



American Planning Association  
**Washington Chapter**

*Creating Great Communities for All*

# 2025 Annual Prospectus

## Sponsorship and Advertising Opportunities



[www.washington-apa.org](http://www.washington-apa.org)

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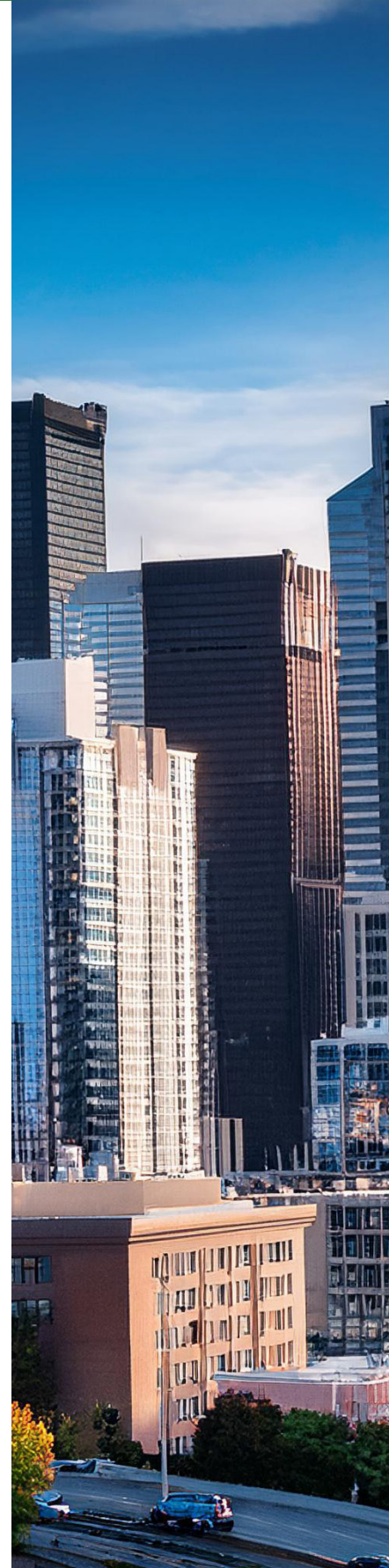
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# About the Washington Chapter of the American Planning Association (APA WA)

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

The American Planning Association Washington (APA WA) comprises professionals dedicated to long-range land use planning, policy development for housing, transportation, and environmental protection, and public engagement. Members utilize tools like GIS mapping and databases, review permits, and strive to improve communities.



## 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.

# 2025 Annual Partnership Packages At-a-Glance

	Platinum \$9,000 x1	Gold \$6,000 x3	Silver \$3,600 x5
Linked Logo on the APA WA Website	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			
Complimentary conference registrations	3	2	1
Mobile app push notifications	3	2	1
Access to pre and post-event attendee list (except opt-outs)	✓	✓	✓
Recognition on conference signage and conference related e-mails	✓	✓	✓
Logo linked on conference app	✓	✓	✓
Logo posted on all applicable conference materials	✓	✓	✓
Recognition on conference looping slides	✓	✓	✓
Complimentary exhibit table at conference	✓	✓	+\$1,500
Opportunity to address attendees (1-2 min)	✓		



# 2025 Conference Only Sponsorship Opportunities (à la carte)

The APA WA Annual Conference is a networking and education event that welcomes around 650 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	\$3,600
Opening Keynote Sponsor	1	\$1,500
Main Keynote Sponsor	1	\$1,500
Awards Lunch Sponsor	1	\$1,500
WIFI Sponsor	1	\$1,200

**Sponsorship opportunities listed above will include 1 complimentary registration and the pre-event and post-event attendee list.**

BENEFIT	AVAILABILITY	PRICE
Session Sponsor	5	\$600
Lanyard Sponsor	<del>1</del>	<del>\$600</del>
Tote Bag Sponsor	1	\$600
Wednesday Break Sponsor	1	\$900
Thursday Break Sponsor	1	\$900
Continental Breakfast Sponsor	2	\$900

**Sponsorship opportunities listed above DO NOT include any complimentary registrations and will not receive the pre-event and post-event attendee list.**

# 2025 Conference Exhibitor Opportunities

Have the opportunity to exhibit at the 2025 APA WA Annual Conference. Explore exhibitor booth options, pricing, and exclusive benefits below.

EXHIBITOR BOOTH SPACE	APA WA MEMBER	NON-MEMBERS	NON-PROFIT/ GOVERNMENT	ACADEMIC
6' x 30" Table	\$1,500	\$2,100	\$1,200	\$600



## 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 + (1) complimentary Conference registration)
- ✓ 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

**We look forward to partnering with you in 2025. Please visit the APA WA website below to sign up.**

[Sign Up Here](#)

# Chapter Advertising Opportunities

## NEWSLETTER ADVERTISEMENT

SIZE OPTIONS	Price
600 x 100px	\$200
600 x 200px	\$300
600 x 350px	\$400

- 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

OPPORTUNITY	Price
Advertise your event on our calendar (Maximum Three per Company per Year)	\$250

- 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

OPPORTUNITY	Price
Feature a column in our newsletter (Maximum Two per Company per Year)	\$400

- 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.

## SCHOLARSHIP 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. [Donate today.](#)