



# 2021 ABC PARTNERSHIP PROGRAM

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Developed for ABC of Western Washington Member Companies, this program is designed to align our Partners' promotional engagement with their marketing goals. We've made it easy to compare the different partner and event sponsor levels so you can choose one that is right for your company! Sign up today so you can start enjoying the benefits.

## **SIGN UP TODAY!**

Email Janessa Bishop ([Janessa@abcwestwa.org](mailto:Janessa@abcwestwa.org)) or call (425) 646-8000 with any questions or to sign up for a 2021 Partnership. Your support is crucial to helping us preserve the Merit Shop philosophy in Washington State. Please also note that all ABC events will adhere to Washington State COVID-19 health and safety regulations; dates and formats will be altered accordingly.



# PARTNER LEVELS

## INDEPENDENCE PARTNERSHIP | \$10,000 (ONLY ONE AVAILABLE)

### Event Benefits

- (16) event tickets
- Golf Extravaganza: Foursome and Giveaway Sponsorship
- Excellence in Construction Awards: Premier Award Presentation Sponsorship, full-page advertisement, and logo in program's partner listing
- VIP treatment at ABC events (may include: parking, drinks, seating, and red-carpet entry)

### Other Benefits

- ABC website: company logo and two partner-created business card size ads
- Online member directory: banner ad and optimization level 1
- Social media: quarterly spotlight
- Weekly News of Merit: logo with link and (4) quarterly spotlights
- Premier spot and write-up at the top of our annual partner thank you email: Logo, button link, and 350 word write-up (partner responsible for write-up)
- Annual Partner sign: company logo / Zoom welcome slide
- Exclusive Daily Journal of Commerce Ad: (2) partner-created custom logo, (2) thank you (4 total) (this ad space will be exclusive)

## PATRIOT PARTNERSHIP | \$7,500

### Event Benefits

- (10) event tickets
- Golf Extravaganza: Foursome and Dinner Sponsorship
- Excellence in Construction Awards: Presentation Sponsorship, half-page advertisement, and logo in program's partner listing

### Other Benefits

- ABC website: company logo and (1) partner-created, business card-size ad
- Online member directory: banner ad and optimization level 2
- Social media: quarterly spotlight
- Weekly News of Merit: logo with link and (4) spotlights
- Annual Partner thank you email (includes: logo, button link, and three-line company description)
- Annual Partner sign: company logo / Zoom welcome slide
- Inclusion in Daily Journal of Commerce Ads: (1) partner-created custom logo and (2) thank you (3 total) (this benefit will be shared with other partners in the same level)



# PARTNER LEVELS

## LIBERTY PARTNERSHIP | \$5,000

### Event Benefits

- (8) event tickets
- Golf Extravaganza: Foursome and Tee Sponsorship
- Excellence in Construction Awards: half-page ad in program and logo in program's partner listing

### Other Benefits

- ABC website: company logo
- Online member directory: banner ad and optimization level 3
- Social media: (3) shout-outs
- Weekly News of Merit: logo with link
- Annual Partner Thank You email includes: Hyperlinked logo and one-line description
- Annual Partner sign: company logo/Zoom welcome slide
- Inclusion in Daily Journal of Commerce Ads: (1) Partner-created customized ad (1) thank you (2 total) (this benefit will be shared with other partners in the same level)

## PLATINUM PARTNERSHIP | \$2,500

### Event Benefits

- (4) event tickets
- Golf Extravaganza: (2) complimentary golfers in your foursome and Green Sponsorship
- Excellence in Construction Awards: logo in program's partner listing

### Other Benefits

- ABC website: company logo
- Online member directory: optimization level 3
- Social media: (2) shout-outs
- Weekly News of Merit: company logo with link
- Annual Partner Thank You email: hyperlinked logo
- Annual Partner sign: company logo/Zoom welcome slide
- Inclusion in (1) Daily Journal of Commerce thank you ad (this benefit will be shared with other partners in the same level)



# PARTNER LEVELS

## **GOLD PARTNERSHIP | \$1,000**

### **Event Benefits**

- (3) event tickets
- Golf Extravaganza: (1) complimentary golfer in your foursome OR Green Sponsorship
- Excellence in Construction Awards: company name in program's partner listing

### **Other Benefits**

- ABC website: company logo
- Online member directory: optimization level 4
- Social media: (1) shout-out
- Weekly News of Merit: company name with hyperlink
- Annual Partner Thank You email: Just company name with hyperlink
- Annual Partner sign: company name/ Zoom welcome slide
- Inclusion in (1) Daily Journal of Commerce thank you ad (shared with other partners at same level)

## **SILVER PARTNERSHIP | \$500**

### **Event Benefits**

- (2) event tickets
- Golf Extravaganza: Green Sponsorship
- Excellence in Construction Awards program: company name in partner listing

### **Other Benefits**

- Weekly News of Merit: name with link
- Annual Partner Thank You Email: Company name with hyperlink
- Annual Partner sign: company name/Zoom welcome slide
- Inclusion in (1) Daily Journal of Commerce thank you ad (shared with other partners at same level)

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