



COAA

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WWW.COAA.ORG

2019 CORPORATE PARTNER PROGRAM

Raise Your Visibility

2019 COAA Partner Program

What is the Partner Program?

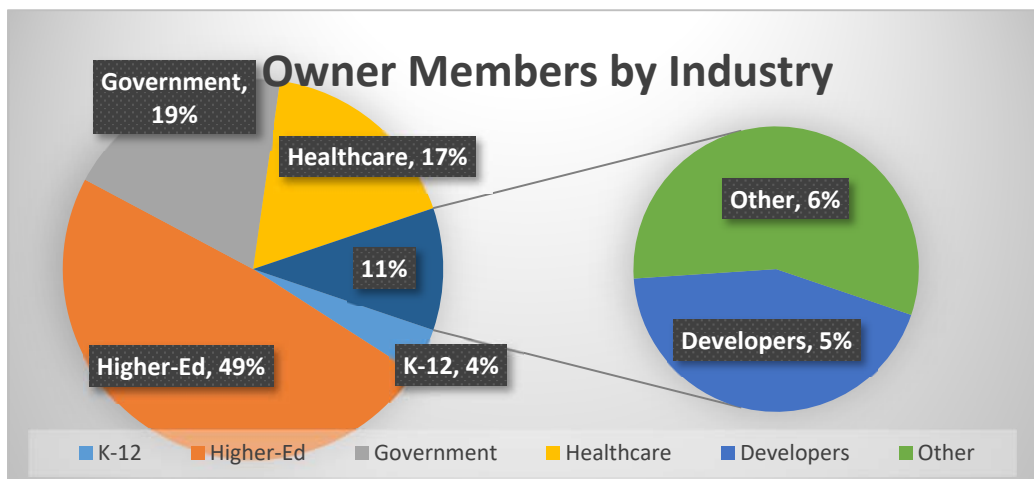
The Construction Owners Association of America (COAA) is pleased to present our 2019 Partner Program offering. The program is intended to create added value for those Associate members actively engaged and financially committed to promoting their product or services to COAA members. Partner packages are completely customizable, so you can pick and choose how you want to interface with the COAA membership.

Over the past few years, COAA's Corporate Partner Program has had several tweaks to ensure that your support is met with maximized returns. We are confident that this year's Partner Program is one of the best we have ever offered, and we invite you to be a Partner with COAA as it continues to help owners improve their delivery of capital improvement projects.

About COAA

COAA, founded in 1994, is a national organization of public and private owners who manage facilities development and capital improvement projects. COAA (www.coaa.org) supports Owners' success in facilities planning, design, and construction through education, information exchange, and collaboration.

As of May of 2018, COAA membership was comprised of 177 Owner organizations and 110 Associate organizations, comprising 2,143 people.



Why COAA?

COAA's mission and vision is all about building better projects together. COAA members strive not only to complete projects successfully but to continuously improve the process, working collaboratively with all stakeholders to lead to greater success.

Termed "The COAA Way," it is demonstrated by 3 key principles:

- People – teams and organizations
- Best Practices – Processes, Strategies, and Systems
- Culture – Mindset, Approach, and Environment



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COAA's value proposition includes:

- ✓ Peer-to-peer **education** that encompasses every aspect of the project delivery process.
- ✓ **Events** that allow a safe haven for sharing successes and failures, collaboratively with peers and partners, in an intimate setting that allows for meaningful & transparent interaction.
- ✓ **People** who believe that being a “good Owner” matters – to the industry, to the facilities being created or renewed, and to the people involved – and who understand that part of being a “good Owner” is a sense of humility ... knowing what you don't know or need to improve.

Benefits of the COAA Partner Program

All Partners will receive the following:

- Logo, link and description on COAA website
- Logo in all conference e-brochures and on-site materials
- Logo on website conference page
- Electronic membership mailing list*
- Electronic pre-conference attendee mailing list
- Partner content on conference mobile app
- Recognition from the podium at COAA national conferences
- Corporate Partner ribbon for conference badge
- Use of COAA Corporate Partner Logo

**COAA never sells member lists to any outside vendors or firms but may share meeting attendee lists (containing mail addresses, email addresses and/or phone numbers) with Partners for the spring and fall conferences.*

HOW TO USE THIS GUIDE

Use this guide to renew your membership and bundle your sponsorship and marketing efforts to reap the benefits of being a COAA Partner. Here's how these easy steps:

1. Review pages 3-4 to see the many membership and sponsorship opportunities available.
2. Review pages 5-6 to determine the Partner level you'd like to achieve.
3. Complete the worksheet on pages 7-9 to calculate your support.
4. Scan and email your completed worksheet to Jill McKenzie at jmckenzie@coaa.org.

Membership Dues

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Membership in COAA is the best way to connect with facility Owners. It includes receiving member rates on Owner Leadership Conferences, Owner Training Institute® (OTI) courses, webinars, and chapter meetings; Owners Perspective Magazine; access to the Members Only portion of the website including conference archives, the Owner e-Forum, the COAA e-Catalog, member directory, and access to the Gold Standards for contract documents, etc. Membership also counts towards reaching a Partner level.

Achievement of Partner level cannot be acquired by membership renewal dues only. Companies must have at least one Associate Member.

Associate Membership

\$1,000

Additional Associate Memberships (same office location as initial member)

\$500

EVENTS

NATIONAL CONFERENCES

2019 Spring Owners Leadership Conference
Omni William Penn
Austin, TX
May 8-10, 2019

2019 Fall Owners Leadership Conference
Location TBA
Dates TBA

COAA conferences attract approximately 275 seasoned construction owners, contractors, architects, and other construction professionals. All Partnership levels include recognition leading up to and at the event including on signage, eblasts, and onsite materials. Partners can invest in the conference through sponsorship of any of a variety of items including:

- Badge holders
- Bags
- Meals
- Mobile app
- Wi-Fi
- Conference notepads
- Program Guide

CHAPTER MEETINGS & EVENTS

COAA's chapters offer another opportunity for corporate engagement and sponsorship, particularly for companies with a more local or regional focus. Specific options vary from chapter to chapter.

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Interested companies should discuss these and other opportunities with chapter leaders, and chapter leaders should in turn coordinate their efforts with COAA staff to minimize duplication of efforts, redundant pursuit of sponsors, etc.

Owner Training Institute®(OTI)

COAA's Owner Training Institute offers a unique curriculum of courses "for Owner, by Owners" aimed at owner project managers and their supervisors. Each class is led by a three-person team of instructors – an owner, a design professional, and a builder or attorney – to ensure that all perspectives are included. Class sizes are limited to maximize participation.

For COAA-hosted events, lunch sponsorships are available. For chapter-hosted OTI courses, sponsorship of the catering (breakfast, lunch, and snacks/beverages during breaks) may be available. In-kind donations of the class venue may also be possible.

Exhibiting

More than 250 dedicated professionals from a variety of sectors attend the Spring and Fall Owners Leadership Conferences every year. Exhibiting enables you to cost-effectively reach these decision-making professionals in two and half high-impact days. These valuable prospects are looking for new information, products, and services to improve their processes —ensure that they do business with you and/or continue to do business with you by securing a booth today.

As an exhibitor, you will:

- Gain direct access to decision-makers: face-to-face interaction in the Exhibit Hall is powerfully effective in educating your target audience and impacting their purchasing decisions
- Showcase your line of products and recent innovations
- Elevate your company's brand: COAA provides a unique opportunity for your company or organization to gain prominence
- Share your expertise: The Exhibit Hall's interactive, educational environment is the perfect platform to educate, inform, and engage your buyers and put your products directly into their hands.

Exhibit spaces are 10' x 10' and include one full conference registration, one 6-foot table, two chairs, a waste basket, and free Wi-Fi. COAA Partners receive the pre and post attendee lists for each conference.

Partner Levels

If your total membership and sponsorship support adds up to any of the levels indicated below, you will be designated a COAA Partner. **All Partners receive the following benefits:**

- Year-long logo, link and description on COAA website
- Logo in all conference e-brochures and on-site materials
- Electronic membership mailing list*
- Electronic pre-conference attendee mailing list

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- Member rates for conferences, webinars, and other educational programs for organization's staff
- Partner content on conference mobile app
- Logo or name in *Owners Perspective* magazine
- 25% discount on *Owners Perspective* marketing
- Recognition from the podium at COAA national Conferences
- Corporate Partner ribbon for conference badge
- Use of COAA Corporate Partner Logo

**COAA never sells member lists to any outside vendors or firms but may share meeting attendee lists (containing mail addresses, email addresses and/or phone numbers) with Partners of the spring and fall conferences.*

Here are the levels for 2019:

DIAMOND PARTNER | \$50,000

If your total membership and sponsorship supports adds up to \$50,000 or more, you will be designated a DIAMOND PARTNER. In addition to the standard Partner benefits listed above, your organization will also receive these benefits:

- Four (4) complimentary registrations for the Spring Conference and four (4) complimentary registrations to the Fall Conference
- A full-page ad in the conference program guide
- Inclusion of Partner's 8 ½" x 11" four-color double-sided flyer in conference bags (*prior approval by COAA required*)
- Special logo on signage at biannual conferences
- Diamond Partner ribbon for conference badge
- Use of COAA Diamond Partner Logo

PLATINUM PARTNER | \$30,000

If your total membership and sponsorship supports adds up to \$30,000 or more, you will be designated a PLATINUM PARTNER. In addition to the standard Partner benefits listed above, your organization will also receive these benefits:

- Two (2) complimentary registrations for the Spring Conference and two (2) complimentary registrations to the Fall Conference
- A full-page ad in the conference program guide
- Inclusion of Partner's 8 ½" x 11" four-color double-sided flyer in conference bags (*prior approval by COAA required*)
- Special logo on signage at biannual conferences
- Platinum Partner ribbon for conference badge
- Use of COAA Platinum Partner Logo

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GOLD PARTNER | \$20,000

If your total membership and sponsorship supports adds up to \$20,000 or more, you will be designated a GOLD PARTNER. In addition to the standard Partner benefits, Gold Partners will receive:

- Two (2) complimentary registrations for the Spring Conference and two (2) complimentary registrations to the Fall Conference
- A half page ad in the program guides
- Inclusion of Partner's 8.5" x 5.5" double-sided, four-color postcard in conference bags (*prior approval by COAA required*)
- Special logo on signage at biannual conferences
- Gold Partner ribbon for conference badge
- Use of COAA Gold Partner Logo

SILVER PARTNER | \$15,000

If your total membership and sponsorship supports adds up to \$15,000 or more, you will be designated a SILVER PARTNER. In addition to the standard Partner Benefits, Silver Partners will receive:

- One (1) complimentary registration for the Spring Conference and one (1) complimentary registration to the Fall Conference
- A half page ad in the program guides
- Inclusion of Partner's "8.5 x 5.5" double-sided, four-color postcard in conference bags (*prior approval by COAA required*)
- Special logo on signage at biannual conferences
- Silver Partner ribbon for conference badge
- Use of COAA Silver Partner Logo

BRONZE PARTNER | \$10,000

If your total membership and sponsorship supports adds up to \$10,000 or more, you will be designated a BRONZE sponsor. In addition to the standard Partner Benefits*, Bronze Partners will receive:

- Special logo on signage at biannual conferences
- Bronze Partner ribbon for conference badge
- Use of COAA Bronze Partner Logo

**Bronze partners only receive member rates for conferences, webinars, and other educational programs for those individuals within the organization who have a paid membership.*

For those of you with smaller budgets, you may still exhibit or sponsor with à la carte selections, however, à la carte selections do not provide access to Partner benefits.

Please use the worksheet on the next pages to identify the opportunities your organization will Partner in 2019. Complete the worksheet and return it to Jill McKenzie at jmckenzie@coaa.org as soon as possible.

All sponsorship components are available on a first-come, first-served basis.

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Within three business days of receipt of your worksheet, you will receive an invoice and Partner agreement for signature. No agreement will be considered final until COAA is in receipt of a dually signed copy. Invoice is payable within 30 days of date issued.

	Amount	Qty.	Total Amount
Membership			
Associate Membership – min. 1 representative	\$ 1,000		\$
Associate Membership – Additional representative(s)	\$ 500		\$
2019 Spring Conference - May 8-10, 2019 - Austin, TX			
Conference Registrations	\$ 1,125		\$
Thursday Keynote Speaker Sponsor	\$10,000		\$
Exhibit Booth – with one (1) registration	\$ 2,150		\$
Exhibit Booth – with two (2) registrations	\$ 3,150		\$
Badge Holder with your company logo	\$ 6,000	SOLD	Whiting-Turner
Bags with your company logo	\$ 5,000	SOLD	Autodesk
Breakfast (Thursday)	\$ 5,000		\$
Breakfast (Friday)	\$ 4,000		\$
Break (Thursday)	\$ 3,000		\$
Conference Notepads with your company logo	\$ 2,000		\$
Mobile App (contains schedule, speaker info, photo album, ed session PPTs, and link to conference evaluation)	\$ 7,000		\$
Charging Stations with your company logo	\$ 3,000	SOLD	Autodesk
Luncheon and Al Phillips Scholarship Presentation (Thursday)	\$ 6,000	SOLD	Autodesk
Lunch (Friday)	\$ 5,000		\$
Water bottle sponsor	\$ 3,000	SOLD	Clayco
Conference Program Ad (Back Cover) – one (1) opportunity	\$ 3,000		\$
Schedule At-a-Glance Sponsor	\$ 2,000	SOLD	Whiting-Turner
Opening Night Reception (Wednesday)	\$ 7,500		\$
Reception (Thursday)	\$ 6,000		\$
Catchbox Sponsor (logo on Catchbox) – 2 opportunities	\$ 500	SOLD	Whiting-Turner
Tour Transportation	\$ 1,500		\$
Wi-Fi (Meeting Space) with your password	\$ 5,000		\$
Audio Recording sponsor	\$ 5,000		\$
Contribution to scholarship fund for Owners who have never attended a COAA national conference	\$		\$
SUBTOTAL	\$		\$
2019 Fall Conference - November 2019 - Location TBD			
Conference Registrations	\$ 1,125		\$
Thursday Keynote Speaker Sponsor	\$10,000		\$
Exhibit Booth – with one (1) registration	\$ 2,150		\$
Exhibit Booth – with two (2) registrations	\$ 3,150		\$
Badge Holder with your company logo	\$ 6,000	SOLD	Whiting-Turner
Bags with your company logo	\$ 5,000	SOLD	Autodesk
Breakfast (Wednesday)	\$ 3,500		\$
Breakfast (Thursday)	\$ 5,000		\$
Breakfast (Friday)	\$ 4,000		\$
Break (Thursday)	\$ 3,000		\$
Conference Notepads with your company logo	\$ 2,000		\$
Mobile App (contains schedule, speaker info, photo album, ed session PPTs, and link to conference evaluation)	\$ 7,000		\$

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Charging Stations with your company logo	\$ 3,000	SOLD	Autodesk
Lunch (Wednesday)	\$ 5,000		\$
Luncheon and Project Leadership Awards Presentation (Thursday)	\$ 6,000		\$
Lunch (Friday)	\$ 5,000		\$
Water bottle sponsor	\$ 3,000	SOLD	Clayco
Conference Program Ad (Back Cover) – one (1) opportunity	\$ 3,000		\$
Schedule At-a-Glance Sponsor	\$ 2,000	SOLD	Whiting-Turner
Opening Night Reception (Wednesday)	\$ 7,500		\$
Reception (Thursday)	\$ 6,000		\$
Catchbox Sponsor (logo on Catchbox) – 2 opportunities	\$ 500	SOLD	Whiting-Turner
Tour Transportation	\$ 1,500		\$
Wi-Fi (Meeting Space) with your password	\$ 5,000		\$
Audio Recording sponsor	\$ 5,000		\$
Contribution to scholarship fund for Owners who have never attended a COAA national conference	\$		\$
SUBTOTAL	\$		\$
Advertising & Other Sponsorship Opportunities			
Banner ad on COAA home page for 1 month (1 st , 2 nd , and 3 rd choice of month: _____, _____, _____); Available beginning July 2019	\$2,000		Oct – Clayco
Lunch sponsor at a COAA-hosted OTI course (course to be identified)	\$3,000		\$
Webinar sponsor – 6 offered in 2019	\$2,000/webinar		\$
Banner ad on quarterly Owners Perspective (electronic)	\$1,000		\$
White paper sponsor – topic must be preapproved and may not be a commercial appeal for business; all content subject to COAA approval	\$5,000		\$
E-docs repository sponsor (annual) – Launch date TBD	\$5,000		\$
Other ideas for Partnered items that might benefit attendees? <u>Contact Jill McKenzie.</u>			
SUBTOTAL	\$		\$
GRAND TOTAL	\$		\$

Based on our total investment, our 2019 Partnership level will be

- DIAMOND PARTNER | \$50,000
- PLATINUM PARTNER | \$30,000
- GOLD PARTNER | \$20,000**
- SILVER PARTNER | \$15,000
- BRONZE PARTNER | \$10,000**

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COMPANY NAME: _____

PARTNERSHIP CONTACT: _____

CONTACT'S EMAIL: _____ CONTACT PHONE # _____

CONTACT'S SIGNATURE: _____ DATE: _____

For questions or additional information, please contact

Jill McKenzie, CAE
Manager, Membership & Sponsorship
jmckenzie@coaa.org or 678-426-2771