



TURN-KEY ADVERTISING AND SPONSORSHIP

New Benefits
and Marketing
Opportunities
Have Been Added!

STRONGER THROUGH PARTNERSHIP

WSAE's partner program connects you to a multitude of association management professionals. Bundled packages enable you to leverage industry recognition and build a comprehensive program to better target key decision makers and create awareness for your organization's products and services.

Take a look at how GEMS partnerships tap the power of those who share the same goal...

- Make the most of your Associate Membership and build your brand as a strategic partner.
- Maintain a year-round presence within Washington's association community through invaluable visibility.
- Choose your sponsorship level for the year based on budget.
- Add or customize benefits, if desired, based on your organizational goals and objectives.
- Enjoy exclusive opportunities only available to GEMS partners.
- Receive priority notification for additional sponsorship opportunities.

Although GEMS benefits are based on the calendar year, prorated packages are available so that partners may join at any time.

The following pricing applies to new GEMS partners. 2022 GEMS partners who renew for 2023 do so at the 2022 rates!

To learn more or join the GEMS program,
contact Jen at jen@wsaenet.org or Brit at brit@wsaenet.org.

CORE BENEFITS	RUBY \$1,900	SAPPHIRE \$2,600	EMERALD \$4,100	DIAMOND \$6,300
Annual Convention Display Table at Welcome Reception	✓	✓	✓	✓
Annual Convention GEM Level Recognition - Verbal/Slide/Sign	✓	✓	✓	✓
Annual Convention Breakout Host/Hospitality Room	N/A	N/A	✓	✓
Art of Association Management Programs GEM Level Recognition –Slide (x4)	✓	✓	✓	✓
Art of Association Management Programs GEM Level Recognition –Verbal (x4)	N/A	N/A	N/A	✓
Bi-Monthly Electronic Newsletter GEM Level Recognition with Weblink (x24)	Name	Name	Name	Logo
Bi-Monthly Electronic Newsletter – NEW! Leaderboard Banner Sponsorship (x1)	\$100	\$100	✓	✓
Bi-Monthly Electronic Newsletter – NEW! Right Column Square Ad (x1)	\$260	\$260	\$260	✓
Member App – NEW! GEM Level Recognition in Member Listing	✓	✓	✓	✓
Quarterly Digital Magazine GEM Level Recognition (x4)	Name	Name	Name	Logo
Quarterly Digital Magazine Full-Color Advertisement (x4)	1/4 Page	1/2 Page	Full Page	Full Page
Shop Talk – NEW! Registration Page Banner + Waiting Room Mention (x1)	\$375	\$375	\$375	✓
WSAE Website Homepage GEM Level Recognition with Weblink	Name	Name	Name	Logo
WSAE Website Partner Zone GEM Level Recognition & Priority Listing	✓	✓	✓	✓
NEW ADD-ON SPONSORSHIPS				
Annual Convention Speaking/Video Opportunity	\$1,500	\$1,500	\$1,500	\$1,500
Association Professional Power Hour Reception or Lunch Complimentary Attendance for Association Professional	\$500 + Applicable Expenses	\$500 + Applicable Expenses	\$250 + Applicable Expenses	\$250 + Applicable Expenses
Bi-Monthly Electronic Newsletter Banner Sponsorship (x1)	\$100	\$100	✓	✓
Bi-Monthly Electronic Newsletter – NEW! Right Column Square Ad (x1)	\$260	\$260	\$260	✓
Member Email - Dedicated	\$750	\$750	\$750	\$750
One-Day Social Media Takeover LinkedIn, Facebook, Twitter, & Instagram	\$500	\$500	\$500	\$500
Quarterly Digital Magazine Feature Article	\$250	\$250	\$250	\$250
Shop Talk Registration Page Banner + Waiting Room Mention (x1)	\$375	\$375	\$375	✓
Website Page Banner Calendar, Art of Association Management, Publications, Shop Talk, Join Page (x12)	\$750	\$750	\$750	\$750