



2022 - 2023 WCPA SPONSORSHIP LEVELS

Click [here](#) to sign up today!

ANNUAL SPONSOR BENEFITS (SEPTEMBER – JUNE) <i>Pro-Rating Rates Available Upon Request</i>	PLATINUM \$1,200	GOLD \$750	SILVER \$450
Engage Directly with WCPA Members			
Host your own virtual or in-person WCPA event**	✓		
Exclusive Sponsorship of a Premium Event (Banner, table, logo included in promotional materials)	✓		
Feature table at Sponsor Highlight event	✓	✓	✓
Receive list of opt-in attendee contact information (name & email addresses) for chosen sponsored event	✓		
Inclusion in WCPA Monthly Newsletter (Sept-June)			
Exclusive “Featured Sponsor” in at least one monthly newsletter per year (includes large ad + website link)	✓		
Organization logo and website link listed in every monthly newsletter	✓	✓	
Featured Advertising in Weekly E-Blast to Members (Sept-June)			
Exclusive featured ad rotated through weekly E-Blasts throughout the year	✓		
Shared ad space rotated through weekly E-Blasts throughout the year		✓	
Custom Advertising in E-Blast or Facebook (900+) Communication - submit content here			
Ad in (1) Weekly WCPA E-Blast	4	3	1
Dedicated Email Blast (Exclusive)	4	3	none
Facebook & Instagram Post to 900+ greater Wayland area residents	4	3	1
Other Exposure Benefits			
Sponsorship display badge for location and sponsor website	✓	✓	✓
Recognized as “Featured Sponsor” on WCPA website	✓		
Inclusion of logo and website link on WCPA website	✓	✓	✓
Dedicated announcement of Sponsorship on social	✓	✓	✓

Interested businesses should sign up [here](#)

A LA CARTE OPTIONS

Sponsored Event + Member Registrant Contact List - \$350	Sponsor an always popular event giveaway with opt-in member registration contact information (name & email addresses) included to drive post-event conversions.
Host an Event - \$250	Give members a chance to experience you and your business up close by hosting a WCPA event at your location. **
Non-Exclusive Ad in a Weekly WCPA E-Blast - \$75 (or 2 for \$100)	Image & 50 words
	Sent to approximately 200 member families
Promoted Facebook & Instagram Post - \$50	Image & 50 words
	Shared with over 900 Facebook and 500 Instagram followers

**Incremental to offerings listed above - placement based on availability. Requests should be submitted no less than 30 days prior to 1st of the month in which distribution is requested.*

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Questions? Please email: WCPAsponsorship@gmail.com

Advertising specifications can be found [here](#).