



2020 CORPORATE PARTNER PROGRAM

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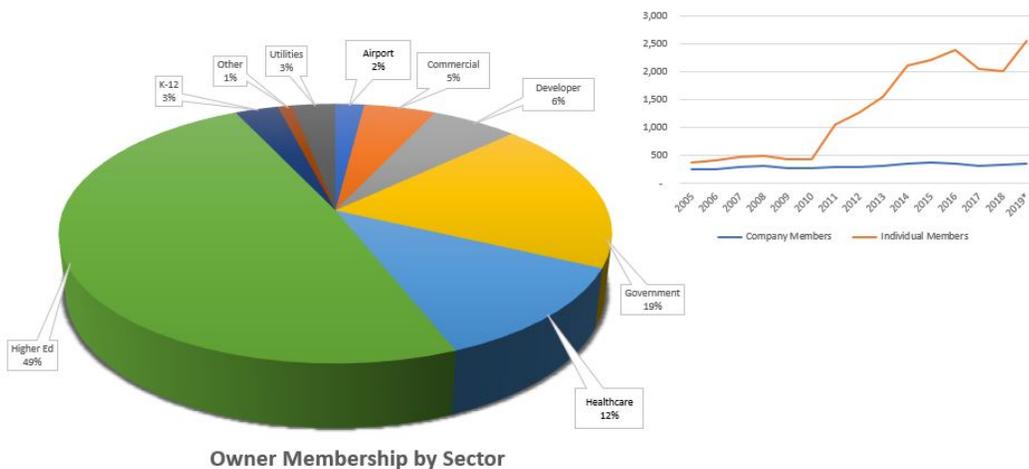


2020 COAA Sponsorship and Partner Program

About COAA

The Construction Owners Association of America (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 November 2019, COAA membership is comprised of 156 Owner organizations and 191 Associate organizations or 2,520 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 three key principles:

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



COAA's value proposition includes:

- ✓ Peer-to-peer **education** that encompasses every aspect of the project delivery process.
- ✓ **Events** that provide an environment for sharing successes and failures collaboratively with peers and partners, in an intimate setting that allows for meaningful and 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.

2020 COAA Sponsorship and Partner Offerings

What is COAA's Corporate Partner Program?

COAA's Corporate Partner 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 members and prospects. By bundling membership, sponsorship and exhibiting opportunities your organization can maximize your visibility and help Owners improve their delivery of capital improvement projects.

HOW TO USE THIS GUIDE

Use this guide to select the opportunities and format your firm would like to use to market your products and services. These opportunities include national event sponsorships, exhibiting at the national conference(s) (spring and fall), chapter sponsorship, and membership.

If your total membership, exhibiting, and sponsorship support meets the tiers outlined on pages 7 and 8 your firm will be designated as a COAA Corporate Partner.

1. Review pages 3 and 4 to see the exhibiting and sponsorship opportunities available.
2. Select from the menu of offerings.
3. Complete the worksheet on pages 5 and 6 to calculate your support.
4. Review pages 7 and 8 to determine if your firm's investment totals Partner status.
5. Scan and email your completed worksheet to Jill McKenzie at jmckenzie@coaa.org.

2020 COAA Sponsorship and Partner Offerings

SPONSORSHIP

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

EVENTS

2020 Spring Owners Leadership Conference
Hilton Lake Buena Vista
Orlando, FL
May 13-15, 2020

2020 Fall Owners Leadership Conference
M Resort
Henderson, NV
November 11-13, 2020

Each COAA conference attracts 250-300 seasoned construction Owners, contractors, design professionals, and other construction professionals. All Partnership levels include recognition leading up to and at the event including on signage, eblasts, and onsite materials. Companies can invest in the conference through sponsorship of any of a variety of items including:

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

All sponsors receive the pre and post attendee lists for each conference.

In 2020, one of the two conferences may have the content focused on a specific area of interest to those who manage or are involved with capital projects. We'll get back to you as soon as more details become available.

Exhibiting

More than 250 dedicated professionals from a variety of sectors attend each of COAA's 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.

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

OWNER TRAINING INSTITUTE® (OTI)

COAA's Owner Training Institute offers a unique curriculum of courses "for Owners, 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.

MEMBERSHIP

Membership in COAA is the best way to connect with facility Owners. Members received discounted registration rates for Owner Leadership Conferences, Owner Training Institute® (OTI) courses, webinars, and chapter meetings; *Owners Perspective* magazine; discounted prices on ConsensusDocs contract documents; 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.

Companies must have at least one Associate Member to be classified as a Partner, but Partner status cannot be achieved via membership dues only.

CHAPTERS

COAA's 10 chapters conduct educational and networking workshops, and host socials, to advance the construction industry. Chapters are another opportunity for corporate engagement and sponsorship, particularly for companies with a more local or regional focus. Specific options vary from chapter to chapter.

COAA currently has chapters in California, Florida, Georgia, Illinois, Maryland/D.C., Michigan, Ohio, Pennsylvania, Texas, and Virginia. A couple of others are under development.

COAA chapters are moving toward annual sponsorships and so, **new this year**, chapter sponsorship monies can be included when calculating Partner status. For more information on chapters visit our [webpage](#).

OTHER OPPORTUNITIES

In addition to chapter sponsorships, COAA offers some other unique opportunities for engagement. These include such things as banner ads on the COAA homepage, webinar sponsorship, and the ability to help underwrite Owners' registrations to COAA events.

Please use the worksheet on the next pages to identify the opportunities your organization is interested in for 2020. Complete the worksheet and return it to Jill McKenzie at jmckenzie@coaa.org as soon as possible.

2020 COAA Sponsorship and Partner Offerings

	Amount	Qty.	Total \$
Membership			
Associate Membership – min. 1 representative	\$ 1,000		\$
Associate Membership – Additional representative(s)	\$ 500		\$
2020 Spring Conference – May 8-10, 2020 – Orlando, FL			
Conference Registrations	\$ 1,125		\$
Exhibit Booth – with one (1) registration	\$ 2,150		\$
Exhibit Booth – with two (2) registrations	\$ 3,150		\$
Badge Holder with your company logo	\$ 6,000		\$
Thursday Keynote Speaker Sponsor	\$7,500		\$
Bags with your company logo	\$ 3,500		\$
Breakfast (Thursday)	\$ 4,000		\$
Breakfast (Friday)	\$ 3,500		\$
Break (Thursday)	\$ 2,500		\$
Conference learning journals with your company logo	\$ 2,500		\$
Mobile App (contains schedule, speaker info, photo album, ed session PPTs, and link to conference evaluation)	\$ 6,000		\$
Charging Station with your company logo (2 opportunities)	\$ 1,500		\$
Luncheon and Al Phillips Scholarship Presentation (Thursday)	\$ 5,000		\$
Lunch (Friday)	\$ 3,500		\$
Water bottle sponsor	\$ 3,000		\$
Conference Program Ad (Back Cover) – one (1) opportunity	\$ 3,000		\$
Schedule At-a-Glance Sponsor	\$ 2,000		\$
Opening Night Reception (Wednesday)	\$ 6,000		\$
Evening Reception (Thursday)	\$ 5,000		\$
Catchbox Sponsor (logo on Catchbox) – 2 opportunities	\$ 1,000		\$
Tour Sponsor	\$ 1,500		\$
Wi-Fi (Meeting Space) with your password	\$ 5,000		\$
Audio Recording sponsor	\$ 3,000		\$
SUBTOTAL			\$
2020 Fall Conference - November 11-13, 2020 - Henderson, NV			
Conference Registrations	\$ 1,125		\$
Exhibit Booth – with one (1) registration	\$ 2,150		\$
Exhibit Booth – with two (2) registrations	\$ 3,150		\$
Golf Outing – Event in development	\$		\$
Thursday Keynote Speaker Sponsor	\$7,500		\$
Badge Holder with your company logo	\$ 6,000		\$
Bags with your company logo	\$ 3,500		\$
Breakfast (Thursday)	\$ 4,000		\$
Breakfast (Friday)	\$ 3,500		\$
Break (Thursday)	\$ 2,500		\$
Conference learning journals with your company logo	\$ 2,500		\$
Mobile App (contains schedule, speaker info, photo album, ed session PPTs, and link to conference evaluation)	\$ 6,000		\$
Charging Station with your company logo (2 opportunities)	\$ 1,500		\$
Lunch (Wednesday) (to be confirmed)	\$ 5,000		\$
Luncheon and Project Leadership Awards Presentation (Thursday)	\$ 5,000		\$
Emerging Professional Award of Excellence	\$2,500		\$
Lunch (Friday)	\$ 3,500		\$

2020 COAA Sponsorship and Partner Offerings

Water bottle sponsor	\$ 3,000		\$
Conference Program Ad (Back Cover) – one (1) opportunity	\$ 3,000		\$
Schedule At-a-Glance Sponsor	\$ 2,000		\$
Opening Night Reception (Wednesday)	\$ 6,000		\$
Evening Reception (Thursday)	\$ 5,000		\$
Catchbox Sponsor (logo on Catchbox) – 2 opportunities	\$ 1,000		\$
Tour sponsor	\$ 1,500		\$
Wi-Fi (Meeting Space) with your password	\$ 5,000		\$
Audio Recording sponsor	\$ 3,000		\$
SUBTOTAL			\$
Chapter, Advertising and Other Sponsorship Opportunities			
Chapter Sponsorship Commitment	\$		\$
Scholarship fund for Owners to attend national conferences, OTI courses, or chapter workshops.	\$		\$
Albert E. Phillips Scholarship	\$3,000		\$
Banner ad on COAA home page for 1 month (1 st , 2 nd , and 3 rd choice of month: _____, _____, or _____)	\$2,000		\$
Lunch sponsor at a COAA-hosted OTI course (course to be identified)	\$3,000		\$
Webinar sponsor – at least 4 offered in 2020	\$2,000/webinar		\$
Banner ad on semi-annual 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 sponsorships that might benefit attendees? <u>Contact Jill McKenzie.</u>			
SUBTOTAL			\$
GRAND TOTAL			\$

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 onsite materials
- Electronic membership mailing list*
- Electronic pre-conference attendee mailing list
- 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 for Partner’s employee’s conference badges
- 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.

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Here are the levels for 2020:

BRONZE PARTNER | \$10,000

Your firm will be designated a BRONZE sponsor if your total membership and sponsorship support from sponsorship and partnerships offerings equals \$10,000. In addition to the standard Partner Benefits, Bronze Partners receive:

- Logo on signage at biannual conferences
- Bronze Partner ribbon for partner's employee's conference badges
- 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.*

SILVER PARTNER | \$15,000

Your firm will be designated a SILVER PARTNER with a pledge of \$5,000 plus a commitment to purchase at least \$10,000 of options from sponsorship and partnership offerings. In addition to the standard Partner Benefits, Silver Partners receive:

- A half page ad in the spring and fall conference program guide
- Inclusion of Partner's "8.5 x 5.5" double-sided, four-color postcard in spring and fall conference bags
- Logo on signage at biannual conferences
- Silver Partner ribbon for partner's employee's conference badges
- Use of COAA Silver Partner Logo

GOLD PARTNER | \$20,000

Your firm will be designated a GOLD PARTNER with a pledge of \$5,000 plus a commitment to purchase at least \$15,000 from sponsorship and partnership offerings. In addition to the standard Partner benefits, Gold Partners receive:

- A half page ad in the spring and fall conference program guides
- Inclusion of Partner's 8.5" x 5.5" double-sided, four-color postcard in spring and fall conference bags
- Logo on signage at biannual conferences
- Gold Partner ribbon for partner's employee's conference badges
- Use of COAA Gold Partner Logo

PLATINUM PARTNER | \$30,000

Your firm will be designated a PLATINUM PARTNER with a pledge of \$5,000 plus a commitment to purchase at least \$25,000 of those options from sponsorship and partnership offerings. In addition to the standard Partner benefits listed above, PLATINUM PARTNERS receive:

- A full-page ad in the spring and fall conference program guides
- Inclusion of Partner's 8 ½" x 11" four-color double-sided flyer in spring and fall conference bags
- Logo on signage at biannual conferences
- Platinum Partner ribbon for partner's employee's conference badges
- Use of COAA Platinum Partner Logo

2020 COAA Sponsorship and Partner Offerings

Within three business days of receipt of your worksheet, you will receive an invoice and sponsorship and/or 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.

Please indicate your 2020 participation level (partnership based on total annual investment):

- SPONSOR
- EXHIBITOR
- BRONZE PARTNER | \$10,000
- SILVER PARTNER | \$15,000
- GOLD PARTNER | \$20,000
- PLATINUM PARTNER | \$30,000

COMPANY NAME: _____

PARTNERSHIP CONTACT: _____

CONTACT'S EMAIL: _____ **CONTACT PHONE #** _____

CONTACT'S SIGNATURE: _____ **DATE:** _____

For questions or additional information, please contact

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