

HAA Sponsorship Auction

Frequently Asked Questions

How does the Auction work? Each company receives a bid number and information packet at registration. Once the auction begins; the auctioneer will announce which item is up for bid and start the bidding at a pre-set amount. If you are interested in bidding, raise your bid number for the auctioneer to acknowledge your bid. Note: The bidding will go quickly. Some companies have one person to bid while another keeps track of the bidding amounts and events secured. The highest bidder(s) will secure the sponsorship.

What is a drawing? The drawings are events at a set price and a chance for a company to have an equal opportunity to secure a popular event for a fairly reasonable amount versus the live auction. Interested bidders place a slip in the box designated for the event before the live auction begins. The drawing winners will be announced before the live auction begins.

What is proxy bidding? It is highly recommended you be present at the live auction however, if a representative of your company is not able to be present to place a bid on a certain item, proxy bidding is available. You must fill out the Proxy Bid Form and sign the Proxy Bidding Terms and Conditions to participate in a proxy bid. The proxy bid submission cut off time is normally 48 hours before the actual auction. A volunteer at the auction will be randomly selected to bid for you. He or she will bid on your behalf up to and including the maximum amount authorized, but no higher than needed to win the item.

What is HAF? HAF stands for the Houston Apartment Foundation. HAF is the education foundation for the association and the entity responsible for education courses, education fundraisers, and the SOAPS program. There may be tax benefits to sponsoring an HAF event, a 501(c)(3) company, so please check with your tax advisor.

What is HAABGF? HAABGF stands for the Houston Apartment Association Better Government Fund. This Political Action Committee (PAC) raises funds for the political efforts of HAA. The semi-annual golf tournaments are fundraisers for HAABGF.

What do I get for my money?

Marked on the Sponsorship Program Guide by “x” are the specific benefits of each event. There are notes in the program guide with more information. Please feel free to contact HAA for further details. Each event has different benefits and how you choose to “work” the event is up to you. Get creative and make the most out of your sponsorship.

How much do events cost? It will depend on how popular the event is and who is doing the bidding. Events have been secured for as little as \$250 and up to \$10,000 in the past. Items such as SOAPS luncheons or golf carts tend to go for more than Leasing 101 classes or golf holes.

Do I have to pay for the food at my event or help set up the event? No. As a sponsor you are only responsible for paying the amount you bid and perhaps submitting a short commercial to be read at the event and logo for pre-promotion. The HAA staff takes care of all the details of planning the event. You simply show up and enjoy the spotlight.

What happens after I win the sponsorship of an event? You will be invoiced for all of your events you are awarded at the auction. You will be expected to pay for your event sponsorships in full at least 30 days BEFORE each event occurs. Some events you are able to bring promotional giveaways or distribute materials and some you are not. Refer to the Auction Program Guide to find out what comes with your event. The staff person in charge of your event will email you with all the details of the event at least a week prior, but feel free to contact HAA at anytime to get detailed information sooner.