



MBF Advisory Board Meetings - Sponsor Guidelines

Each MBF chapter is led by an Advisory Board, comprised of 15 to 20 members who have been active in the organization for a significant length of time. Typically, board members are among the most successful, visible, and well-informed agents in a particular region.

The Advisory Board meets six times a year to discuss policy, membership, and upcoming events and activities. Sponsorship of these meetings is available to local builders, developers, and other businesses, and provides the sponsor with an outstanding opportunity to present their project in an intimate, focused environment.

The following guidelines are for businesses interested in sponsoring an MBF Advisory Board meeting:

- **PARKING:** The sponsor agrees to provide complimentary parking for board members; covered if possible. This can be provided by a valet service or a nearby garage/parking lot.
- **PHOTOGRAPHER:** The sponsor agrees to hire (or direct their PR firm to hire) a professional photographer to document the presentation and board meeting. Images of the meeting to be provided to the MBF's PR consultant within one week of the event.
- **COCKTAIL RECEPTION:** The sponsor agrees to provide a half-hour cocktail reception for board members prior to the meeting. Reception to include full open bar, plus a selection of wines, juices, sodas, water, and other beverages, as well as a selection of passed hors d'oeuvres. (The sponsor may choose to host the reception in a project's sales center, giving members time to acquaint themselves with the project.)
- **SPONSOR PRESENTATION:** Following the reception, the sponsor will be given a full half-hour to present their project in any capacity they choose. If the meeting is hosted in a project's sales center, the sponsor may choose to ask board members to congregate around a model or rendering, or may provide a tour of a model unit. Any kind of audio-visual equipment may be used. The sponsor may wish to leave some extra time available for questions and answers.
- **BOARD MEETING LOGISTICS:** Following the sponsor presentation, the board meeting will begin. For this meeting, the sponsor agrees to provide seating at one large table for 15 to 20 people, in an acoustic-friendly environment where "echoing" is not an issue. There should be ample space on the table for dining and note-taking as well. As sensitive issues may be discussed at times, only board members are present during the meeting.
- **DINNER:** The sponsor agrees to provide a catered dinner for the advisory board during the meeting, including an appetizer, entrée, and dessert. (Depending on the extent of the dinner, the sponsor may wish to offer choices of all three.) This can be provided via waitered service or buffet-style service. Cocktails need not be provided during dinner, but wine and beverages should be made available throughout the meeting.
- **TIMING:** Depending on the length of a particular meeting's agenda, board meetings can last two to three hours. The sponsor should make arrangements for the closing of a facility following the meeting.
- **PROMOTIONAL/SALES MATERIALS:** After the meeting ends, the sponsor agrees to distribute sales information about the project. Some sponsors also choose to include a parting gift as a special reminder of the evening.

The MBF agrees to provide:

- an accurate RSVP count prior to the meeting
- a post-meeting press release, using photographs from the meeting, which will be posted on the MBF web site and distributed to local media (upon approval from sponsor)
- a report of any media clippings generated by the press release
- one sponsor e-mail announcement, distributed to an entire MBF chapter's membership