



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.
- Advertising on WSAC Home Page.
- Articles and advertising in the Insider edition of the Friday 5 newsletter.
- Advertising in annual Courthouse Briefing brochure.
- County Leaders Conference sponsorship discounts.
- Presentation and advertising opportunities for weekly membership meetings.
- Use of the Business Partners Program logo.
- Access to county mailing lists and other data.



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, Friday 5.

MEMBERSHIP FEES

Rainier Level – \$2,500

Columbia Level – \$1,500

Cascade Level – \$1,000

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

*15% discount off any
package*

Additional Membership 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.

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 / Vectorized .AI or .PDF
- Print Ads – CMYK / Sizes Vary / .PDF or .JPG
- Banner Ads – RGB / 1200px (w) x 400px (h) / .PNG or .JPG

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.

[APPLY HERE](#)

MEMBERSHIP BENEFITS

	RAINIER \$2,500	COLUMBIA \$1,500	CASCADE \$1,000
Access to County mailing List and Other Member Data	Yes	Yes	Yes
Newsletter Subscriptions (Electronic distribution) Includes: Weekly Friday 5, Monthly Insider Edition, Legislative Bulletins	Yes	Yes	Yes
Articles in Newsletters Includes: Insider Edition	Up to 4	Up to 3	Up to 2
Advertising in Newsletters Includes: Friday 5, Insider Edition	Up to 12	Up to 8	Up to 6
Logo Recognition on WSAC Website Includes: Business Partners Page	Yes	Yes	Yes
Advertising on WSAC Website (Rotating Banner Ad on Home Page)	Yes - Up to 3 months	Yes - Up to 1 month	Business Partner Page Only
30 minute Live Presentation During Virtual Assembly with WSAC Members	Up to 2	Up to 1	N/A
3-5 minute Live Presentation During Virtual Assembly with WSAC Members	Up to 5	Up to 3	Up to 2
Sponsorship Advertising during Virtual Assembly with WSAC Members	Up to 10	Up to 7	Up to 4
Print Advertising to Members Includes: Ad in Annual Courthouse Briefing Report	1 page ad	1/2 page ad	1/4 page ad
County Leaders Conference Registration Discount	10% Off Sponsor Package	5% Off Sponsor Package	\$100 Off Sponsor Package
Booth Priority and Placement	Yes	Yes	Yes
Additional Comped Attendee	Yes	No	No
Advanced Registration and Sponsorship Opportunities	Yes	Yes	Yes
Recognition in Event Brochure	Yes	Yes	Yes