

2024

CORPORATE PARTNER PROGRAM & SPONSORSHIP OPPORTUNITIES



coaa.org

ABOUT COAA

COAA was established in 1994 to provide facility / project Owners with a means of sharing best practices and to ensure the Owner's perspective is expressed and considered.

As of December 1, 2023, nearly 4,000 people belong to COAA. More than 93% of those members are Owners from 159 public and private organizations.



“Every year, Whiting-Turner makes the decision to give back to the industry by supporting COAA at the Partner level. We see this as an investment, helping create a platform for Owners to network, collaborate, and become more informed. The dividends are real - we see the impact and influence of COAA on our customers. Supporting COAA drives positive change ... something every company should want to support.”

*Keith Douglas, Executive Vice President
The Whiting-Turner Contracting Company*

WHY COAA?

COAA exists to help Owners improve both their delivery of projects and the experience of doing so. By supporting this mission, you are effectively increasing the quality of your current and prospective clients.



VALUE OF COAA

COAA is unique in the AEC industry in several ways, including an ethos dubbed The COAA Way.

“The COAA Way” is a belief system amongst members that a team of PEOPLE - led by a “Good Owner” - who share BEST PRACTICES in a CULTURE of trust & respect will complete BETTER PROJECTS.

To learn about other organizational traits that distinguish COAA - and make it a smart investment - explore our **value proposition** on the COAA website.



2024

COAA

**SPONSORSHIP
AND PARTNER
OFFERINGS**

**CORPORATE
PARTNER LEVELS**
based on total support

Platinum — \$30,000+

Gold — \$20,000-\$29,999

Silver — \$15,000-\$19,999

Bronze — \$10,000-\$14,999

Contributions from Corporate Partners are used to enhance existing COAA programs and fund projects that educate and inform all construction professionals.

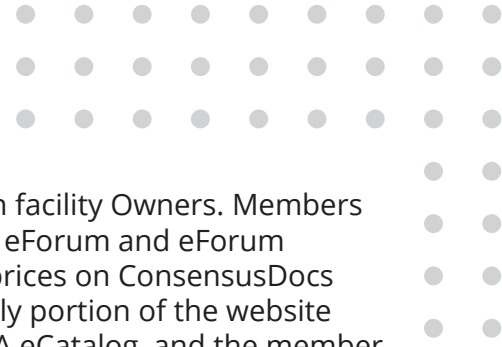
COAA's Corporate Partner Program is intended to create added value for those Associate members actively engaged and financially committed to promoting their product or services to COAA members. Partner packages are customizable, so you can choose how you want to interface with the COAA members and prospects. By bundling membership, sponsorship, and exhibiting opportunities, your organization can maximize your visibility and help Owners improve their delivery of capital improvement projects. In addition to National opportunities, Chapter annual sponsorships can be counted toward your Annual Corporate Partner spend.

COAA Partners receive exclusive benefits and recognition throughout the calendar year commensurate with their annual level of participation. Partner levels are Bronze, Silver, Gold, and Platinum and can be tailored to fit budgets and specific marketing goals. If your company would like to join our elite group of 2024 Annual Partners, please contact Jessica Bonin to discuss.

BECOME A PARTNER

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

1. Review the menu of offerings on the 2024 worksheet for a complete list of the opportunities available.
2. Use the worksheet to calculate your support and determine your firm's Partner status.
3. Email your completed worksheet to Jessica Bonin at jbonin@coaa.org.



MEMBERSHIP

Membership in COAA is the best way to connect with facility Owners. Members received discounted registration rates; access to the eForum and eForum xChange; *Owners Perspective* magazine; discounted prices on ConsensusDocs contract documents; and access to the Members Only portion of the website including conference archives, the eForum, the COAA eCatalog, and the member directory.

Companies must have at least one Associate Member to be classified as a Partner.

Memberships are calculated at a rate of \$1,050 for the first Associate in an office location or region. Each Additional Associate membership for that same office or region is only \$525.

If an Associate in another region would also like to join, their rate would be calculated at the \$1,050 and follow the same rules as stated above.



NON-EVENT OPPORTUNITIES

COAA offers a variety of ways to market your products and services to Owners, including digital advertising opportunities on the COAA homepage, in the *Owners Perspective* magazine and in the COAA Weekly News Blast. All of these opportunities reach members and non-members who have expressed interest in COAA, and give sponsors an opportunity to showcase their firms, achievements, projects and associates.

COAA Connect Owner Fund

At COAA, we believe in the power of community and inclusivity. We also recognize that broader and more diverse event attendance ultimately leads to a richer experience for all. That's why we're thrilled to announce the COAA Connect Owner Fund, which will assist deserving Owners who may otherwise be unable to attend a COAA Connect national conference.

Any amount is welcomed, as are your suggestions for new-to-COAA Owners you believe would benefit from this assistance.



CHAPTERS

COAA's ten (10) chapters conduct workshops and networking events to further the COAA mission of educating and equipping Owners. 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.

Several COAA chapters offer annual sponsorships. Chapter sponsorship monies are eligible to be included when calculating Partner status.

To see where COAA's chapters are located and learn more about them, please visit the [Chapters](#) page on our website.

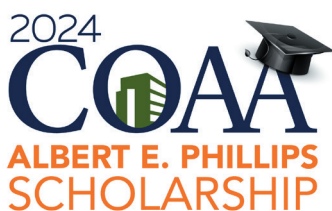
****Partner status cannot be achieved through membership and Chapter sponsorship only. At least one National offering must be purchased - conference registration or sponsorship.**

FOUNDERS AND SCHOLARSHIP LUNCHEON

As part of celebrating its 30th Anniversary, COAA is hosting an invitation-only Founders and Scholarship Luncheon on the campus of Emory University in July. There are three different opportunities for sponsors to join this exciting event.



- **Presenting Sponsor** | Package includes two tickets to this exclusive lunch, recognition on all event communication, and signage at the event. Presenting sponsors also receive brief podium time to introduce their firms.
- **Table Sponsor** | Sponsors receive one ticket to the exclusive lunch and an opportunity to select from the attendee list who sits at their table.
- **Albert E. Phillips Student Scholarship Sponsor** | The scholarship will be presented to a very deserving recipient at the lunch and the sponsor representative is part of giving that scholarship, along with Al Phillips.



The Al Phillips Scholarship Fund supports COAA's core mission of education and building the future leaders of the industry. Two \$3,000 scholarships are presented annually to college students pursuing an AEC career. These scholarships would not be possible without the help of generous donors and sponsors, and impacts of lives of not only the deserving students but also all of our lives as we plan for the future of design and construction.

CONFERENCES



COAA conferences attract seasoned construction Owners, builders, design professionals, and other stakeholders. All Partnership levels include recognition leading up to and at the event including signage, eblasts, and onsite materials.

Annual Partners can reach their commitments through conference registrations, sponsorship opportunities and advertising exposure.

As planning continues for COAA Connect 2024, more conference-specific sponsorship opportunities will come available.

Conference Registrations

Each Annual Partner level comes with complimentary registrations (Bronze = 1; Silver = 2; Gold and Platinum = 3). Firms may purchase conference registrations as part of their annual commitment and leverage the Super Early Bird rate through February 29.

COAA CARES

Connecting Attendees with Rewarding Experience & Service

COAA Cares seeks to highlight and support charities through a two-pronged approach: providing rewarding, fun, and well-organized opportunities for members and stakeholders to “give back” via tangible, hands-on activities at COAA events and supporting and raising awareness of charitable organizations, primarily those within the AEC industry.

Learn more on the [COAA Cares](#) webpage.



EXHIBITING

Dedicated professionals from a variety of sectors attend each of COAA’s national conferences every year. Exhibiting enables you to cost effectively reach these decision making professionals over three high-impact days. These valuable prospects are looking for new information, products, and services to improve their processes. Strengthen existing relationships and create new ones by securing a booth today.

As an exhibitor, you will:

- Gain direct access to decision-makers – face-to-face interaction 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 – COAA’s intensely educational event is the perfect setting to educate, inform, and engage your buyers and put your products directly into their hands.

Exhibitors are encouraged to add fun, interactive games to booth space to attract conference attendees. Exhibit spaces are 10’ x 10’ and include one full conference registration, one 6-foot table, two chairs, a waste basket, and free Wi-Fi.



OTHER CONFERENCE OPPORTUNITIES

At COAA Connect 2024, there are a variety of other ways to sponsor and showcase your firm.



- **CONFERENCE SWAG**

Have a cool conference swag idea? Work with COAA staff to identify swag ideas with your logo. Prices will vary based on swag options.

- **BREAKFAST AND LUNCH**

Signage recognition and opportunities to place marketing brochures on tables

- **MORNING COFFEE BREAK AND AFTERNOON SNACK BREAK**

Signage on break stations and opportunities for sponsor to brand the break offerings. Ideas include branded coffee sleeves, snack bags with your logo, or come up with your own fun idea. *Sponsors must procure and purchase additional offerings.*

- **RECEPTION BAR AND RECEPTION FOOD STATION**

Signage next to bar and reception food stations. Additional branding opportunities could include sponsor provided branded napkins and cups, or other unique ideas for firm exposure.

This sponsorship is for the Opening/Monday Night Reception. As conference planning continues, more details about Tuesday and Wednesday evening events will be published and sponsorship opportunities will come available.

- **KEYNOTE SPEAKER**

Introduce the Keynote Speaker, in conjunction with the conference committee, and give a two minute overview of your firm.

- Many other opportunities available



Don't see an opportunity, but have a unique idea?
Connect with Jessica Bonin at jbonin@coaa.org and let's discuss.

OWNER MEMBERS

as of December 2023



PARTNER LEVELS



If your total membership and sponsorship support adds up to any of the levels indicated on page 4, you will be designated a COAA Partner.

The 2024 partner levels and associated benefits are featured on the previous pages. Please use the worksheet attached to identify the opportunities your organization is interested in for 2024. Within three business days of our 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.

For questions or additional information, please contact

Jessica Bonin

Manager, Membership & Sponsorship

jbonin@coaa.org or 678-426-2771



**Thank
You**

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