Join BPA as an Association Partner 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 partnerships can be customized to fit the needs and goals of your organization. We offer sponsor levels ranging from entry-level engagement with members, 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, and get started engaging with BPA's 10,000+ members today.
Table of Contents

MEMBER MAP & DEMOGRAPHICS .................................................. 3

MEMBERSHIP BENEFITS .......................................................... 4

SPONSORSHIP LEVELS ............................................................. 5
  ➡ PREMIER SPONSORSHIP .................................................. 5
  ➡ PARTNER SPONSORSHIP .................................................. 6
  ➡ INNOVATOR SPONSORSHIP .......................................... 7
  ➡ SUSTAINER SPONSORSHIP .......................................... 8
  ➡ ASSOCIATE SPONSORSHIP .......................................... 9
  ➡ CONTRIBUTOR SPONSORSHIP ..................................... 10
MEMBER MAP & DEMOGRAPHICS

Building Performance Association members are contractors, weatherization agencies, nonprofit and government agencies, utilities, products and services providers, students and rising leaders or individuals with an interest in the home and building performance industry.

New York
1090 Individual Contractors
188 Contracting Company
29 Other

Pennsylvania
563 Individual Contractors
18 Contracting Company
15 Other

Massachusetts
632 Individual Contractors
9 Contracting Company
18 Other

10,787 CONTRACTORS
individual and/or company

27 GOVERNMENT AGENCIES
nonprofits, academics, training

9 PROVIDERS
Products and services

29 WAP AGENCIES
MEMBERSHIP BENEFITS
BPA Provides Year-Round Opportunities to its Members Through Education, Advocacy, Industry Savings, and Networking Opportunities.

Why Organizations Choose Membership With BPA

- Building Performance Journal articles, trends, blogs, relevant to real time industry happenings
- Legislative and policy support at local, state and national level by an elite team
- Member-only pricing for all events
- Regional events deliver relevant content based on climate, housing stock and business conditions, along with regional program and policy updates
- Membership Directory allows peer-to-peer resources and purchasing products and services to support each other
- BPA Engagement Center connects you directly to your peers to exchange ideas and learn from like-minded industry professionals
- Regular newsletter updates around the scope of real-time initiatives, opportunities and information to support your business
- Online community conversations with relevant articles and helpful posts to spark idea exchange
- Home Depot PROXtra program gives you 2% of annual spending back in your pocket among other discounts when you shop
Sponsorship Levels

All sponsor levels will be provided access to the BPA brand files including sample social media creative and support collateral as needed to promote your sponsorship.

PREMIER SPONSORSHIPS | $50,000

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

BENEFITS
- BPA company level membership
- Advisory involvement with the association
- 1 BPA eNewsletter sponsorship (distributed 1x per month)
- Access to BPA membership email list (one time use for eblast to be approved by BPA)
- BPA Annual Report
- 1 co-branded webinar per year
- Complimentary job listings on the BPA Career Board

NATIONAL CONFERENCE
- (10) full conference registrations (30 for virtual events)
- (4) trade show access registrations
- (1) 10X30 exhibit booth space at Trade Show
- Vendor Showcase Session (Classroom environment demo)
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Trade Show interviews, videos promoted on BPA marketing channels
- Full page digital ad in mobile app, Digital Tote Bag
- Discounted branding items, additional registrations, and exhibit booth space

BUILDING PERFORMANCE JOURNAL & BUILDING PERFORMANCE COMMUNITY
- 2 sponsored content articles per year appearing online and in the monthly newsletter
- 2 months sponsorship of Building Performance Community - appearing daily online, one display ad with link and sponsor message in weekly digest
- 8 episode podcast sponsorship/advertisement (in development).

REGIONAL CONFERENCES, EDUCATION SERIES & TRAININGS
- (6) full conference registrations (18 for virtual events)
- (1) exhibit table or virtual exhibit table*
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon*
- Digital recognition with logo/link on conference website, emails, social media
- Trade Show interviews, videos promoted on BPA marketing channels*
- Discounted branding items, additional registrations and exhibit table space

*only selected events will have a trade show exhibit benefits
PARTNER SPONSORSHIPS | $25,000

The partner level sponsorship gives your organization access to visibility and recognition at a lower cost. This partnership allows your organization to enjoy the same benefits for less, while strengthening your BPA and key stakeholder partnerships.

**BENEFITS**
- BPA company level membership
- Advisory involvement with the association
- Access to BPA membership email list (one-time use for eblast to be approved by BPA)
- BPA Annual Report
- 1 co-branded webinar per year
- Complimentary job listings on the BPA Career Board

**NATIONAL CONFERENCE**
- (8) full conference registrations (24 for virtual events)
- (2) trade show access registrations
- (1) 10x20 exhibit booth space at Trade Show
- Vendor Showcase Session (Classroom environment demo)
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Trade Show interviews, videos promoted on BPA marketing channels
- Full page digital ad in mobile app, Digital Tote Bag
- Discounted branding items, additional registrations, and exhibit booth space

**BUILDING PERFORMANCE JOURNAL & BUILDING PERFORMANCE COMMUNITY**
- 1 sponsored content article per year appearing online and in the monthly newsletter
- 1 month sponsorship of Building Performance Community - appearing daily online, one display ad with link and sponsor message in weekly digest
- 4 episode podcast sponsorship/advertisement (in development).

**REGIONAL CONFERENCES, EDUCATION SERIES & TRAININGS**
- (4) full conference registrations (12 for virtual events)
- (1) Exhibit table or virtual exhibit table*
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon*
- Digital recognition with logo/link on conference website, emails, social media
- Trade Show interviews, videos promoted on BPA marketing channels*
- Discounted branding items, additional registrations, and exhibit table space

*only selected events will have a trade show exhibit benefits
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 business relationships and member influence.

BENEFITS
- BPA company level membership
- BPA Annual Report
- Complimentary job listings on the BPA Career Board
- 2 episode podcast sponsorship/advertisement (in development).

NATIONAL CONFERENCE
- (6) full conference registrations (18 for virtual events)
- (4) trade show access registrations
- (1) 10x20 exhibit booth space at Trade Show
- Vendor Showcase Session (Classroom environment demo)
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon
- Digital recognition with logo/link on conference website, emails, social media
- Trade Show interviews, videos promoted on BPA marketing channels
- 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 (12 for virtual events)
- (1) Exhibit table or virtual exhibit table*
- Onsite recognition on signage, floor plans, directories, app, sponsor ribbon*
- Digital recognition with logo/link on conference website, emails, social media
- Trade Show interviews, videos promoted on BPA marketing channels*
- Discounted branding items, additional registrations, and exhibit table space

*only selected events will have a trade show exhibit benefits
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
- BPA Annual Report
- Complimentary job listings on the BPA Career Board

National Conference
- (4) full conference registrations (12 for virtual events)
- (4) trade show access 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 (9 for virtual events)
- (1) Exhibit table or virtual 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

*Sponsorship levels only selected events will have a trade show exhibit benefits
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 key stakeholders.

**BENEFITS**
- BPA company level membership
- BPA Annual Report
- Complimentary job listings on the BPA Career Board

**NATIONAL CONFERENCE**
- (2) full conference registrations (6 for virtual events)
- Choice of (1) 10X10 booth at National or an event table at Regional or virtual event
- 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 (9 for virtual events)
- Choice of (1) 10X10 booth at National or an exhibit table at Regional or virtual event
- 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

*only selected events will have a trade show exhibit benefits
CONTRIBUTOR SPONSORSHIPS | $2,500

Contributor level sponsors have the opportunity to start building relationships with members 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.

BENEFITS

- BPA company level membership
- BPA Annual Report
- Complimentary job listings on the BPA Career Board

NATIONAL CONFERENCE

- (1) full conference registration (3 for virtual)
- Discounted rate for 10X10 booth at National

REGIONAL CONFERENCES, EDUCATION SERIES & TRAININGS

- (1) full conference registration (3 for virtual events)
- Discounted rate for 10X10 exhibit table or virtual exhibit table

*only selected events will have a trade show exhibit benefits*