

Premium Sponsors
2018 Spring

Benefits	Platinum \$4000 1 available	Mobile App \$3000 1 available	Gold \$3000 2 available	Silver \$2000 3 available	Bronze \$1250 4 available
Complimentary conference registration	3	2	2	1	0
Special employee or customer pricing - 50% off full conference rate	0	0	0	0	1
Conference website presence - Logo on every page of the conference site hyperlinked to your company, excluding the homepage - Logo due by March 16th.	x	x	x	x	x
Chapter website presence - Company logo identified on chapter website homepage	x				
WA Pub Works Magazine - recognized as our Platinum sponsor, if sponsorship is secured prior to January 25th.	x				
Onsite recognition - Welcome banner/sign - "welcome to the conference sponsored by platinum."	x				
Onsite recognition - opening lunch presentation rep from company provides a 10 min presentation about company prior to the opening keynote address. Presenter's name and presentation/script with listing of a/v needs due to APWA by March 16th.	x				
Onsite recognition - Thursday lunch, representative from company provides a 5 minute overview about company. Presenter's name and script due to APWA by March 16th. APWA will determine which day sponsor will provide overview.			x		
Onsite conference guide - logo recognition in guide. Logo due by March 2nd.	x	x	x	x	x
Onsite signage - logo recognition as a sponsor in the registration area. Logo due by March 2nd.	x	x	x	x	x
Onsite recognition - logo included in thank you slide during lunches	x	x	x	x	x

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<p>Mobile app benefits - Sponsored app icon - listed on the menu of the app in the "dock" so the logo with link to their website is always visible. For example the "dock" would list, Activity Feed, Agenda, Platinum Sponsor, Mobile App Sponsor, Speakers, Sponsors, Exhibits, Map, Surveys. <i>Icon requirements: 320 x 320 png format.</i> Sponsor to provide artwork by March 16h.</p>	x	x			
<p>Mobile app benefit - Promoted Post Sticks to the top of the activity feed for 15 minutes. Once the time is up, the post will trickle down in the activity feed. Sponsor to provide copy by March 16th. Includes text and link to company url Requirements: <i>image is 140 characters. simple image like what would show up on facebook: 640 x 640 pxl png format. Even if image has text in it, must still have seperate text to put in the 140 character post.</i></p>	4	3	3	2	1
<p>Mobile app benefit - Push Notification Similar to a promoted post, but this time the message shows up on the screen of the phone. It will even show up on the lock screen. <i>Requirement: No image, just a posting, 140 character, can do a website link.</i> Content Due March 16th.</p>	1	1	0	0	0
<p>Mobile app benefit - Interactive sponsor directory. 50 word company description with logo and hyperlink in the sponsor directory. Content due Due March 16th.</p>	x	x	x	x	x
<p>Email marketing - to attendee list - 100 word count. Sponsor to provide copy by March 16th. <i>Content limited to text and logo only.</i></p>				x	
<p>Email marketing - to all chapter members - 100 word count. aprox 2000 views. Sponsor to provide copy by March 2nd. <i>In addition to copy, images are permited, limited to 2 images, including logo. Must be in jpeg format.</i></p>	x	x	x		
<p>Email marketing - to all attendees Email reminders APWA pushes to registered attendees to download the app include recognition: <i>"Download the app, sponsored by your company."</i></p>		x			

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Marketing collateral at reg desk for distribution. Sponsor to provide materials.	x				
Social media - # of promotional posts to the APWA facebook page, can even be about their own company events- i.e join us at our golf tournament. Sponsor to provide post content by March 16th.	3	2	2	1	0