



American Planning Association  
**Washington Chapter**

*Creating Great Communities for All*

*Annual Prospectus*

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# Sponsorship and Advertising Opportunities

**2024**



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# About the Washington Chapter of the American Planning Association (APA-WA)

The **Washington Chapter of the American Planning Association** is an organization of people with an interest in land use, housing, transportation, environmental, economic and social planning. Our membership of nearly 1,800 includes professional planners, citizen planners and planning commissioners, and other planning officials within the State of Washington and elsewhere, and our newsletter reaches more than 6,000 planning professionals monthly.

## Who We Are

### **Planners...**

- Create long range land use and infrastructure plans;
- Develop environmental, housing, transportation, and social service policies;
- Manage contracts with consultants and service providers;
- Utilize a variety of specialized tech products, including GIS mapping, databases, and information services;
- Engage in a wide variety of public outreach and participation efforts;
- Review land use and environmental permits; and
- Make the world a better place!

## Our Mission

The Washington Chapter of the American Planning Association provides leadership in the development of vital communities by advocating excellence in community planning, promoting education and citizen empowerment, and providing the tools and support necessary to meet the challenges of growth and change.

## Our Purpose

The purposes of the Chapter are to facilitate the individual participation of members of the American Planning Association, to conduct the affairs of the Association, and to further the purposes of the Association in the Chapter area.



Learn more at our website:  
[www.washington-apa.org](http://www.washington-apa.org)



# 2024 Annual Partnership Packages At-a-Glance

|  | PLATINUM<br>\$9,000<br>X1 | GOLD<br>\$6,000<br>X3 | SILVER<br><del>\$3,500</del><br>X5 |
|--|---------------------------|-----------------------|------------------------------------|
| Recognition on Website Homepage Linked logo                          | Prominent Linked Logo     | Linked Logo           | Linked Name                        |
| Guest column in Newsletter (500 words + pic or logo)                 | 3                         | 2                     | 1                                  |
| Chance to post events/webinars to the calendar (subject to approval) | 6                         | 4                     | 2                                  |
| Recognition in Chapter Newsletter                                    | Prominent Linked Logo     | Linked Logo           | Linked Name                        |

## CONFERENCE BENEFITS

|  |   |   |   |
|--|---|---|---|
| Full event registration to conference        | 3 | 2 | 1 |
| Recognition (Conf signage/shoutout, emails)  | ✓ | ✓ | ✓ |
| Logo linked on conference app                | ✓ | ✓ | ✓ |
| Conference Session Sponsor                   | ✓ | ✓ | ✓ |
| Logo posted on all applicable conf materials | ✓ | ✓ | ✓ |
| Conference Looping Slide Recognition         | ✓ | ✓ | ✓ |
| Complimentary Exhibit Table at Conference    | ✓ | ✓ |   |
| Opportunity to Address (1-2 min)             | ✓ |   |   |

\*\*OPENING RECEPTION (1 SPOT LEFT AS OF 9/12)



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# 2024 Conference Only Sponsorship Opportunities (à la carte)

The **APA-WA Annual Conference** is a three-day networking and education event that welcomes between 300 and 550 planning professionals, allied professionals, sponsors, exhibitors, and speakers each year. The Conference offers educational sessions, networking/socials, and more.

| BENEFIT                         | AVAILABILITY | PRICE  |
|---------------------------------|--------------|--------|
| Opening Reception Sponsor       | 2            | \$3600 |
| Opening Keynote Sponsor         | 1            | \$1500 |
| Main Keynote Sponsor            | 1            | \$1500 |
| Awards Luncheon Sponsor         | 1            | \$1500 |
| Wednesday Break Sponsor**       | 1            | \$900  |
| Thursday Break Sponsor**        | 1            | \$900  |
| WiFi Sponsor                    | 1            | \$1200 |
| Session Sponsor**               | 5            | \$600  |
| Continental Breakfast Sponsor** | 2            | \$900  |
| Lanyard Sponsor**               | 1            | \$600  |

## INCLUDED WITH ALL SPONSORSHIPS

- ✓ One (1) complimentary Conference registration with nametag identification as sponsor, unless noted
- ✓ Company logo on Conference signage and on screen during general sessions
- ✓ Logo recognition in/on all Conference promotional emails and materials
- ✓ Access to pre-event attendee roster and post-event attendee roster
- ✓ \$250 off an exhibit opportunity

\*\*Excludes complimentary registration



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# 2024 Conference Exhibitor Opportunities

**\*\* 2 EXHIBITOR SPOTS LEFT AS OF 9/12**

*Limited availability per category*

| EXHIBITOR BOOTH SPACE | APAWA MEMBER | NON-MEMBERS | NON-PROFIT/<br>GOVERNMENT** | ACADEMIC** |
|-----------------------|--------------|-------------|-----------------------------|------------|
| 6' x 30" Table        | \$1,500      | \$2,100     | \$1,200                     | \$600      |
| (2) 6' x 30" Table    | \$2,700      | \$4,000     | \$2,200                     | \$1,000    |

### EXHIBITOR BENEFITS

- ✓ Each exhibit space includes one (1) six foot dressed table, two chairs, and an identification sign
- ✓ Two (2) complimentary Conference registrations with nametag identification as exhibitor (includes full access to Conference sessions and meals)
- ✓ Linked company name and hyperlink on conference website
- ✓ Company name listed on Conference signage
- ✓ Company name and contact information listed in Conference app
- ✓ Access to attendee roster post event

\*\*Includes (1) complimentary Conference registration

### ADDITIONAL EXHIBITOR REPRESENTATIVES

\$200 each  
(regardless of exhibitor type)



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# Chapter Advertising Opportunities

## NEWSLETTER ADVERTISEMENT

### SIZE OPTIONS

|              |             |
|--------------|-------------|
| <b>\$200</b> | 600 x 100px |
| <b>\$300</b> | 600 x 200px |
| <b>\$400</b> | 600 x 350px |

- Reach more than 6000 planning and allied professionals by advertising in our newsletter
- Sent out monthly
- Material subject to approval
- Specs: PNG, JPEG, GIF files only, minimum 72 dpi, file and payment required for submission

## CALENDAR POSTING

|              |  |
|--------------|--|
| <b>\$250</b> | Advertise your event on our calendar<br>(Maximum Three per Company per Year) |
|--------------|--|

- Reach more than 6000 planning and allied professionals by advertising your event on our calendar
- Material subject to approval
- Specs: Date & Time - Event Title & Description - Link to event page and registration form

## GUEST COLUMN

|              |  |
|--------------|--|
| <b>\$400</b> | Feature a column in our newsletter<br>(Maximum Two per Company per Year) |
|--------------|--|

- Reach more than 6000 planning and allied professionals by advertising in our newsletter
- Sent out monthly
- Material subject to approval\*\*
- Specs: Word Document file, between 200-800 words, up to three images (JPEG, PNG, GIF only)

\*\*Content must be educational and related to the planning field (all sources must be linked).

## OTHER OPPORTUNITIES

### WEBSITE ADVERTISER

**\$200**  
PER MONTH

An advertisement appears as a rotating image in the sidebar on all web pages including newsletter article pages (233 x 233px)

### JOB LISTING

**\$125**  
PER MONTH

Job listing posted for one month. Postings for intern positions are free.

## DONATIONS

The Chapter will also provide an opportunity to donate to the **APA Washington Chapter Scholarship Fund** at the Chapter conference. This fund benefits students in the state's Planning Advisory Board-accredited planning programs.



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