



*Our audience becomes yours!*  
**YEAR-ROUND PRESENCE WITH CWHBA MEMBERSHIP**



**Digital Reach: Members & Consumers**

Logo linked on CWHBA.org website banner  
 Recognized in Punchlist weekly e-newsletter  
 Listed and linked in CWHBA.org navigation menu  
 Digital banner ad on CWHBA.org member directory  
 Unique social media highlight post  
 Stand-alone email to all members  
 Enhanced listing in online directory

**\$7,940**

**\$5,687**

**\$3,992**

Logo  
 Logo  
 Top of list  
 All year  
 Monthly  
 Monthly  
 All year

Logo  
 Logo  
 Listed  
 All year  
 Monthly  
 Monthly  
 All year

Listed  
 Listed  
 Listed  
 All year  
 Quarterly  
 Quarterly  
 All year

**Material Reach: Members & Consumers**

Color ad in Home Resource & Buyers Guide x2  
 Name listed on rotating roadside reader board  
 Logo listed on all CWHBA invoices  
 CWHBA Member Portal Digital Banner Ad

Full page  
 All year  
 Logo  
 160x600 px

1/2 page  
 All year  
 Logo  
 120x240 px

1/4 page  
 All year  
 Listed  
 125x125 px

**Additional Sponsor Perks**

10x10 booth space at our annual Home Expo  
 Discount code for CWHBA apparel store  
 Event tickets (Home Expo, Chefs on Tour,  
 Dozer Day, Installation Dinner)

10x10 booth  
 50%  
 6

10x10 booth  
 20%  
 4

10x10 booth  
 10%  
 2

**TOTAL VALUE:**

**\$16,050**

**\$8,920**

**\$5,640**

**48% SAVINGS**

**40% SAVINGS**

**36% SAVINGS**

**ADD-ONS:**

**\$200 CONTENT CREATION:** Includes social media image, flyer, and digital banner ad creation

**10% DISCOUNTED EVENT SPONSORSHIP:** Secure a sponsorship for one of our 2024 events with a 10% discount.  
*Valid only at the time of annual partner sign up. Subject to first right of refusal.*



# 2024 ANNUAL PARTNER REGISTRATION

Central Washington Home Builders Association

## MEMBER INFORMATION

Name \_\_\_\_\_ Business \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Business Social Media \_\_\_\_\_ Facebook \_\_\_\_\_ LinkedIn \_\_\_\_\_ Instagram Other: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## PLEASE MARK YOUR SERVICE REGIONS

(FOR AUDIENCE TARGETING)

\_\_\_\_\_ NORTH CENTRAL

\_\_\_\_\_ KITTITAS

\_\_\_\_\_ YAKIMA

(LIST ANY OTHERS)

## DOCUMENTS NEEDED TO START (Send to AHowe@cwhba.org)

- \_\_\_\_\_ (1+) High Resolution Electronic Logo File (jpg, png) please include *all* variations that exist for use
- \_\_\_\_\_ (3-12) Advertisement, Coupon, or Promotion (see marketing specifications -- at least one of each size)
- \_\_\_\_\_ (1) HOME Resource & Buyers Guide Ad (Spring & Fall Editions)

Artwork for all submissions should match the file type and size to the specifications required, but at your request can be created by CWHBA for a sponsor discount fee of \$50 per image for use. If no files are received by each respective document's dues dates, CWHBA will assume the use of the previously submitted image or create one for a fee if one does not yet exist.

## SPONSOR OPTIONS (Select One)

- \_\_\_\_\_ (Partner Sponsor) \$3,992
- \_\_\_\_\_ (Elite Sponsor) \$5,687
- \_\_\_\_\_ (Champion Sponsor) \$7,940

## ADD-ON'S

- \_\_\_\_\_ (Content Creation) \$200
- \_\_\_\_\_ (10% event sponsorship discount)

## Advertisement Specifications (1 of each)

**File Size:** Max size each creative is 200MB

**File Format:** .png, .jpg, .gif, and video files

**File Measurements:** (pixels, WxH)



## Video Specifications

**File Size:** Max size each creative is 200MB

**File Format:** .mp4, .WebM, .mov

**File Measurements:** (pixels, WxH)

- 1920 x 1080 (16:9 Aspect Ratio)
- 640 x 480 (4:3 Aspect Ratio)

**\$\_\_\_\_\_ TOTAL DUE**

## PAYMENT INFO (REQUIRED) \_\_\_\_\_ Bill Me \_\_\_\_\_ Check Enclosed \_\_\_\_\_ VISA/MC/AE/DISCOVER Circle One

CC# \_\_\_\_\_ Full Name on Card (Print) \_\_\_\_\_

Note: A 3% processing fee will be charged for CC purchases

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

By signing, I agree to (1) pay any incurred expense as outlined on this form, (2) provide the proper marketing collateral as indicated on this form, and (3) the use of any media materials provided for any necessary documents. I understand that exclusive marketing opportunities will be sold on a first-come, first-serve basis and all monies due must be paid **before** any advertisements are published, according to the payment plan selected above.