



BUILDING
PERFORMANCE
ASSOCIATION

SPONSORSHIP OPPORTUNITIES

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.

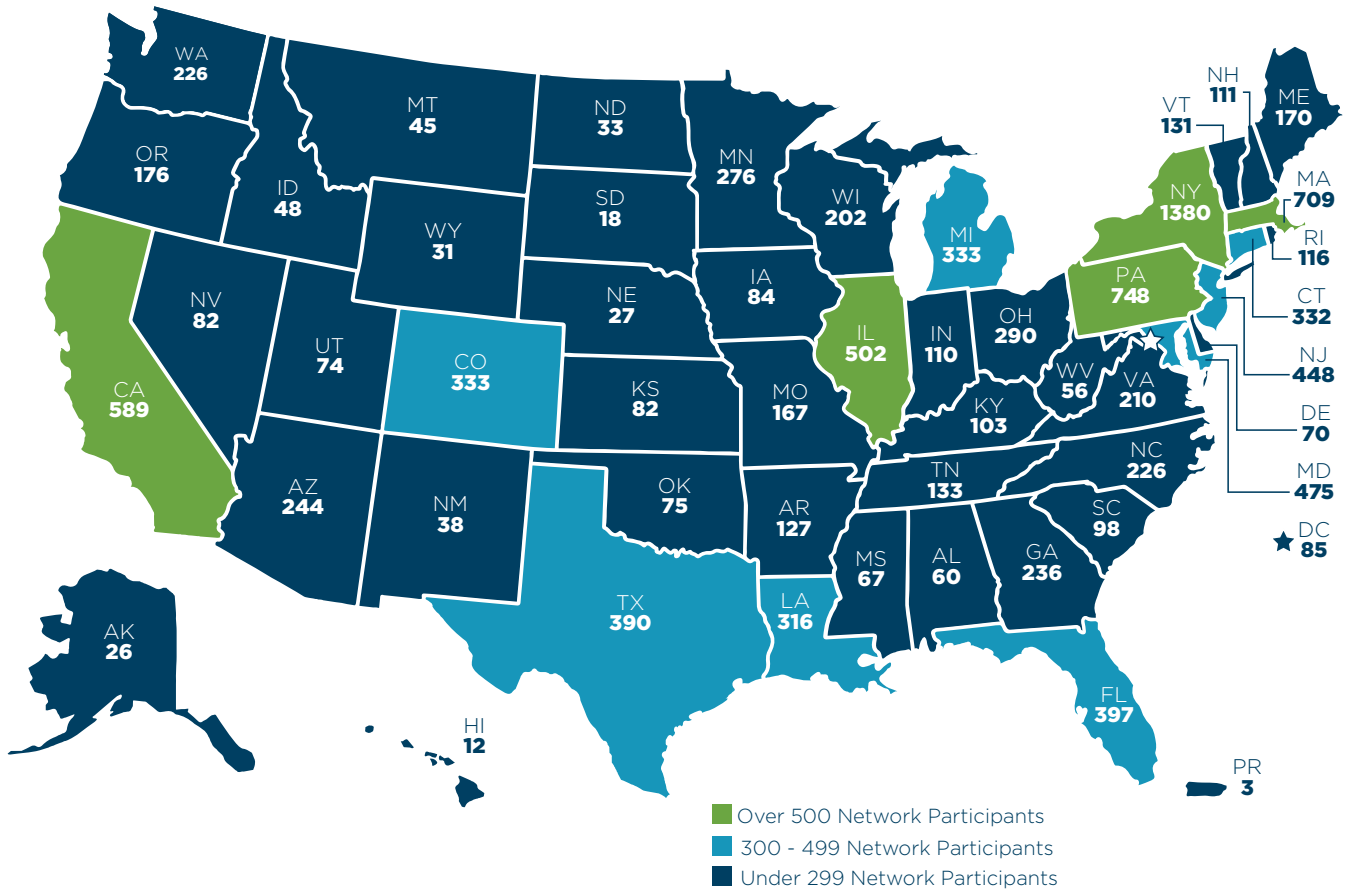
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MEMBER MAP & DEMOGRAPHICS

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	Pennsylvania	Massachusetts	No State Affiliation
1139 Individuals 241 Contractors, Companies & Organizations	660 Individuals 88 Contractors, Companies & Organizations	663 Individuals 46 Contractors, Companies & Organizations	567 Individuals

11,887 CONTRACTORS & INDIVIDUALS

9 PROVIDERS
Products and services

31 GOVERNMENT AGENCIES
nonprofits, academics, training

35 WEATHERIZATION AGENCIES



MEMBERSHIP BENEFITS

BPA Provides Year-Round Opportunities to its Members Through Education, Advocacy, Industry Savings, and Networking Opportunities.



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

BUILDING PERFORMANCE EJOURNAL & 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).

NATIONAL CONFERENCE VIRTUAL

- (1) 60-second video or slideshow promotion to be played in between sessions on one day of the conference
- Link to the conference sponsor landing page with your logo/ website within the learning management system
- PowerPoint slide with logo at the start of sessions

NATIONAL CONFERENCE

- (10) full conference registrations (30 for virtual events)
- (4) trade show access 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
- 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

- (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

BUILDING PERFORMANCE EJOURNAL & 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).

NATIONAL CONFERENCE VIRTUAL

- (1) 60-second video or slideshow promotion to be played in between sessions on one day of the conference
- Link to the conference sponsor landing page with your logo/ website within the learning management system
- PowerPoint slide with logo at the start of sessions

NATIONAL CONFERENCE

- (8) full conference registrations (24 for virtual events)
- (2) 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
- 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



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 VIRTUAL

- (1) 60-second video or slideshow promotion to be played in between sessions on one day of the conference
- Link to the conference sponsor landing page with your logo/website within the learning management system
- PowerPoint slide with logo at the start of sessions

NATIONAL CONFERENCE

- (6) full conference registrations (18 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
- 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

*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

