



2021/2022

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Why Partner with BPA?



10,000+ members, event attendees, & program participants

Deliver your message directly to the home and building performance industry.



Trusted industry resource

Align yourself with BPA's longstanding reputation of providing valuable education to the industry.



Newly-launched workforce development initiative

Work alongside us to bring even more highly-skilled workers into the fold and grow awareness of home and building performance industry.



Regional and national events

Connect with contracting businesses, weatherization professionals, C-level executives, policy and advocacy experts, program managers, utilities, products and services providers, and more at BPA events!



Customized sponsorships

Choose a level that fits your budget while amplifying your presence with our audiences year-round.



REACH

In addition to BPA's network of nearly 10,000 members and network participants, BPA events regularly bring the industry together under one roof.

EVENTS REACH

- ▶ Annual National Conference and Trade Show Average Attendance: 1,800+
- ▶ Regional Conference Average Attendance: 350+
- ▶ Educational Webinar Average Attendance: 150+



EMAIL REACH

- ▶ Bi-Weekly eNews Recipients: 15,000+ with a 25% open rate



SOCIAL REACH

- ▶ Total social media followers: 9,300+
- ▶ Average Twitter impressions per month: 14,000+
- ▶ Average Facebook impressions per month: 7,600+
- ▶ Average Instagram impressions per month: 2,200+
- ▶ Average LinkedIn impressions per month: 1,900+



BPA CONNECTIONS/ EJOURNAL REACH

- ▶ Average Monthly Visitors: 2,000+
- ▶ Average Monthly Page Views: 11,000+



BPA WEBSITE REACH

- ▶ Average Monthly Visitors: 2,700+
- ▶ Average Monthly Page Views: 8,000+



DIGITAL ADVERTISING

BPA EJournal - SPONSORED CONTENT

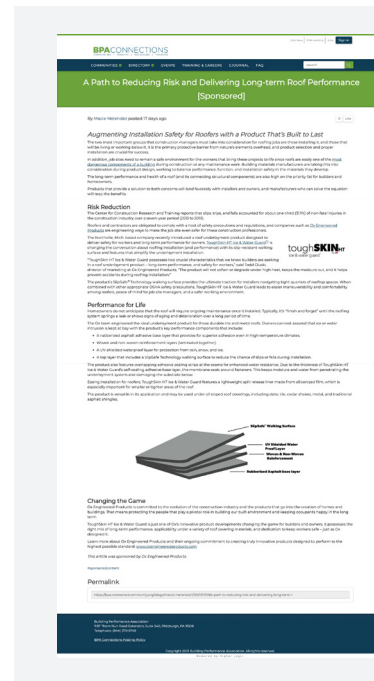
The BPA eJournal is the online magazine of Building Performance Association that provides insight into the building performance and weatherization communities.

Visit the BPA eJournal at BPA.ConnectedCommunity.org/eJournal

Sponsored Content Includes:

- Article between 600–1,000 words and 2 images
- Appears on the eJournal website

PRICE PER MONTH
\$2,800



EXAMPLE

BPA CONNECTIONS - DISPLAY AD

BPA Connections has thousands of members who represent a rich cross-section of our industry. In addition to members and network participants, thousands of non-members visit the site each day. View the BPA eJournal and other industry resources at BPA.ConnectedCommunity.org

BPA Connections Sponsorship Includes:

- Logo/ad prominently placed on homepage or location of your choosing
- Events/webinars promoted via events calendar
- Ability to post relevant messaging in the main BPA General Discussion community
- Benefits run for one calendar month and are subject to availability

PRICE PER MONTH
\$2,500



EXAMPLE

EMAIL/ENEWS SPONSORSHIPS

While BPA does not provide or sell our list of members or those in our network, you can still reach our contractors and home performance professionals with your targeted message through email sponsorships. Craft your message directly to the full BPA email list or a specific segment.

Third-Party Email Sponsorship Includes:

- Your message sent to the BPA email list (15K+ recipients)
- BPA will send the email for you; you provide messaging and/or graphics
- Limit: 6X per year per customer

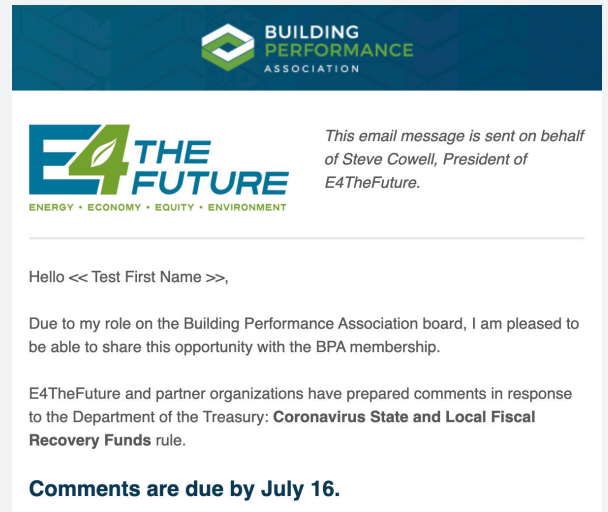
PRICE PER MONTH
\$3,500

BPA eNews Sponsorship Includes:

- Your company logo prominently placed at the top of one of BPA's bi-monthly eNews blasts to members and network participants
- No limit on eNews sponsorships

PRICE PER MONTH
\$3,000

EXAMPLE



The example email sponsorship graphic features a dark blue header with the BPA logo and the text "BUILDING PERFORMANCE ASSOCIATION". Below this is the "E4 THE FUTURE" logo with the tagline "ENERGY • ECONOMY • EQUITY • ENVIRONMENT". To the right of the logo, it says "This email message is sent on behalf of Steve Cowell, President of E4TheFuture." The main body of the email contains a personalized greeting "Hello << Test First Name >>," followed by a paragraph: "Due to my role on the Building Performance Association board, I am pleased to be able to share this opportunity with the BPA membership." Below that is another paragraph: "E4TheFuture and partner organizations have prepared comments in response to the Department of the Treasury: **Coronavirus State and Local Fiscal Recovery Funds** rule." The email concludes with the bolded text: "Comments are due by July 16."

Email message sent July 6, 2021

DIGITAL PACKAGE DISCOUNT SPONSORED CONTENT, BPA CONNECTIONS, & ENEWS

Bundle the eJournal sponsored content, BPA Connections, and eNews sponsorship together and save 25% off the regular rate!

eJournal & Community Sponsorship Includes:

- eJournal Sponsored Content
- BPA Connections Sponsorship
- eNews Sponsor

PRICE PER MONTH
\$6,225

Valued at \$8,300



EVENT AND YEAR-ROUND SPONSORSHIPS

Learn more about BPA association-wide and event sponsorship opportunities at Events.Building-Performance.org/sponsor

BPA OFFERS A WIDE RANGE OF PACKAGES THAT COMBINE:

- Conference sponsorships, trade show exhibit space, onsite recognition, and registrations*
- Sponsored content in the BPA eJournal and advertising on BPA Connections
- Email and social media advertising

FOR INFORMATION

Contact BPA's Director of Strategic Partnerships, Chris Docchio at (412) 424-0046, or email cdocchio@building-performance.org.

*only selected events will have a trade show exhibit benefits



BPA MEMBERSHIP

BPA offers company members discounts on exhibit rates and registration, along with 12 months of member benefits. For information on membership, contact Robyn Hall, Customer Service Manager at (412) 424-0040, or email rhall@building-performance.org.

Learn More

Building-Performance.org/membership

Company Membership Levels

Contracting Businesses \$275
Weatherization Agency \$300
Government/Nonprofit/Academic Training \$350
Products & Services Providers \$1,500
Utility \$2,000

Individual Membership Levels

Professional \$150
Rising Leader \$50
Student \$25
BPA Connections \$5/mo
Basic \$0

