

2018 Marketing Opportunity Kit



A look ahead—Sponsorships for 2018

This next year has a ton to offer!

We will be hosting several events for our members. We will focus on education, legislation, and networking; bringing our property professionals and business partners together.

Use this opportunity to select your sponsorship and advertising packages in advance.

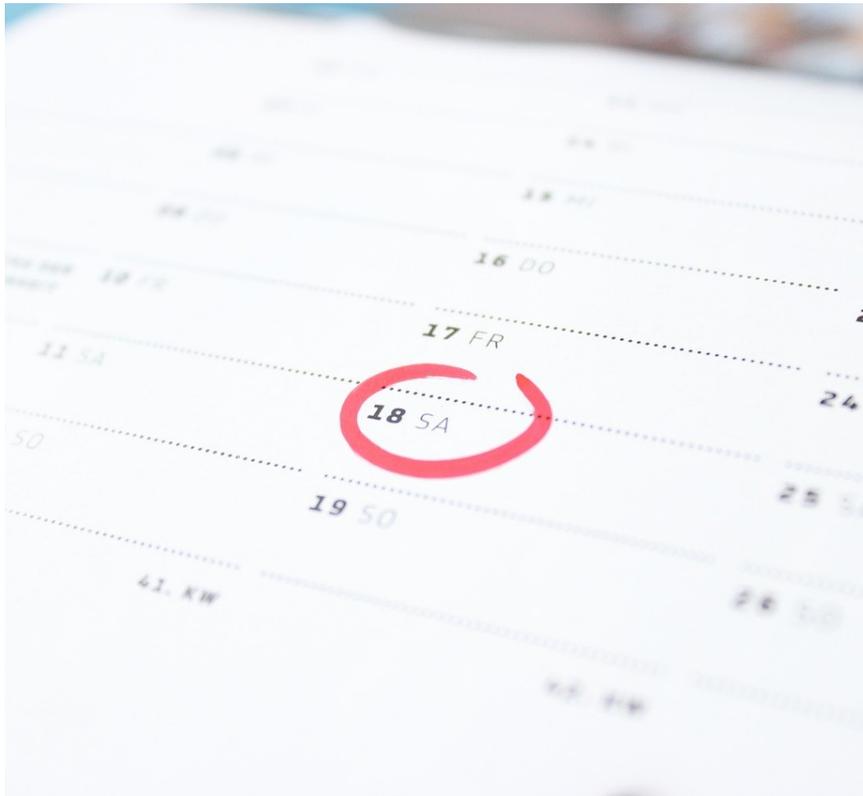
In doing so, you will benefit by:

- ⇒ Selecting your preferred event sponsorships, and confirming your attendance before event admittance and advertising sell out.
- ⇒ Spend wisely and maximize your dollars with early selections.

A La Cart Marketing Opportunities:

| | | | | | |
|--|----|--------------|-----------------------------|---------------|-----------|
| Board Installation Bar | \$ | 350.00 | Beach Party Speed Boat | \$ | 300.00 |
| Board Installation Champagne | \$ | 250.00 | Beach Party Pontoon | \$ | 200.00 |
| Board Installation Catering | \$ | 250.00 | Beach Party Paddle Board | \$ | 150.00 |
| Board Installation Chip | \$ | 200.00 | | | |
| Board Installation Entertainment | \$ | 150.00 | Pub Crawl | \$ | 250.00 |
| Board Installation Raffle | \$ | 100.00 | | | |
| | | | Wine and Euchre Sponsor | \$ | 300.00 |
| Trade Expo Booth Space | \$ | 295.00 | GMM Sponsorship | \$ | 250.00 |
| Education Sponsor at Trade Expo | \$ | 200.00 | | | |
| Lunch Sponsor at Trade Expo | \$ | 400.00 | Education Class Sponsorship | \$ | 200.00 |
| Maintenance Mania Game | \$ | 100.00 | | | |
| Maintenance Mania Cocktail | \$ | 300.00 | Banner Ad on the website | Per Month: | \$ 150.00 |
| | | | | | |
| Apartment Crawl | \$ | 200.00 | Ad in Newsletter | Various Rates | See Pg. 5 |
| | | | | | |
| Golf Outing Bloody Mary Cocktail | \$ | 300.00 | Enhanced Listing on web | \$ | 60.00 |
| Golf Outing Tee off | \$ | 300.00 | | | |
| Golf Outing Turn Sponsor | \$ | 350.00 | | | |
| Golf Outing Dinner Sponsor | \$ | 350.00 | | | |
| Golf Outing Beverage | \$ | 350.00 | | | |
| Golf Outing hole Sponsor | \$ | 180.00 | | | |
| Golf Outing Game Sponsor after paid for hole sponsorship | \$ | +50.00 Extra | | | |

*Save these
dates on
your 2018
calendar
early!*



- February 1** – Prohibition/Casino Installation Event
- February 15**– CAMT starts - Interior/Exterior
- February 21 & 22** – Certified Pool Operator class
- March 8** – General Membership Lunch
- March 13-16** – NAA Capitol Conference
- March 20 & 21** – CAMT Plumbing
- April 6** – National Apartment Day
- April 11**- CAMT Electrical class
- April 18** – Education Trade Expo & Maintenance Mania *New format includes Fair Housing Training, Leasing classes and other education
- April 25** – Membership 101
- May 15** – PMAM Capitol Day
- May 16 & 17** – CAMT: HVAC
- May 17** – Honoring National Apartment Day with an Apartment Crawl
- May 19** – Grace’s House Party Fundraiser
- June 8** – Golf Outing
- June 12 & 13** – CAMT Appliance
- June 13-15** – NAA Education Conference
- July 19** – Beach Party at Whitmore Lake
- September 20** – Pub Crawl
- October 4** – Ann Arbor Student Housing Fair
- October 11 & 12** – GLAStar
- October 18** – Membership 101
- October 24** – Reverse Trade Show, Wine & Euchre Night
- October 25** – Real Estate Continuing Education
- November 8** – Annual General Membership Lunch
- November 14–16** – NAA Assembly of Delegates

Did You Know?

Hit Your Target with NEW
online opportunities at WA3

Popular Website Benefits:

Tons of FREE Resources –

Educational information, legislative news and updates, ordinance changes, connect with other property professionals, business partners, special member discounts and so much more!

Post Job Openings – This is a FREE

feature and tremendous resource, simply post your openings on the website with a highly targeted audience.

RFP Feature (Request For Pro-

posal) – Easy, quick, and efficient! Just put your request on the WAAA website. Business owners will respond and provide you with quotes/estimates – saving you tons of time and money!

Pay Online – You can now view and pay for events, membership, classes, etc. with just a few simple clicks!

Interest Circle Groups – Stay in touch and update, now you can join any of the Association interest circle groups for free!

Update your listing, create coupons and discounts – Go to your account/listing and you can easily update your information, includes descriptions of your service/product, create custom coupons, join our member2member discount program and maximize your listing!

Ad Pricing for our Website

On Our Website you can:

Review your contact information for accuracy
Request more information on opportunities to promote your business through advertising or event sponsorships

Express interest in serving on networking, educational or other committees

Receive information about an upcoming educational or networking program

Utilize the job bank to post and review job openings

Create e-coupons to promote specials, discounts and free offers to the public

At any time you may use our member only portal to update your membership listing, view and pay any open invoices you have from the Association, review the referrals to your business, search our directory for other

members, view the Association Event Calendar or the Community Calendar, take a current association survey, and update your preferences. We appreciate your membership in the Washtenaw Area Apartment Association and hope our web services help you Grow Your Business!



<http://www.wa3hq.org/>

Imagine Your Banner on the Front page of our website

**Cost to Advertise in one
of two scrolling areas
\$150/month**

- 3 month commitment gets 10% off
- 6 month commitment gets 15 % off
- 12 month commitment gets 20% off

Please submit payment and ad to: info@wa3hq.org

Your image/ad needs to fit:

- ◆ 90 pixels high and 970 pixels wide for top banner ad
- ◆ 250 pixels high and 300 pixels wide for right side bottom ad — This ad also is displayed in the mobile version of the website

All ads can be directly linked to what ever URL you would like

Also available, Directory Listing Enhancement for \$60 per year which allows logo, video and/or picture placed at your listing.

Ad Pricing for Digital Newsletter

Make that sales call each month by marketing your products and/or services to all members of the Washtenaw Area Apartment Association in our Digital Online Newsletter that provides links direct to your website listing in **every issue**.

Deadline: 20th of the month for next months publication

Electronic Files: Please send as High Resolution JPEG files... info@wa3hq.org

The longer the commitment, the BIGGER the savings!
Non-members please add 25%.

*No refund available



SIZES and RATES per issue:

1-5 issues

6-9 issues

10 -12 issues

| | Member Rates: | Member Rates: | Member Rates: |
|---|---------------|---------------|---------------|
| Full Page - 7 1/2" w by 9 3/4" h | \$375 | \$345 | \$330 |
| Half Page - 7 1/2" w by 4 3/4" h Or 3 5/8" w by 9 3/4" h | \$230 | \$200 | \$185 |
| Quarter Page - 3 5/8" w x 4 3/4" h | \$155 | \$130 | \$115 |
| Eighth Page - 3 5/8" w x 2 1/4" h | \$100 | \$75 | \$60 |

Membership Directory 2017

Who else will work every day for you and your business?

The Membership Directory can do it!
Join us in your best value advertising opportunity

An Excellent way to market your products and/or services to all members of the Washtenaw Area Apartment Association. It's easy to do! Rates and sizes are listed below.

Pricing Chart

| <u>Ad Size</u> | <u>Dimensions</u> | <u>Rate</u> |
|--|-------------------|-------------|
| 1/3 Page | 2-1/2 h x 3-1/4 w | \$175.00 |
| 1/2 Page | 3-5/8 h x 3-1/4 w | \$215.00 |
| Full Page B&W | 7-1/2 h x 3-1/4 w | \$275.00 |
| Full Page (TAB) Color | 7-1/2 h x 3-1/4 w | \$325.00 |
| 1/2 Page Inside Back or Front Cover (Color) | 3-5/8 h x 3-1/4 w | \$300.00 |
| Full Page Inside Back or Front Cover (Color) | 7-1/2 h x 3-1/4 w | \$375.00 |
| Full Page Back Cover (Color) | 7-1/2 h x 3-1/4 w | \$425.00 |

**Inside Back & Front Cover
Tabs and Cover—Ads are Full Color Only**



Contact:

You can email your
JPEG ad to:
Info@wa3hq.org

If you need an ad
created- contact
Melissa Fuller for
special pricing

All jpegs must be
HIGH RESOLUTION

Board Installation Event

February 1st



Entertainment Sponsor:

\$150

- Signage at the event
- Name in all publications
- Logo on event webpage
- 1 Ticket to the event

(Limit 1 per game)



Prize Sponsor: \$100

- Logo on event webpage
- Logo on prize bags

No Limit

Bar Sponsorship: \$350 (limit 2)

- Signage at the bar
- 2 tickets to event
- Name in all publications
- Logo on event website
- Logo cocktail napkins*

* Deadline is 6-weeks in advance



Catering Sponsorship:

\$300 (limit 2)

- Signage at the food tables
- 2 tickets to event
- Name in all publications
- Logo on event webpage



Champagne Sponsorship:

\$250



- Signage at the Champagne table
- 1 ticket to event
- Name in all publications

Casino Chip Sponsorship: \$200

- Logo on casino chip bags
- 1 ticket to event (limit 1)



GENERAL MEMBERSHIP MEETING



General Membership Meeting Sponsorship:

- 1 Ticket to event
- 5minutes Mic time
- Exclusive rights to your company information on all tables and any other banners or signage you may have
- Company name in publications
- Logo on event page of website

GMM Dates:

March 8

November 8

GMM: \$250– limit 2

Education Trade Show

Booth Space- \$295
(limit 28)

Maintenance Mania

Cocktail Sponsor: \$300
(limit 2)

- Signage at the bar
- Logo on cocktail napkins
- 1 minute Mic time
- Name on event website

Deadline is 6 weeks in advance



Education Sponsor:
\$200 (limit 2)

- Ability to introduce Education Session
- Logo on event webpage
- Name in Program

April 18th

Lunch Sponsorship: \$400

(limit 1)

- Name on event website
- 3 minute Mic time during lunch
- Name in program
- Name on all lunch tables

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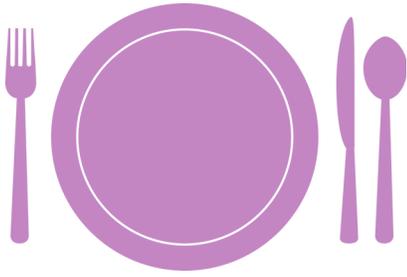
Maintenance Mania



Maintenance Mania Game

Sponsorship: \$100 (limit 8)

- Signage at the game
- Ability to be score keeper - game of your choosing
- Name on event webpage



Golf Outing



Dinner Sponsorship:

\$350 (limit 1)

- ◆ 3 minutes Mic time
- ◆ 2 tickets to attend dinner
- ◆ Signage posted at event
- ◆ Name in program
- ◆ Logo on Event website

* Does not include tickets for golf outing

Turn Sponsor: \$350

(limit 1)

- ◆ Greet all players as they make the turn
- ◆ Signage at the turn
- ◆ Can serve lunch if desired
- ◆ Logo on event webpage



Beverage Sponsorship: \$350 (limit 2)

- ◆ Ability to ride on beverage cart with driver
- ◆ Signage on the beverage cart
- ◆ Logo on event webpage
- ◆ Name in program



Tee-Off Sponsorship:

\$200 (limit 1)

- ◆ Attendance and signage to greet and meet all golfers in the morning
- ◆ Logo on event webpage
- ◆ Mic time
- ◆ Name in program

Hole Sponsorship:

\$180

- ◆ Signage at sponsored hole
- ◆ Name in program

*You do not sit at the hole with this sponsorship option



Hole + Contest Sponsorship: \$230 (limit 4)

- ◆ Signage and marketing at tee box area
- ◆ Exclusive right to sit and facilitate contest on hole

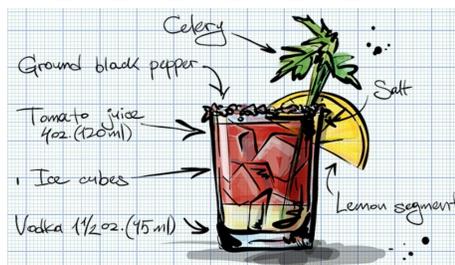
* **contest sponsors are required to provide a prize** (\$ 50+ value) for contest winner (i.e. closest to the hole, longest drive, or a game of your choice).

- ◆ Signage at hole
- ◆ Name in program

Bloody Mary Cocktail Sponsorship:

\$300 (limit 1)

- ◆ Stay at the bar and mingle with golfers at the beginning of day
- ◆ Mic time
- ◆ Signage at the bar
- ◆ Logo on event webpage
- ◆ Name in program



Beach Party

July 19th



Speed Boat Sponsor:

\$300 (limit 1)

- Logo on napkins*
- Signage at event
- Name in all publications
- Logo on event website
- 3 min. Mic time
- Feature in Update

**Deadline is 6 weeks in advance*

Pontoon sponsor:

\$200 (limit 2)

- Signage at event
- Recognition at event
- Name in all publications
- Logo on event website



Paddleboard Sponsor:

\$150 (unlimited)

- Signage at the game of your choice
- Recognition at the event
- Name in all publications
- Logo on event website

REVERSE TRADE SHOW



October 24th

Charitable Donation
\$200 per vendor

*Not available for star sponsor choice funds

Donations include face-to-face meetings with key decision makers and Property Professionals



Followed by:



Wine & Euchre Night

Sponsorship includes:

\$300 (limit 2)

- ◆ Signage at the event
- ◆ Name in all publications
- ◆ Mic time
- ◆ Logo on score card
- ◆ Logo on event webpage
- ◆ Logo on score card

Education Sponsorships: \$200 (Limit 1 per class)

- Signage at the event
- Ability to address attendees and introduce education class instructor
- Name on any printed materials that are not proprietary
- Logo on education page of website



APARTMENT CRAWL

1st Stop: \$250 (limit 1)

2nd Stop: \$250 (limit 1)

3rd Stop: \$250 (limit 1)



Opportunity to address attendees and promote your business with your materials at your stop.

PUB CRAWL

1st Stop: \$250 (limit 1)

2nd Stop: \$250 (limit 1)

3rd Stop: \$250 (limit 1)

Opportunity to address attendees and promote your business with your materials at your stop



Vendor Advertising Packages

2018

| Advertising Opportunity | 5 Star Marketing | | 3 Star Marketing | | 1 Star Marketing | |
|---|-------------------------------------|-----------------|------------------------------------|-----------------|-------------------|-----------------|
| | Package | Value | Package | Value | Package | Value |
| Attendance to 2 GMM | * | \$ 50 | * | \$ 50 | * | \$ 50 |
| Trade Show Booth | * | \$ 295 | * | \$ 295 | * | \$ 295 |
| Logo on Badges at Trade Show | * | \$ 40 | * | \$ 40 | | |
| Enhanced Listing on the Website | * | \$ 60 | * | \$ 60 | * | \$ 60 |
| Website banner ad | Banner ad for 12 consecutive months | \$ 1,800 | Banner ad for 6 consecutive months | \$ 900 | | |
| Newsletter ad | 12-1/4 page ads in newsletter | \$ 1,380 | 12 - 1/8 page ads | \$ 720 | *(6-1/8 page ads) | \$ 450 |
| Additional Ad once per year | 1/2 page | \$ 250 | 1/4 page | \$ 150 | | |
| Directory Ad | Full page, Tab Color Ad | \$ 325 | 1/2 page | \$ 225 | 1/3 page | \$ 175 |
| Golf Outing includes 4 passes, 1 hole sponsorship and company logo on all flyers. | * | \$ 600 | * | \$ 600 | | |
| Sponsorship Choice: Choose any number of events to sponsor including: Board Installation, Pub Crawl, Beach Party, Wine and Euchre Night, GMM sponsorships or Education Classes. | * | \$ 600 | * | \$ 400 | * | \$ 200 |
| | | | | | | |
| Total Value | | \$ 5,400 | | \$ 3,440 | | \$ 1,230 |
| Cost per package | \$3,000 | 45% | \$2,000 | 42% | \$850 | 30% |
| Quarterly installments | \$750 | | \$500 | | NA | |

No refunds if member does not provide correct advertising art by designated deadlines.