



BUSINESS PARTNER PROGRAM

Membership Benefits

ABOUT THE PROGRAM

Washington's 39 counties are engaged in delivering a broad range of services, from public health and safety to road construction, environmental mitigation, criminal and civil justice, to social and behavioral services. Washington's counties are looking to private and nonprofit sectors for innovation and solutions to improve their performance.

Our Business Partners program was created with the goal of increasing our capacity to provide connections and resources for counties to become more effective and efficient while being mutually beneficial to the partner organization. These partnerships create value for both sides and fosters relationships that make a difference in counties.

WSAC offers a unique membership opportunity for businesses, firms and organizations that have an interest in county government. As a County Business Partner, you will have the opportunity to reach all of Washington's 39 counties and their nearly 35,000 employees.



BENEFIT OVERVIEW

Benefits available include comprehensive year-round recognition at events, meetings, and conferences sponsored by WSAC. This wide-ranging program provides partners with the following:



PROMOTION AND ADVERTISING

- Recognition on WSAC Business Partners website page with company logo, a brief description of goods and services offered, contact information and a direct link to your company's website.
- Articles and advertising in the WAcounties Weekly and WAcounties Quarterly.
- Advertising in annual Courthouse Briefing Document.
- County Leaders Conference sponsorship discounts.
- Presentation and advertising opportunities in various online meetings.
- Use of the Business Partners Program logo.
- Access to County Commissioner/Councilmember and Clerks of the Board Contact Lists.



PRIORITY OFFERS

- Priority status (2 weeks) over non-members for reserving booth space at our annual County Leaders Conference, the largest gathering of county leaders in the state.
- Receive WSAC member registration rates for all WSAC sponsored programs.
- Priority booth placement & onsite recognition at annual County Leaders Conference.



SUBSCRIPTIONS

- Unlimited subscriptions to WSAC's Legislative Bulletin.
- Unlimited subscriptions to our weekly newsletter, WAcounties Weekly.
- Unlimited subscriptions to our quarterly newsletter, WAcounties Quarterly.

MEMBERSHIP FEES

Rainier Level – \$2,500

Columbia Level – \$1,500

Cascade Level – \$1,000

**Small Business,
Public Agencies
or Non-Profits**

*10% discount
off any package*

Membership Benefits & Application Details on Next Page



HOW TO BE PART OF THIS VALUABLE OPPORTUNITY

In order to become a business partner, you should be able to demonstrate benefit and value to our counties. We vet our business partners to make sure we connect only reputable, quality, and consumer conscious organizations. If you're ready to connect to decision-making leaders in Washington State, please click on the "apply here" button to fill out our Business Partner application. Once approved, you will be directed toward our registration page to finalize your enrollment.

Business Partners are non-voting partners of the Washington State Association of Counties. Participation in the Business Partners Program does not imply an endorsement of the products or services of its partners. The Association's Board of Directors may deny membership and reserves the right to deny attendance at certain meetings.

We provide many opportunities for advertising and promotion of your services and products. To ensure timely display of your information we ask for the following information at the time of enrollment:

- High Quality Logo – CMYK & RGB Versions in .AI or .PDF
- Print Ads – CMYK, Sizes Vary in .PDF or .JPG
- Banner Ads – RGB, 1200px (w) x 400px (h) in .PNG or .JPG

If advertisements and logos aren't provided, the benefit cannot be used.

APPLY HERE

MEMBERSHIP BENEFITS	RAINIER \$2,500	COLUMBIA \$1,500	CASCADE \$1,000
Access to County Commissioner/Councilmember and Clerks of the Board Contact Lists*	Yes	Yes	Yes
Newsletter Subscriptions (Electronic Distribution) WAcounties Weekly, WAcounties Quarterly and Legislative Bulletin	Yes	Yes	Yes
Articles in Newsletters WAcounties Weekly	Up to 3	Up to 2	Up to 1
Advertising in Newsletters Logo in WAcounties Weekly and WAcounties Quarterly	Up to 12	Up to 8	Up to 6
Ad in WAcounties Weekly and WAcounties Quarterly (1200px x 400px)	Up to 8	Up to 6	Up to 4
Logo & Business Description on WSAC Website Business Partners Page Home Page (Rainier Level Only)	Yes (Includes Logo on Home Page)	Yes	Yes
WSAC Online Presentation 1 hour live Lunch & Learn presentation marketed towards specific demographics as well as membership	Up to 4	Up to 2	N/A
1-3 minute live or video presentation during Virtual Assembly	Up to 4	Up to 3	Up to 2
Sponsorship Advertising in Virtual Assembly Announcement	Up to 8	Up to 5	Up to 3
Print Advertising to Members Ad in annual Courthouse Briefing Document	1/2 Page Ad (Horizontal) 8.5" x 5.5" with .125" Bleed	1/4 Page Ad (Vertical) 4.25" x 5.5" with .125" Bleed	Logo Only
Recognition in Annual Report	Logo	Logo	Logo
County Leaders Conference Discounts Sponsorship Package Discount (No Discount for Exhibitor Tier)	15% Off Sponsorship Package	10% Off Sponsorship Package	5% Off Sponsorship Package
Additional Comped Attendee	Yes	No	No
Advanced Sponsor Registration Opportunities	Yes	Yes	Yes
Recognition in Event Brochure	Yes	Yes	Yes
Exhibit Hall Priority Placement	Yes	Yes	Yes
Business Partner Recognition at Exhibitor table	Yes	Yes	Yes

*Advertising & marketing sent out to entire database, including affiliates