



2019 Annual Partner Program

Developed for member companies looking to take the next step beyond event sponsorship, ABC's Annual Partner Program is designed to exponentially increase your touchpoints in the membership and the industry.



Brand your company with ABC
Stand out and get noticed in the industry
Increase the value of dollars spent
Customized to your marketing goals

Associated Builders and Contractors of Western Washington
1621 114th Ave SE Suite 116 | Bellevue, WA 98004
800.640.7789 | Fax 425.455.5701 | www.abcwestwa.org



2019 Annual Partner Program

These Partner levels are designed to exponentially increase your touchpoints with ABC members and the industry. They provide a simple way to help support ABC's programming throughout the year, while marketing your company to a targeted industry group. The benefits are provided at a major discount to those participating in the Partner Program.

Levels & Pricing

Partner Levels & Pricing

- **Patriot** - \$8,500
- **Liberty** - \$5,000
- **Platinum** - \$2,500
- **Gold** - \$1,000
- **Silver** - \$500

ABC Lobby Reel:

Be featured on the ABC lobby TV!

- **Patriot** - Full page ad slide
- **Liberty** - Half page ad slide
- **Platinum** - Company logo on slide
- **Gold** - Company name on slide
- **Silver** - Company name on slide

Advertising Investments

ABC Website:

- **Patriot** - Banner ad on a featured website page with link, plus company logo and link on bottom of home page
- **Liberty** - Company logo on home page of website with link
- **Platinum** - Company logo on home page of website with link
- **Gold** - Company logo on home page of website with link
- **Silver** - Company logo on home page of website with link

Weekly News of Merit:

- **Patriot** - Member Spotlight quarterly in News of Merit; plus company logo and a link to company website displayed in every weekly News of Merit
- **Liberty** - Company logo and a link to company website displayed in the weekly News of Merit
- **Platinum** - Company logo and a link to company website displayed in the weekly News of Merit
- **Gold** - Company name and a link to company website displayed in the weekly News of Merit
- **Silver** - Company name and a link to company website displayed in the weekly News of Merit

Online Membership Directory:

- **Patriot** - Linked banner ad on home page of directory with highest level of frequency, and first level of optimization (your listing is highlighted first in the Partner group before the rest of the search results)
- **Liberty** - Linked banner ad on home page of directory with second level of frequency, and second level of optimization (your listing is highlighted second in the Partner group before the rest of the search results)
- **Platinum** - Third level of optimization (your listing is highlighted third in Partner group before the rest of the search results)
- **Gold** - Fourth level of optimization (your listing is highlighted fourth in the Partner group before the rest of the search results)

Return on Investment



Social Media

Social Media:

- **Patriot** - Quarterly Member Spotlight on Facebook and social media shout out
- **Liberty** - Three times a year social media shout out
- **Platinum** - Twice a year social media shout out
- **Gold** - Once a year social media shout out
- **Silver** - Once a year social media shout out

Publications:

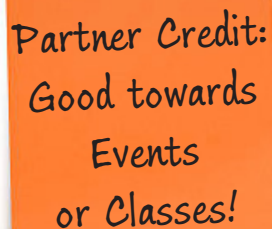
- **Patriot** - Full page color ad in Excellence in Construction program in premier location, company logo in annual Partner ad in Year in Review
- **Liberty** - Half page ad in Excellence in Construction program, company logo in annual Partner ad in Year in Review
- **Platinum** - Quarter page ad in Excellence in Construction program, Company name in annual Partner ad in Year in Review
- **Gold** - Company name in annual Partner ad in Year in Review
- **Silver** - Company name in annual Partner ad in Year in Review

Annual Partners Sign:

- **Patriot** - Company logo on the ABC Annual Partners sign displayed in the ABC office and at all events
- **Liberty** - Company logo on the ABC Annual Partners sign displayed in the ABC office and at all events
- **Platinum** - Company name on the ABC Annual Partners sign displayed in the ABC office and at all events
- **Gold** - Company name on the ABC Annual Partners sign displayed in the ABC office and at all events
- **Silver** - Company name on the ABC Annual Partners sign displayed in the ABC office and at all events

Email Marketing:

- **Patriot** - Listing with company logo, contact information, and company description in an email sent out to all chapter members once per year
- **Liberty** - Listing with company logo, contact information, and company description in an email sent out to all chapter members once per year
- **Platinum** - Listing with company logo and contact information in an email sent out to all chapter members once per year
- **Gold** - Listing with company name and contact information in an email sent out to all chapter members once per year
- **Silver** - Listing with company name and contact information in an email sent out to all chapter members once per year



Partner Credit:
Good towards
Events
or Classes!

Event Investment

Credits to use towards registration at any general member event or class (does not include PAC events):

- **Patriot** - \$2,500 flex credits
 - **Liberty** - \$1,500 flex credits
 - **Platinum** - \$800 flex credits
 - **Gold** - \$300 flex credits
 - **Silver** - \$100 flex credits
- (\$1 = 1 credit)*

Please contact Victoria Klyce at victoria@abcwestwa.org or 800.640.7789 if you have any questions.

Sign

Us

Up!

2019 Annual Partner Program

In order to capture the full potential of partnering with ABC, please return this form by January 25, 2019.

We would like to partner at the following level:

- Patriot Partner Package [\$8,500]
- Liberty Partner Package [\$5,000]
- Platinum Partner Package [\$2,500]
- Gold Partner Package [\$1,000]
- Silver Partner Package [\$500]

Company: _____ Contact Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Facebook page and/or twitter handle: _____

Method of Payment:

- Please call 800.640.7789 to pay by credit card Check Enclosed Please Invoice Us

Questions? Contact Victoria Klyce at 425.646.8000, 800.640.7789
or victoria@abcwestwa.org.

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