copenhagen, Vienna, Berlin, and Oslo, and in 2025, we will travel to Zürich!

TOUR SPONSOR - \$15,000 | 5 available

This tour is open to a small group of OHBA members comprised of industry leaders and company principals. Sponsorship in the tour provides exclusive access to these change makers and an opportunity to foster new relationships. Your brand will be prominently featured throughout the tour and in post-tour coverage.

LOCAL HOUSING TOUR

JUNE



A guided exploration of Ontario housing projects and building innovations, the OHBA Local Housing Tour showcases member talent and provides opportunities for industry learnings.

TOUR SPONSOR - \$12,500 | 3 available

Feature your company prominently during the tour, including a stop at your project or facility, emphasizing your alignment with the local housing initiatives.

GOLF TOURNAMENT

JULY



The 1st annual OHBA Golf Tournament will bring industry together for a day of friendly competition and camaraderie on the golf course.

PRESENTING SPONSOR - \$40,000 | 1 available

Achieve maximum visibility with branding across the event and exclusive opportunities throughout the day to engage with attendees and key industry influencers.

LUNCH - \$10,000 | 1 available

Connect with attendees while they refuel for the rest of the day. Your brand will be featured at lunch, creating a memorable impression mid-day.

DINNER - \$15,000 | 1 available

Headline the evening's culminating social event with prominent branding and speaking opportunities.

CONTESTS - \$7,500 | 2 available

Keep the competition going by sponsoring the longest drive or hole-in-one contest. Your logo will be displayed at the contest hole, along with recognition during the awards presentation.

COURSE REFRESHMENTS - \$5,000 | 2 available

Help keep our golfers going with branded on-course refreshments.

CARTS - \$5,000 | 2 available

Showcase your company with prominent branding on tournament golf carts. This sponsorship ensures constant exposure as participants navigate the course.

TEES OR SCORECARD - \$2,500 | 2 available

Highlight your brand with custom golfer tees or branding on tournament scorecards. This sponsorship creates direct visibility with each player.

HOLE - \$1,500 | 18 available

Sponsor one of the tournament's 18 holes with branded signage at your designated hole. This cost-effective option ensures direct visibility to all golfers throughout the day. Hole activations are available at an additional charge.

ANNUAL CONFERENCE

SEPTEMBER 28 - 30, 2025 - BLUE MOUNTAIN RESORT



The OHBA Annual Conference & Awards is the association's premier event, bringing together the best and brightest from across the province for three days of association business, professional development, networking, and industry celebrations.

PRESENTING SPONSOR - \$110,000 | 1 available

This one-of-a-kind opportunity provides you full brand recognition coverage throughout the 3-day conference. This sponsorship also includes several speaking opportunities to ensure your company remains prominent throughout the conference.

EDUCATION - \$75,000 | 2 available

A pillar of the OHBA Conference is the industry-leading educational programming featuring subject matter experts, policymakers, and influential figures from across Ontario's residential construction industry. Sponsorship on either day places your brand front and centre, including opportunities to participate in programming and to position your company as a thought leader within the industry.

OPENING RECEPTION - \$10,000 | 3 available

Help kick off the conference at the Opening Reception! A fun and interactive evening, this sponsorship allows you to mix and mingle with clients old and new, in a unique and fun setting.

ANNUAL MEETING OF MEMBERS - \$7,500 | 2 available

Position your company at the forefront of association business at our Annual Meeting of Members bringing together association leaders from across the province.

BREAKFAST - \$15,000 | 2 available

Kick off a day of learning on Monday or Tuesday with the conference breakfast. Taking place before the educational programming, breakfast gathers conference attendees for morning networking opportunities.

LUNCH - \$20,000 | 2 available

After a morning of learning, the conference lunch is a chance to network with attendees while inserting your brand into the middle of the day. This sponsorship offers opportunities to support lunchtime programming.

BREAKS - \$5,000 | 2 available

Energize attendees and showcase your brand at our Monday or Tuesday coffee break.

ANNUAL CONFERENCE - CHAIR'S GALA

SEPTEMBER 29, 2025 - BLUE MOUNTAIN RESORT



The annual Chair's Gala celebrates the legacy of leadership within the association. The evening sees the induction of a new Board Chair, as well as celebrating the success of members over the last year through the association awards.

PRESENTING SPONSOR - \$50,000 | 1 available

Your brand will be front and centre throughout an evening of industry networking and celebrations.

PRE-RECEPTION - \$20,000 | 1 available

Help welcome the new OHBA Chair at the Chair's Gala Pre-Reception. This black-tie event brings in industry leaders from across the province for exclusive networking before an evening of association celebrations.

POST-RECEPTION - \$20,000 | 1 available

It's time to celebrate the new OHBA Chair! After the formal evening gala, the post-reception provides opportunities for brand positioning and networking in a fun and laid-back setting.

DINNER WINE - \$12,500 | 1 available

Keep the evening flowing with a dinner wine sponsorship. This opportunity provides brand recognition that delegates are sure to notice.

ASSOCIATION AWARDS - \$10,000 | 1 available

Showcase your commitment to excellence and help recognize association leaders for their outstanding contributions and achievements through the annual OHBA association awards.

ANNUAL CONFERENCE - AOD

SEPTEMBER 30, 2025 - BLUE MOUNTAIN RESORT



The OHBA Awards of Distinction (AoD) recognizes the creativity, innovation, and excellence of land developers, builders, renovators, designers, marketers, and service professionals within the Ontario residential construction industry.

PRESENTING SPONSOR - \$60,000 | 1 available

Celebrate building excellence and innovation at the OHBA Awards of Distinction. Your brand will be front and centre as we recognize the best of the best from across Ontario's residential construction industry. This evening provides endless opportunities for networking with company decision-makers and positions your brand as a key supporter of the industry.

PRE-RECEPTION - \$25,000 | 1 available

Get the celebrations started at the Awards of Distinction Pre-Reception. From builders and renovators to designers and marketers, this event welcomes a diverse group of individuals from across the industry.

POST-RECEPTION - \$25,000 | 1 available

Keep the celebrations going at the AoD Post-Reception. Congratulate our finalists and winners, and network with clients old and new at the last event of the conference!

DINNER WINE - \$15,000 | 1 available

Pour on the prestige as the dinner wine sponsor. Your brand will shine with every sip, making a lasting impression on guests and industry influencers alike.

SUPPORTER - \$5,000 | 1 available

Cheer on the outstanding achievements of members from across the province as they take home the hardware at the Awards of Distinction.

RENOVATOR INITIATIVES

SPRING + FALL



The first of its kind for OHBA, this half-day event will be tailored to meet the needs of our renovators and small/custom home builders, offering education, collaboration, and networking opportunities.

WEBINAR SERIES PRESENTING SPONSOR - \$20,000 | 1 available

Branding across four member webinars focused on topics of interest to our renovators and small/custom members. These webinars will take place in late winter - early spring.

OHBA RENOVATOR SUMMIT - IN-PERSON EVENT

PRESENTING SPONSOR - \$20,000 | 1 available

Raise the roof as the presenting sponsor of the 1st OHBA Renovator Summit. Your brand will be incorporated into the overall event brand, aligning you as a key contributor within the renovation space. This sponsorship includes opportunities to address attendees throughout the day.

SESSION HOST - \$7,500 | 2 available

Host a session to steer critical conversations and position your company as a thought leader in innovative housing strategies. This sponsorship provides the opportunity to participate in the session as a moderator or panelist.

SESSION / SPEAKER INTRODUCTION - \$5,000 | 4 available

Take the stage and align your brand with thought leadership in the housing industry. This sponsorship provides the opportunity to address the audience before introducing a session and its speakers.

BREAKFAST OR LUNCH - \$2,500 | 2 available

Keep attendees fueled for a day of learning with the breakfast or lunch sponsorship. Your company will be prominently featured across food displays during this high-traffic meal break.

SUMMIT SUPPORTER - \$1,500 | 10 available

Be a foundational part of the Ontario Renovator Summit and showcase your brand to a targeted audience.

EOC PROFESSIONAL DEVELOPMENT DAY

FALL



Bringing together the Executive Officers from OHBA's 28 Chapter HBAs, this day is dedicated to providing educational opportunities to support the needs of chapter association staff.

PRESENTING SPONSOR - \$20,000 | 1 available

Position your company as a leader in fostering professional growth within the association. This sponsorship will feature your brand throughout a day of programming and provide opportunities for networking, putting you in the spotlight with chapter association decision-makers.

BREAKFAST OR LUNCH - \$5,000 | 2 available

Keep attendees fueled for a day of learning with the breakfast or lunch sponsorship. Your company will be prominently featured across food displays during this high-traffic meal break.

DINNER - \$15,000 | 1 available

Headline the evening's culminating social event with prominent branding and speaking opportunities.

SUPPORTERS - \$2,500 | 5 available

Align your brand with professional development initiatives by sponsoring an education session or activity component.

MEMBERS EDGE WITH OHBA

Showcase your products and services directly to OHBA members through the Members Edge program. By offering exclusive discounts and special promotions, you can highlight your solutions to a targeted audience, drive sales, and increase brand recognition. This is a powerful opportunity to deliver value to members while growing your customer base.



KEY BENEFITS

- Year-round visibility as an *official OHBA Members Edge provider* with consistent exposure to industry leaders and stakeholders across OHBA's digital platforms.
- Strengthen relationships with OHBA members by delivering tailored offers demonstrating your understanding of their unique needs.
- Drive revenue growth by providing compelling promotions that incentivize members to choose your brand over the competitors.
- Build credibility by aligning your organization with OHBA and its mission to support excellence in Ontario's residential construction industry.

HOW IT WORKS

An OHBA Members Edge partner will:

- Commit to an annual Member Edge program advertising fee.
- Provide year-round benefits to OHBA members - Submit an outline of benefit offerings, which may include discounts, special pricing, etc. (*subject to OHBA approval*).
- Submit a savings report at the end of the term outlining the uptake of programs/savings from OHBA members.



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**WE LOOK FORWARD TO
WORKING WITH YOU!**