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.

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

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

**SOCIAL**
- Total Social Media Followers: 9,700+
- Average Twitter Impressions per Month: 14,000+
- Average Facebook Impressions per Month: 6,600+
- Average Instagram Impressions per Month: 2,200+
- Average Linkedin Impressions per Month: 2,000+

**BPA CONNECTIONS/EJOURNAL**
- Average Monthly Visitors: 2,000+
- Average Monthly Page Views: 11,000+

**BPA WEBSITE**
- Average Monthly Visitors: 3,500+
- Average Monthly Page Views: 12,000+
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

![Building Performance eJournal](image)

$2,800

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 peer-to-peer discussions, 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

![Example](image)

$2,500
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

**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

**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: $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 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
- Basic $0