

2026 CHBA ALLIANCE NETWORK

Canadian Home Builders' Association



ANNUAL SPONSORSHIP PACKAGE

The Canadian Home Builders' Association (CHBA) is at the forefront of national advocacy to shape solutions for the residential construction industry. CHBA represents more than 8,500 member companies across the country. Partnering with CHBA gives your organization unparalleled exposure to the top leaders in Canada's residential construction industry. Partnering with CHBA through the Alliance Network, your company will engage directly with the key decision-makers and influencers shaping the future of Canada's homebuilding, development, and renovation sectors.

CHBA membership represents over \$191 billion in economic activity, 973,000 jobs and \$71 billion in wages annually. By partnering with CHBA, our sponsors play a direct role in supporting the growth and vitality of Canada's residential construction industry.



973,000

JOBS

A major source of employment in the community.



\$72.2 Billion

WAGES

Dollars that show up in purchases across the entire local economy.



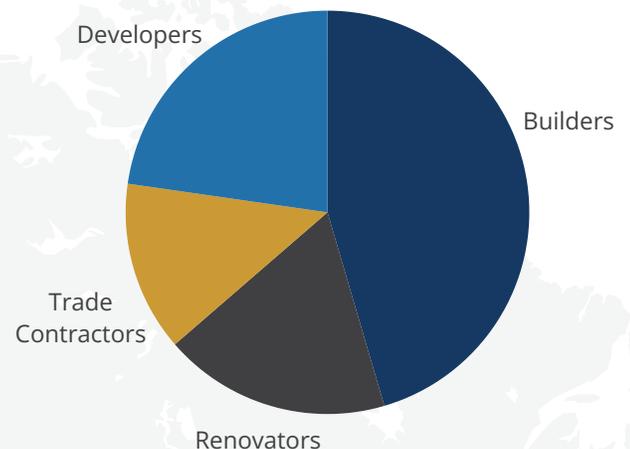
\$191.2 Billion

INVESTMENT

Maintains and improves the largest single wealth-builder for many families.

WHY PARTNER WITH CHBA

At the core of CHBA's mission is advocacy — giving Canada's residential construction industry a strong and unified voice with the federal government through the national level of the association. This important work happens in tandem with the efforts of 50+ local and provincial HBAs working at the provincial and municipal levels. Sponsorship with CHBA at the national level directly supports this work on critical issues such as housing affordability, building codes and innovation, and workforce development. By joining CHBA's Alliance Network, your company is part of this vital advocacy work while gaining unparalleled opportunities to grow your business through access to 8,500 member companies, including 6,500 builders, developers, contractors, and renovators.



FOR MORE INFORMATION CONTACT KELLY MACLAREN AT [KELLY.MACLAREN@CHBA.CA](mailto:kelly.maclaren@chba.ca)

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YOUR SPONSORSHIP BENEFITS

VISIBILITY

- Logo placement (linked) on CHBA's main website (500K+ annual views).
- Logo placement (linked) on CHBA's monthly flagship newsletter - National Update (~23,000 subscribers).
- Bi-annual feature in CHBA's Industry Highlights newsletter (~800 subscribers).
- Onscreen recognition in sponsor tribute at CHBA national events.
- 15% discount on *Building Excellence* magazine advertising (estimated readership of 30,000).

ENGAGEMENT

- Conference Booth during CHBA's annual conference, Home Building Week in Canada — focused on making valuable connections with members.
- One complimentary full registration for Home Building Week (400+ participants) which includes an Awards Gala ticket.
- Additional Alliance Network attendees receive 50% off their registration fees.
- Opportunity to provide swag and/or a draw prize during the Home Building Week.
- Invitation to CHBA's Fall Meetings in Ottawa.

IMPACT

- One direct email on request and as available.
- Opportunities to present webinars (up to two annually and with approved content).
- Company profile featured on CHBA's Alliance Network web page and Business Resources portal.
- Quarterly social media postings
- Annual ROI Report



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MAXIMIZE YOUR IMPACT

With CHBA, your sponsorship is more than visibility — it's influence, connection, and measurable return which you will see in the ROI report we prepare for you. Across digital platforms, CHBA generates over 500k annual website views, 75,000+ video views, and a highly engaged social media presence (over 20,000 followers combined across LinkedIn, Instagram, Facebook, and X).



2026 INVESTMENT

Annual Alliance Network Sponsorship: \$15,000

Because CHBA is a member-centric organization, ***all Alliance Network Sponsors must also be members in good standing with a local/provincial Home Builders' Association (HBA)***, which means being a member at the national level by extension. Sponsors who are not yet members must be willing to join a local HBA and maintain that membership in good standing throughout their sponsorship term with CHBA. Opportunities are exclusive and limited, ensuring that your brand stands out among Canada's leading residential construction professionals.

GET STARTED

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

OPTIONAL PREMIER ADD-ONS

- Sponsorship opportunities for CHBA councils and committees.
- Sponsorship opportunities for CHBA's Executive Officers' Council Professional Development Forum.
- Enhanced visibility through CHBA's National Awards for Housing Excellence season.
- Customized activations at CHBA's Home Building Week in Canada.