



**BUILDING  
PERFORMANCE**  
ASSOCIATION

# SPONSORSHIP OPPORTUNITIES

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**Join BPA as an Association Sponsor and promote your brand throughout the entire year to a broad spectrum of home and building performance professionals.**

BPA brings together contractors, weatherization professionals, trainers, program administrators, energy auditors, and others working in residential energy efficiency. Our sponsorships can be customized to fit the needs and goals of your organization. We offer sponsor levels ranging from entry-level engagement with industry professionals, all the way up to top-tier brand visibility, benefits, and advisory involvement with the association. Whatever you're looking for, there is a level for everyone!

Contact Chris Docchio, Director of Strategic Partnerships, at (412) 424-0046 or email [cdocchio@building-performance.org](mailto:cdocchio@building-performance.org), and start engaging with BPA's network of 20,000+ industry professionals.

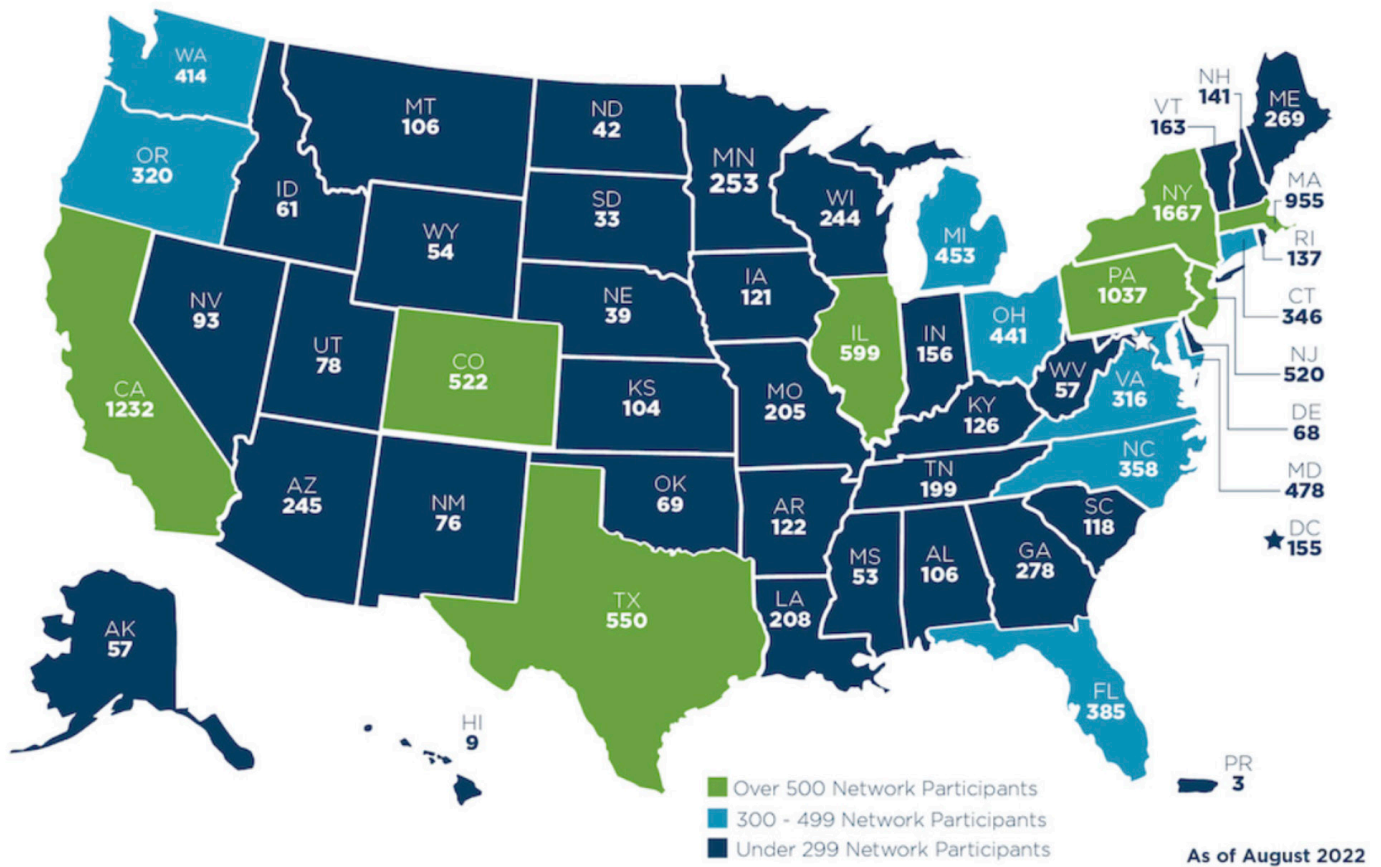
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# MEMBERS & PROGRAM PARTICIPANTS

The Building Performance Association network of members, along with those participating in our programs and events, are individuals and organizations working in contracting services, weatherization, product manufacturing and distribution, program administration, building science, government, and nonprofits.



## TOP INDUSTRIES REPRESENTED BY THE BPA MEMBER & PARTICIPANT NETWORK

- Contractors: Home Performance, Insulation, General and New Construction
- Weatherization: Agencies and Subcontractors
- Energy Raters, Auditors, and Assessors
- Education and Training Providers
- Utilities and Program Implementors
- Nonprofit and Government Agencies
- Product and Service Providers, Manufacturers, and Distributors



# COMPANY LEVEL MEMBERSHIP BENEFITS

All BPA Association Sponsors receive a company level membership as part of their package. Membership provides ways for your organization and your team to stay involved in the industry through events, networking opportunities, education, and more.

## MEMBERSHIP BENEFITS ● ● FULL ACCESS

**Company memberships** include benefits for an additional employees and focuses on your business

**Individual membership** targets one person's focus on growth, education, and training.

BPA MEMBERSHIP BENEFITS	COMPANY	PROFESSIONAL <small>RIISING LEADER &amp; STUDENT</small>	BASIC
Member-only pricing on registration fees at all BPA regional, national, and online events.	●	●	
Access to articles and news in the online industry magazine, BPA Journal.	●	●	●
Member-only resource library with exclusive content including webinars, fact sheets, and guides.	●	●	
Access to the BPA Career Center—complimentary resume upload, job search tools, and career planning resources.	●	●	●
Complimentary job postings on the BPA Career Center.	●	●	
BPA supports, and advocates for, policies that will improve and expand home and building performance, energy efficiency businesses, and industries. We help you stay informed through alerts and take your voice to Capitol Hill as we exert political and lawmaking influence at the state and national levels.	●	●	●
Access to BPA discount programs including Home Depot PROXtra Rebate Program.	●	●	●
BPI/BPA Perks Program benefits.	●	●	
Earn CEUs on the BPA Journal by reading articles and completing a short quiz online.	●	●	
Member-only pricing on advertising and sponsored content.	●		
Opportunity to serve on advisory councils, committees, work groups, and task forces.	●		
\$300 off new accreditation application fee for contractors seeking BPI GoldStar Contractor status.	●		

## COMPANY MEMBERSHIPS

### CONTRACTOR

Unlimited number of employees receive benefits

### WEATHERIZATION AGENCY

Unlimited number of employees receive benefits

### GOVERNMENT/NONPROFIT/ACADEMIC/TRAINING

5 employees receive benefits

### PRODUCTS & SERVICES PROVIDERS

15 employees receive benefits

### UTILITY

20 employees receive benefits



# Sponsorship Levels

All sponsor levels will be provided access to sample social media creative and support collateral.

## PREMIER SPONSORSHIPS | \$50,000

The premier level partnership provides your organization year-round visibility and direct outreach to the association's network. This key partnership ensures a more meaningful relationship with the association, increased brand recognition, and the greatest visibility at BPA conferences.

### BENEFITS

BPA company level membership

*Plus, select four from the list below*

- 1 CEU article OR 1 sponsored content article on the BPA Journal
- 1 email with your message sent by BPA on your behalf with your organization's message. (Examples include promotion of your session, exhibit booth, sponsorship prior to an event, etc.)
- 1 co-branded webinar
- 1 BPA Newsletter Sponsorship
- National Conference App banner ad\*
- 1 Vendor Showcase at the National Conference \*

\*Limited availability. First come, first served.

### NATIONAL CONFERENCE

- (10) full conference registrations
- (1) 10x30 exhibit booth space at Trade Show
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Full page digital ad in mobile app, digital tote bag
- Discounted branding items, additional registrations, and exhibit booth space

### REGIONAL CONFERENCES, EDUCATION SERIES, & TRAININGS

- (6) full conference registrations
- (1) exhibit table
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Discounted branding items, additional registrations, and exhibit table space



## PARTNER SPONSORSHIPS | \$25,000

The partner level sponsors gives your organization visibility and recognition at a lower cost, while still reaching thousands of industry contractors and professionals.

### BENEFITS

BPA company level membership

*Plus, select three from the list below*

- 1 CEU article OR 1 sponsored content article on the BPA Journal
- 1 email with your message sent by BPA on your behalf with your organization's message. (Examples include promotion of your session, exhibit booth, sponsorship prior to an event, etc.)
- 1 co-branded webinar
- 1 BPA Newsletter Sponsorship
- National Conference App banner ad\*
- 1 Vendor Showcase at the National Conference (A limited number of spaces are available for this benefit. First come, first served.)\*

\*Limited availability

### NATIONAL CONFERENCE

- (8) full conference registrations
- (1) 10x20 exhibit booth space at Trade Show
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Full page digital ad in mobile app, digital tote bag
- Discounted branding items, additional registrations, and exhibit booth space

### REGIONAL CONFERENCES, EDUCATION SERIES, & TRAININGS

- (4) full conference registrations
- (1) Exhibit table
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Discounted branding items, additional registrations, and exhibit table space



## INNOVATOR SPONSORSHIPS | \$15,000

With the innovator level sponsorship, your organization will receive a balance of key association, educational, and conference benefits. This partnership gives your organization the opportunity to build and strengthen relationships with our member and participant network.

### BENEFITS

BPA company level membership

*Plus, select two from the list below*

- 1 CEU article OR 1 sponsored content article on the BPA Journal
- 1 email with your message sent by BPA on your behalf with your organization's message. (Examples include promotion of your session, exhibit booth, sponsorship prior to an event, etc.)
- 1 co-branded webinar
- 1 BPA Newsletter Sponsorship
- National Conference App banner ad\*
- 1 Vendor Showcase at the National Conference (A limited number of spaces are available for this benefit. First come, first served.)\*

\*Limited availability

### NATIONAL CONFERENCE

- (6) full conference registrations
- (1) 10x20 exhibit booth space at Trade Show
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Full page digital ad in mobile app, digital tote bag
- Discounted branding items, additional registrations, and exhibit booth space

### REGIONAL CONFERENCES, EDUCATION SERIES, & TRAININGS

- (4) full conference registrations
- (1) Exhibit table
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Discounted branding items, additional registrations, and exhibit table space



# SUSTAINER SPONSORSHIPS | \$10,000

The sustainer level sponsorship provides well-branded companies access to additional education and association benefits. Under this sponsorship, organizations will receive the tools they need to maximize the benefits provided to create new opportunities for their brand.

## BENEFITS

BPA company level membership

*Plus, select one from the list below*

- 1 CEU article OR 1 sponsored content article on the BPA Journal
- 1 co-branded webinar
- 1 BPA Newsletter Sponsorship
- 1 Vendor Showcase at the National Conference (A limited number of spaces are available for this benefit. First come, first served.)\*

\*Limited availability

## NATIONAL CONFERENCE

- (4) full conference registrations
- (1) 10x20 exhibit booth space at Trade Show
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Full page digital ad in mobile app, digital tote bag
- Discounted branding items, additional registrations, and exhibit booth space

## REGIONAL CONFERENCES, EDUCATION SERIES, & TRAININGS

- (3) full conference registrations
- (1) Exhibit table
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Discounted branding items, additional registrations, and exhibit table space





## ASSOCIATE SPONSORSHIPS | \$5,000

An associate level sponsorship gives organizations the chance to dive deeper into the association benefits while still being cost efficient. This step up in partnership provides an opportunity for your organization to increase their engagement and visibility with members and program participants.

### BENEFIT

BPA company level membership

### NATIONAL CONFERENCE

- (2) full conference registrations
- Choice of (1) 10x10 booth at National or an event table at Regional
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Full page digital ad in mobile app, digital tote bag
- Discounted branding items, additional registrations, and exhibit booth space

### REGIONAL CONFERENCES, EDUCATION SERIES, & TRAININGS

- (3) full conference registrations
- Choice of (1) 10x10 booth at National or an exhibit table at Regional
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Discounted branding items, additional registrations, and exhibit table space





## CONTRIBUTOR SPONSORSHIPS | \$2,500

Contributor level sponsors have the opportunity to start building relationships with members and program participants in this entryway partnership. The contributor partnership sets your organization on the right path to see what the association has to offer and the potential it has to enhance your ties to the industry.

### **BENEFIT**

BPA company level membership

### **NATIONAL CONFERENCE**

- (1) full conference registration
- Discounted rate for 10x10 booth at National

### **REGIONAL CONFERENCES, EDUCATION SERIES, & TRAININGS**

- (1) full conference registration
- Discounted rate for 10x10 exhibit table

