

AMERICAN PUBLIC WORKS ASSOCIATION

ROADEO

Washington State Chapter

SPONSORSHIP INFORMATION

7TH ANNUAL EQUIPMENT ROADEO & STATE FINALS · THREE RIVERS CONVENTION CENTER, KENNEWICK · 10.05.17

Thank you for your consideration of sponsorship for the Washington State APWA Chapter ROADEO competition held each fall in October.

APWA WA CHAPTER

For more than 75 years, APWA has been the education and networking choice of public works professionals who seek professional excellence and quality education experiences. The Washington Chapter began in 1956 with 70 members; we are now the second largest chapter in the country with over 1400 members. Each year the Washington Chapter hosts two conferences, typically attended by over 400 attendees, featuring a broad range of topics facing Public Works departments and related consultants today. The ROADEO is featured at the Fall Conference and grown in popularity and size over the last five years. Our program has become the model for other States and Agency's around the country. From eighteen contestants the first year, to triple that in 2016, our growth has been unbelievable.

ROADEO

The ROADEO and additional educational components are all designed to assist public agencies across the State of Washington build, maintain, and grow the skills of their employees. During the ROADEO, participants will demonstrate the skills it takes to perform the daily internal operations of a Public Works Department. The ROADEO participants test these skills by maneuvering machinery through specific obstacle courses. They will also have the opportunity to network with other public agencies on techniques and how to better serve the City, County, or State Agency they represent. Winners of the event then go to compete on a national level.

EDUCATIONAL MODULES

In addition to the main event, educational modules have been added, including The Fleet Tech Challenge. The Fleet Tech Challenge is designed specifically for fleet technicians to test and improve their skills. The challenge is comprised of two rounds of testing and a third round with actual trouble shooting false coded failures on a fleet vehicle on site.

ROADEO AUDIENCE

The APWA WA Chapter ROADEO is a unique event that will expose sponsors not only to the people who utilize the products, but to the decision makers who make the purchasing decisions. We know there are many ways to spend your marketing or co-op dollars, but believe that this is a rare opportunity for your company to have access to a government level audience for three consecutive conference days.

The ROADEO was founded and built on grass roots ideals by our original committee members. This feeling is still very alive with the program today. We believe in working together to build the best event possible. We look forward to building and cultivating relationships with our sponsors in the many years to come.

Sincerely,

Jon Klump

Washington APWA ROADEO Sponsorship Chair
Director US Fleet Services
jklump@usfleet-services.com
360.442.6181

PRESENTED IN CONJUNCTION WITH:

FOR FURTHER INFORMATION:

www.APWAWACONF.com

Sean Clark, *City of Seatac*, sclark@ci.seatac.wa.us, 206.973.4720
Steve McIntyre, *WSDOT*, mcintys@wsdot.wa.gov, 360.357.2655
Jon Klump, *US Fleet Services*, jklump@usfleet-services.com, 360.442.6181

IMAGINATION
TO INNOVATION
APWA FALL CONFERENCE 2017 OCTOBER 3 - 6
THREE RIVERS CONVENTION CENTER



7TH ANNUAL EQUIPMENT ROADEO & STATE FINALS · THREE RIVERS CONVENTION CENTER, KENNEWICK · 10.05.17

SPONSORSHIP TYPE	NATIONAL ROADEO SPONSOR	AWARDS	LUNCH	GENERAL SPONSOR	IN KIND BACKHOE, LOADER, OR TRUCK
COST	\$3000	\$750	\$750	\$250	3 DAY USE OF EQUIPMENT, FUEL, DROP & PICKUP FEES, OBSTACLE EQUIPMENT
QUANTITY AVAILABLE	5 AVAIL.	3 AVAIL.	1 AVAIL.	UNLIMITED	3 AVAIL.
WA PUBLIC WORKS MAGAZINE - recognized as our National ROADEo sponsor, if reserved by July 31st	X				
ONSITE RECOGNITION - Logo recognition in conference guide*	X	X	X	X	X
ONSITE RECOGNITION - Logo recognition in registration area*	X	X	X	X	X
ONSITE RECOGNITION - Logo on banner at ROADEo*	1 foot logo	10 inch logo	10 inch logo	5 inch logo	10 inch logo
ONSITE RECOGNITION - Logo in thank you slides during lunches*	X	X	X	X	X
ONSITE RECOGNITION - Marketing collateral at reg desk for distribution. Sponsor to provide materials.	X				
MOBILE APP - PROMOTED POST - Sticks to the top of the activity feed for 20 minutes. Once the time is up, the post will trickle down in the activity feed, includes text and link to company url	2	1	1		
MOBILE APP - PUSH NOTIFICATION - Similar to a promoted post, but this message shows up on the screen of the phone, even shows on the lock screen. Sponsor to provide copy.	X				
MOBILE APP - INTERACTIVE SPONSOR DIRECTORY - 50 word company description with logo and hyperlink in the sponsor directory	X	X	X	X	X
CONFERENCE WEBSITE PRESENCE - Logo on every page of the conference site hyperlinked to your company (excludes homepage)*	X				
CONFERENCE WEBSITE PRESENCE - Logo on the ROADEo page*	X	X	X	X	X
CHAPTER WEBSITE PRESENCE - Company logo identified on chapter website homepage*	X				
EMAIL MARKETING - TO ATTENDEE LIST - 100 word count. Sponsor to provide copy.		X	X		
EMAIL MARKETING - TO ALL CHAPTER MEMBERS - 100 word count. approx 2000 views. Sponsor to provide copy.	X				
SOCIAL MEDIA - A number of promotional posts to the APWA facebook page. Sponsor to provide post content. Post subject to review by APWA Marketing Committee - most topics accepted.	2	1	1		

* Please provide your logo in one of the following vector formats: eps, ai, PDF (editable) OR the largest jpg or tiff that you have.