

The background of the top section features a large, faint watermark of the letters 'NHQ' in a light orange color. The 'Q' is stylized with a checkmark shape integrated into its tail. The background is a solid orange color.

**National Housing
Quality Program
Sponsorship Opportunities**

FOR PRODUCT MANUFACTURERS

The bottom section features a large, 3D-style 'NHQ' logo in a light blue color. The 'Q' is stylized with a checkmark shape integrated into its tail. The background is a solid dark blue color.

NHQ

**Join the Leader of the
Home Building Industry's
Quality Movement to
Create Change and Reach
Your Target Market**

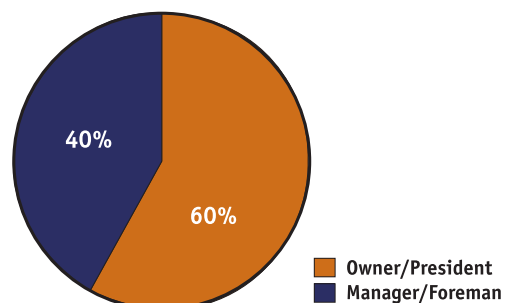


The National Housing Quality (NHQ) Program offers manufacturers exclusive access to home builders and trade contractors across the nation who have displayed a discernable dedication to quality assurance and customer satisfaction throughout their business practices. In the top housing markets, owners and managers from over 1,600 building and trade contracting companies are working with the NHQ Program to develop, implement, evaluate, and improve quality systems that foster consistency, quality, and customer satisfaction in building practices. NHQ Certified Builders and Trade Contractors document and implement a quality management system, and participate in a rigorous annual assessment of its implementation.

The NHQ Program is looking for partners who will help disseminate information on the home building industry's quality movement to as many builders and trades as possible. Keeping the NHQ Program's administrative costs low while expanding its reach across the country will bring about the large-scale focus on customer-centered

quality needed to change and improve the business of home building.

Job Titles of NHQ Certification Participants



Making Connections with the Right Builders in the Right Places

The NHQ Program is working with builders and trade contractors in the hottest markets across the country to act as a catalyst for increased productivity and profitability, and even higher rates of customer satisfaction. These markets include:

- Albuquerque, NM
- Atlanta, GA
- Chicago, IL
- Colorado Springs, CO
- Dallas, TX
- Houston, TX
- Jacksonville, FL
- Las Vegas, NV
- Los Angeles/Long Beach, CA
- Melbourne, FL
- Myrtle Beach, SC
- Ontario, Canada
- Orlando, FL
- Phoenix/Mesa, AZ
- Reno, NV
- Riverside/San Bernadino, CA
- Sacramento, CA
- San Antonio, TX
- Tampa, FL
- Tucson, AZ
- Washington, DC



Builders currently involved in the NHQ Certified Builder program average **338 homes per year** for an average annual volume of **\$95 million**.

The majority of NHQ Program participants are owners and other key company managers—decision makers who are looking to partner with quality-minded manufacturers.

“The NAHB and NAHB Research Center are nationally recognized and well supported by the entire building industry. They have the influence to improve our industry ... I truly believe that with the right combination of support, the NHQ Program can improve the overall quality in the housing industry. The NHQ Program will become the standard that the industry will look to as a measure of quality and how well we’re doing in improving our industry. We want to be a part in creating that change!”

Mike Moran, national manager,
Simpson Strong-Tie Co., Inc.
NHQ Program Founding Sponsor



In Search of Mutually-Beneficial Partnerships with Product Manufacturers and Distributors

As the leader of the home building industry's quality assurance movement, the NHQ Program is offering product manufacturers and distributors the invaluable opportunity to gain direct access to NHQ Certified Builders and Trade Contractors, and other influential industry members.



Sponsorship Opportunities

The NHQ Program is offering many outstanding opportunities for product manufacturers and distributors to reach quality-minded home builders and trade contractors. *Quality Matters in home building—by connecting with the leader of the industry's quality movement, you can access the many builders and trade contractors across the nation who are serious about improving the business of home building.*

The unparalleled opportunities for reaching quality-minded builders and trade contractors across the United States include:

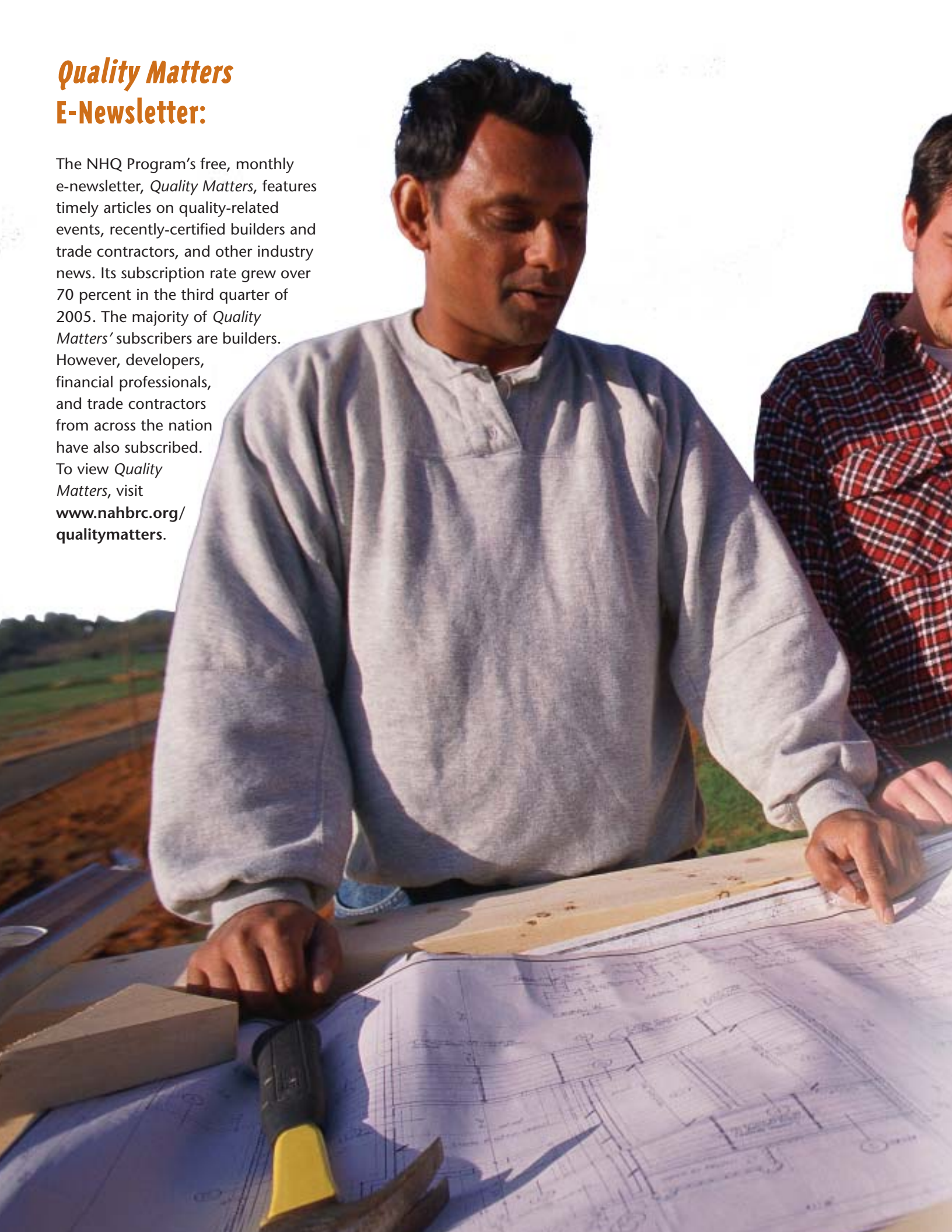
NHQ Website:

Approximately 650 visitors per month view the NHQ Program's website, www.nahbrc.org/quality. The website focuses on methods for incorporating quality assurance into home building, and features different ways to get involved in the NHQ Program. On its dedicated "Sponsoring Organizations" page, visitors can view brief sponsor descriptions and use hotlinks to connect with sponsor websites.



Quality Matters **E-Newsletter:**

The NHQ Program's free, monthly e-newsletter, *Quality Matters*, features timely articles on quality-related events, recently-certified builders and trade contractors, and other industry news. Its subscription rate grew over 70 percent in the third quarter of 2005. The majority of *Quality Matters'* subscribers are builders. However, developers, financial professionals, and trade contractors from across the nation have also subscribed. To view *Quality Matters*, visit www.nahbrc.org/qualitymatters.





Nation's Building News:

The official membership publication of the National Association of Home Builders (NAHB), *Nation's Building News* (NBN), includes national regulatory, technological, trend, education, business, and legislative news and more. This free, weekly news summary of the housing industry is delivered by email to over 100,000 builders and trade contractors. To view NBN, visit www.nahb.org/nbn.

The screenshot shows the homepage of Nation's Building News. The main headline is "Builders Prevail Against Costly Energy Code Change". Other visible headlines include "Freddie Mac" and "NAHB". The page layout includes a navigation bar, a main content area with a featured article, and a sidebar with additional news items.

NHQ **S P O N S O R S H I P**

Gold Level

\$150,000

One gold sponsorship is available per building product category on a first-come, first-serve basis, and includes:

- Opportunities to tailor additional collaboration and recognition in accordance with NHQ Program guidelines
- One full-page advertisement, recognizing your NHQ Program gold sponsorship, in NHQ Program consulting materials
- Recognition as an NHQ Program gold sponsor, including company logo with a link to your company's website, on the NHQ Program's dedicated "Sponsoring Organizations" web page
- Recognition in the NHQ Program's *Quality Matters* monthly e-newsletter with a link to your company's website
- Opportunity for regular, non-promotional, quality-focused article submission to *Quality Matters*, with editorial review reserved for NHQ Program staff
- Recognition as an NHQ Program gold sponsor in one issue of the National Association of Home Builders' electronic newsletter, *NBN*—approximate weekly subscription 100,000+ builders and trade contractors
- Full-page advertisement, recognizing your company's NHQ Program gold sponsorship, in the *International Builders' Show Official Exhibit Guide* (time/deadlines permitting)
- NHQ Program gold sponsor pin at the International Builders' Show
- Recognition as an NHQ Program gold sponsor at quality-track educational programs at the International Builders' Show
- Distribution of your company's collateral materials at NHQ Program consulting sessions across the country
- Camera-ready NHQ Program sponsor logo for use on your company's collateral materials
- Dedicated press release touting your company's NHQ Program gold sponsor status
- Sponsor recognition plaque (similar to recognition piece presented to NHQ Certified Builders—pictured right.)



Silver Level

\$100,000

One sponsorship is available per building product category on a first-come, first-serve basis, and includes:

- One half-page advertisement, recognizing your NHQ Program silver sponsorship, in NHQ Program consulting materials
- Recognition as an NHQ Program silver sponsor, including company logo with a link to your company's website, on the NHQ Program's dedicated "Sponsoring Organizations" web page
- Recognition in the NHQ Program's *Quality Matters* monthly e-newsletter with a link to your company's website
- Opportunity to submit one non-promotional, quality-focused article for *Quality Matters* e-newsletter, with editorial review by NHQ Program staff
- Recognition as an NHQ Program silver sponsor in one issue of the National Association of Home Builders' electronic newsletter, *NBN*—approximate weekly subscription 100,000+ builders and trade contractors
- One half-page advertisement, free of charge, recognizing your company's NHQ Program gold sponsorship in the *International Builders' Show Official Exhibit Guide* (time/deadlines permitting)
- NHQ Program silver sponsor pin at the International Builders' Show
- Recognition as an NHQ Program silver sponsor at quality-track educational programs at the International Builders' Show
- Distribution of your company's collateral materials at NHQ Program consulting sessions across the country
- Camera-ready NHQ Program Sponsor logo for use on your company's collateral materials
- Dedicated press release touting your company's NHQ Program silver sponsor status
- Sponsor recognition plaque



A photograph of a man and a woman smiling and looking towards the right. The man is wearing a light blue polo shirt and has his arm around the woman's shoulder. The woman is wearing a grey top and a white cardigan. They are in a well-lit room with white shelves in the background.

Bronze Level

\$50,000

One sponsorship is available per building product category on a first-come, first-serve basis, and includes:

- One quarter-page advertisement, recognizing your NHQ Program bronze sponsorship, in NHQ Program consulting materials
- Recognition as an NHQ Program bronze sponsor, including company logo with a link to your company's website, on the NHQ Program's dedicated "Sponsoring Organizations" web page
- Recognition in the NHQ Program's *Quality Matters* monthly e-newsletter with a link to your company's website
- Opportunity to submit one non-promotional, quality-focused article for *Quality Matters* e-newsletter, with editorial review by NHQ Program staff
- Recognition as an NHQ Program bronze sponsor in one issue of the National Association of Home Builders' electronic newsletter, *NBN*—approximate weekly subscription 100,000+ builders and trade contractors
- NHQ Program bronze sponsor pin at the International Builders' Show
- Recognition as an NHQ Program bronze sponsor at quality-track educational programs at the International Builders' Show
- Distribution of your company's collateral materials at NHQ Program consulting sessions across the country
- Camera-ready NHQ Program Sponsor logo for use on your company's collateral materials
- Dedicated press release touting your company's NHQ Program bronze sponsor status
- Sponsor recognition plaque

A man in a grey suit and tie is seen from the side, looking out a large window. The window has multiple panes and is set in a light-colored frame. The background outside the window is bright and slightly blurred, suggesting an outdoor setting. The overall tone of the image is professional and bright.

Additional Sponsorship Opportunity

- Sponsorship of an NAHB Research Center Board of Directors meeting, to include a five-minute speaking opportunity in front of the board, logo placement on board member name tents, and distribution of promotional literature (\$3,000)

For more information on NHQ Program sponsorships, visit www.nahbrc.org/quality or email quality@nahbrc.org

NHQ ✓

NHQ ✓

NAHB Research Center

400 Prince George's Blvd
Upper Marlboro, MD 20774
Phone: **800-638-8556** or 301-249-4000
Fax: 301-430-6180

Or visit us on the web at:
www.nahbrc.org

NHQ ✓