



American Planning Association
Washington Chapter

Creating Great Communities for All

Annual Prospectus

Sponsorship and Advertising Opportunities

2023



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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



2023 Annual Partnership Packages At-a-Glance

	PLATINUM \$7,500 X1	GOLD \$5,000 X3	SILVER \$3,000 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 (Conference 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)	✓		



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2023 Conference Only Sponsorship Opportunities (à la carte)

The **APA-WA Annual Conference** is a multi-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	1	\$3000
Opening Keynote Sponsor	1	\$1250
Main Keynote Sponsor	1	\$1250
Awards Lunch Sponsor	1	\$1250
Day 1 Break Sponsor**	1	\$750
Day 2 Break Sponsor**	1	\$750
WIFI Sponsor	1	\$1000
Session Sponsor**	2	\$500
Lanyard Sponsor**	1	\$500 & production cost

**Excludes complimentary registration

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

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2023 Conference Exhibitor Opportunities

Limited availability per category

EXHIBITOR BOOTH SPACE	APA-WA MEMBER	NON-MEMBERS	NON-PROFIT/ GOVERNMENT**	ACADEMIC**
6' x 30" Table	\$1,200	\$1,750	\$1,000	\$500
(2) 6' x 30" Table	\$2,000	\$3,000	\$1,800	\$800

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

\$100 each
(regardless of exhibitor type)

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Chapter Advertising Opportunities

NEWSLETTER ADVERTISEMENT

SIZE OPTIONS

\$200	600 x 100px
\$300	600 x 200px
\$400	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

\$250

Advertise your event on our calendar
(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

\$400

Feature a column in our newsletter
(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 **\$100 PER MONTH**

Job listing posted for one month.

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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