

# WMFHA 2026 SUPPLIER BUDGET GUIDE

Your one-stop-shop for budgeting  
WMFHA activities in 2026

## EAST



WASHINGTON  
**MULTI  
FAMILY  
HOUSING**  
ASSOCIATION

# YEAR AT A GLANCE



## January

Emerging Leader  
Kick-Off

Fair Housing  
Series Webinar

## February

Day on the Hill 2/19

Virtual CAM

Monthly Webinar

## March

Coffee Connection  
Spokane/Tri Cities

Supplier Success  
Hybrid CAMT

Supplier Success Class -TBD

## April

EDCON EAST 4/9  
Monthly Webinar

Virtual CPO

Fair Housing Series Webinar

## May

Coffee Connection  
Spokane/Tri Cities

Virtual Legal Symposium

Monthly Webinar

## June

Corks, Forks, &  
Brews 6/25

Monthly Webinar

## July

Business  
Exchange (TBD)

Fair Housing  
Series Webinar

## August

Coffee Connection  
Spokane/Tri Cities

Monthly Webinar

## September

Maintenance  
Appreciation Spokane

Monthly Webinar

## October

Coffee Connection  
Tri Cities

Monthly Webinar

Leasing Workshop - TBD

## November

Coffee Connection  
Spokane

Monthly Webinar

## December

Holiday Giving Gala  
12/16 Spokane

EA WA Leadership  
Summit & Celebration

Your Brand. Every  
Event. All Year Long.



# NEW MEMBERSHIP DUES



## 2026 DUES

MEMBER TYPE	DUES AMOUNT	INCREASE %
Management Company	\$305.00	0%
Property Base	\$205.00	0%
Property Per Unit	\$2.25	0%
<b>Supplier</b>	<b>\$425.00</b>	<b>0%</b>
Non-Profit	\$295.00	0%
Owner/ Ownership Group	\$305.00	0%

More value!  
Same dues!

### To Our Valued Supplier Partners,

"We're grateful that you've chosen WMFHA to be part of your business journey. Your support and trust are what make this community so strong.

Even as we face rising costs—from operating expenses to the dues we pay to the National Apartment Association on your behalf—we know you are managing the same challenges. That's why we've made the decision to keep membership dues unchanged for 2026.

At WMFHA, we truly believe we're better together. Thank you for being such an important part of this community. We're proud to stand beside you and will continue working to be the partner and resource you can always count on."

With Gratitude,

**Angie Bentler – 2025 WMFHA Board President**  
**Director of Asset Management – Pacific Crest Real Estate**

**David Anderson – 2025 WMFHA VP of Supplier Council**  
**President/Owner – Puget Sound Signs & Graphics**





# MARKETING



## Real Members Real Testimonials

"The presentation in every area has been impressive. This is what I share currently as I become more connected and involved. I have already recommended a few individuals and business owners"

**Jeff Morton**  
Spartan Plumbing Inc

# SUPPLIER SCOOP SPONSOR



**Your Direct Line to 1,300+  
Supplier Members Bi-monthly.  
Highly Engaged. Tailored for Suppliers.**



Open Rate  
**42%**



Click Rate  
**4.8%**



In Their  
Inbox, In  
Their Mind

## Why the Scoop?

- Audience: Delivered to over 1,300 supplier members (and growing!)
- Engagement: With a 42% open rate and 4.8% click-through rate, Supplier Scoop outperforms industry email benchmarks.
- Frequency: Sent every other month, providing six opportunities per year to get your message across.
- Visibility: Your business is front and center among decision-makers and industry partners across the state.

## What's Included with Your Sponsorship?

- Your company logo prominently featured in the newsletter
- A custom message or promotional blurb
- A direct link to your supplier directory page on wmfha.org
- Opportunities to share special offers, product launches, company news, or event announcements

**\$300 for 6 months = 3 Newsletters**



# SOCIAL MEDIA PACKAGES



Promote your company to over  
**13,000 industry professionals**  
across three platforms.

(Advertised as Sponsored Post When Posted. **ALL CONTENT MUST BE APPROVED BY WMFHA STAFF PRIOR TO POSTING**)



13,044  
combined  
followers



16.2% -  
Engagement  
Rate



LinkedIn



Instagram



Facebook

## Starter Package - \$300

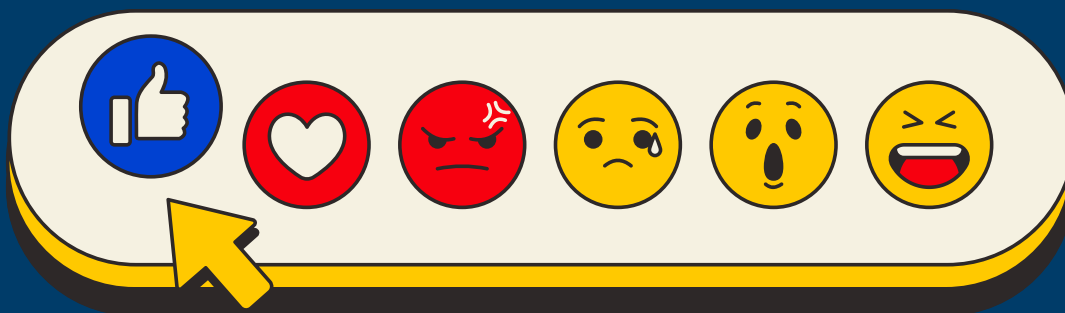
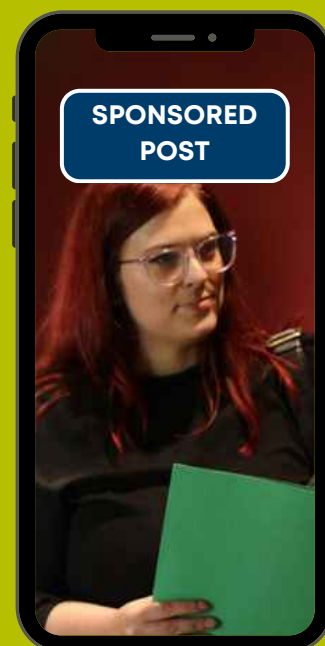
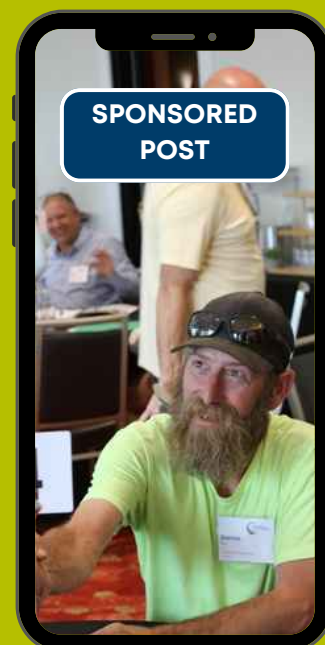
- 1 Static Image Post (shared across all 3 platforms)
- Post Copy: Up to 150 words
- Includes: 1 image (provided by advertiser)
- Tagging + Hashtags: Yes
- Engagement Report: Reach, likes, comments

## Engagement Package - \$525

- 2 Posts (1 per week for 2 weeks) Static image OR carousel (up to 5 slides)
- Custom Captions + Call-to-Action
- Content Support: We help format & optimize your images
- Post Copy: Up to 200 words each
- Engagement Report: Platform-by-platform metrics

## Video Visibility Package - \$900

- 1 Video Post + 1 Static/Carousel Follow-up Post
- Platforms: Shared on all 3 platforms + IG Reels + LinkedIn native video
- Video Length: Up to 60 seconds
- Captions Included: Yes
- Content Support: We help script and format captions
- Video Format Tipsheet - 4k, 1080, etc.
- Enhanced Engagement Report: Views, shares, saves, reach by platform





# EMAIL PACKAGES



## Promote your company to around 6000 Active and Engaged WMFHA members

(Advertised as Sponsored Email When Distributed. **ALL CONTENT  
MUST BE APPROVED BY WMFHA STAFF PRIOR TO DISTRIBUTION**)



Open Rate  
**32.6%**



Click Rate  
**6.3%**



In Their  
Inbox, In  
Their Mind

### Spotlight Package - \$550

- 1 Dedicated Email Blast
- Email Size: 400–500 words - 1 screen scroll (short & focused)
- Customized Subject Line, Preview Text Line, 1 CTA
- Scheduled on preferred date (based on availability)
- Basic Performance Report (opens & clicks)

### Visibility Package - \$1,000

- 2 Dedicated Email Blasts (1 per month, over 2 months)
- Email Size: 700–800 words - 1.5 screen scrolls per email
- Customized Subject Line, Preview Text Line, 1 CTA per email
- Priority Scheduling
- Standard Performance Report (opens, clicks)

### Brand Builder Package – \$1,400

- 3 Dedicated Email Blasts (spread over 3 months)
- Email Size: 900–1,000 words - 2 full screen scrolls
- Customized Subject Line, Preview Text Line, 1 CTA per email, Branded Header
- Premium Scheduling (first pick for available email slots)
- Full Analytics



# ADVOCATE



## Real Members Real Testimonials

“We're treated as a member, not just a supplier-member. It's a subtle but valuable difference. WMFHA offers various ways to participate, not just financially, which makes us actually want to do more with sponsorships, etc. Thank you for building a true community.”

**Jen Piccotti**  
**Swift Bunny**



# WMFHA PAC



## WMFHA PAC Works for You!

WMFHA's Political Action Committee (PAC) supports candidates who share our views on industry issues.

**When you contribute** you empower our team to inspire crucial change on your behalf.

**Any amount donated changes our industry for the better.**



## PAC



Our PAC is nonpartisan, which means we don't support democrats or republicans, **we support champions of the industry**. PAC dollars help us build relationships with current elected officials and candidates to ensure we have a seat at the table when critical decisions impacting multifamily housing are being made.

## Better Government Fund

### Can't Donate to the PAC?

WMFHA has an alternative account, the Better Government Fund (BGF). Dollars from the BGF help protect our industry **through direct legal action**. **Contributions help us fight for your interests.**

**MORE INFO  
ON BGF**



**DONATE TO  
PAC HERE**



## DAY ON THE HILL

**TICKETS  
\$75 PER PERSON**  
*Subject to change*



# DAY ON THE HILL SPONSORS



**EVENT DATE: FEB 19<sup>th</sup> 2026**

## **PRESENTING SPONSOR - \$2500**

- 8 Tickets to Day on the Hill
- Introduce legislators at the reception
- Logo on event page and all printed materials
- Recognition at virtual briefing

## **RECEPTION SPONSOR - \$1500**

- 4 tickets to Day on the Hill
- Recognition at the reception
- Logo at reception on all food and drink stations
- Logo on event page

## **Briefing Sponsor - \$750**

- 2 tickets to Day on the Hill
- Recognition at virtual briefing with all attendees
- Logo on event page

## **Lunch Sponsor - \$325**

- 2 tickets to Day on the Hill
- Logo on all box lunches
- Logo on event page



# EDUCATE



## Real Members Real Testimonials

"I've worked in three different states, and WMFHA is the gold standard of what an apartment association should be."

**Jessica Portch  
Maris**



# EDUCATE



## CAMT/External Maintenance & Plumbing

**TBD**

Morning Sponsor \$100 base fee + \$30 per person.

Afternoon Sponsor \$100 base fee + \$30 per person.

	Logo on Registration Page	Logo on Marketing and Emails	Greet Attendees with Swag	Attendee Contact Info
Morning Sponsor	✓	✓	✓	✓
Afternoon Sponsor	✓	✓	✓	✓



## CAMT/Appliance Training

**TBD**

Morning Sponsor \$100 base fee + \$30 per person.

Afternoon Sponsor \$100 base fee + \$30 per person.

	Logo on Registration Page	Logo on Marketing and Emails	Greet Attendees with Swag	Attendee Contact Info
Morning Sponsor	✓	✓	✓	✓
Afternoon Sponsor	✓	✓	✓	✓



**Please** 2026 Credential Scholarship  
**Note:** Applications open in October 2025.

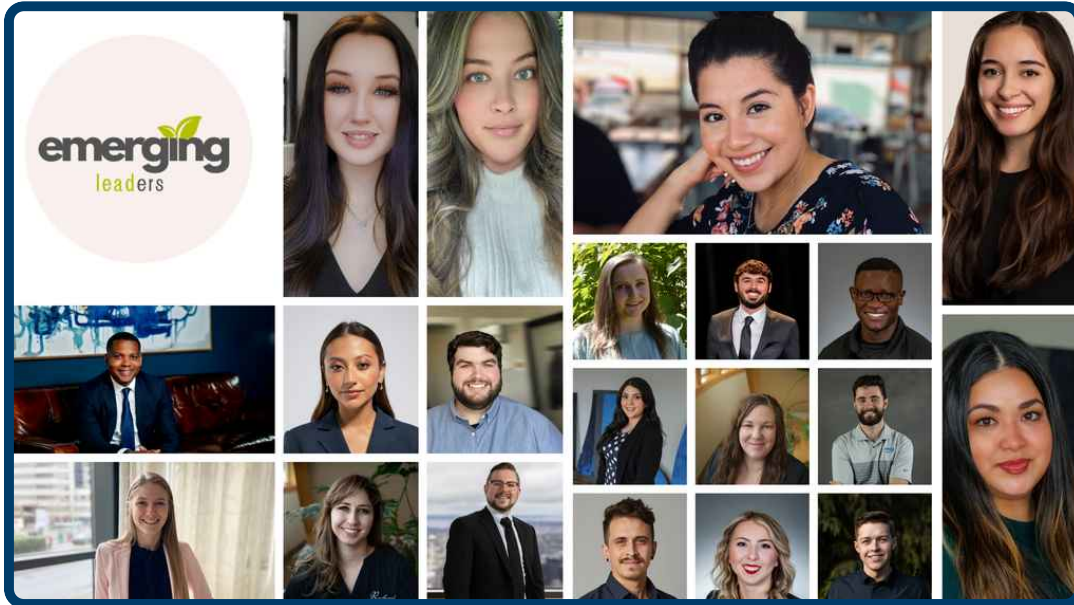
# EDUCATE



## Other Education Sponsorships

### EMERGING LEADERS - \$750

Includes Emerging Leaders Alumni Event



Tomorrow's Leaders,  
Building Today.

# EVENTS



## **Real Members Real Testimonials**

“WMFHA provides my company opportunities to get in front of key decision makers allowing us to provide solutions and exposure to our company. It also allows me to be involved in an organization that give backs to the Multi-housing industry, and industry that has made it possible for me to support my family throughout my career.”

**Rob Pendleton**  
**HD Supply**



# EVENTS



## EDCON EAST

April 9<sup>th</sup> 2026

### BOOTHS

\$1750 - Platinum Sponsor

\$650 - Exhibitor Booth

## New for 2026!

Supplier companies who elect not to exhibit, may attend EdCon using the non-exhibiting supplier ticket.

**This is \$199 per person, and each non-exhibiting supplier is limited to two attendees.**

LEARN • CONNECT • GOAL!



## WMFHA EdCon Suitcasing Policy

In order to protect our valued exhibitors and their investment to participate in EdCon, our rules **strictly prohibit solicitation**; "suitcasing" or "outboarding" by attendees who transact business at the show and **HAVE NOT** purchased an exhibit booth.

What are suitcasing and outboarding? "Suitcasing" and "outboarding" are unethical business practices in which non-exhibitors attempt to gain access to trade show attendees and/or exhibitors. These practices do not support members or the industry.

**"Suitcasing"** refers to those non-exhibiting companies or persons who go to shows as an attendee but "work the aisles" to solicit business in the aisles, classroom, and lobby areas.

**"Outboarding"** refers to non-exhibiting companies that set up exhibits, parties and events at off-site locations, hotel hospitality suites or restaurants, and encourage EdCon attendees to leave the event to join them.

For more information, contact Tricia Johnson at [tricia@wmfha.org](mailto:tricia@wmfha.org).



# EVENTS



## EDCON EAST ADD ON SPONSORSHIPS

You must purchase a booth to buy any additional sponsorships!  
**Additional sponsorships are being considered. Watch our emails for additional marketing opportunities.**

	Face-to-Face With Attendees	Pre-Event Marketing	Logo on Event Signage	Logo Displayed
\$500 Photo Booth Sponsor	✓	✓	✓	✓
\$400 Bag Sponsor			✓	✓
\$300 Lunch Sponsor			✓	✓
\$250 Breakfast Sponsor			✓	✓



**\$400**  
**4 Available**



### Classroom Sponsorships

Each classroom will have 1 sponsor for the entire day. This includes pitching to 4 sessions of students, logo on signage and in slide deck, hand out SWAG in classroom, and face-to-face time with students

Track Sponsors will have custom notebooks (w/your logo) presented to students throughout the day

# EVENTS



## Business Exchange

July

\$400 Includes:

Two representatives from each supplier company are allowed. Reps will attend appointments together.

Six-minute meetings with 10 property management companies over 3 hours.

Networking reception immediately following the meetings.



## Corks, Forks, & Brews

June 25

Available sponsorships Includes:

	Attendee Tickets	Branded Drink Tickets	Logo on Event Signage	Logo on Event page	Social Shout Out	Logo on Digi Photo Booth	Attendee List, Post Event	Acknowledge Sponsor at Event
\$700 - Cider	2	10	✓	✓	✓	✓	✓	✓
\$500 - Import	1		✓	✓	✓			✓
\$300 - Domestic	1			✓				✓





# EVENTS



## Maintenance Appreciation Spokane Sponsor

**\$400 Includes:**

Two attendee tickets

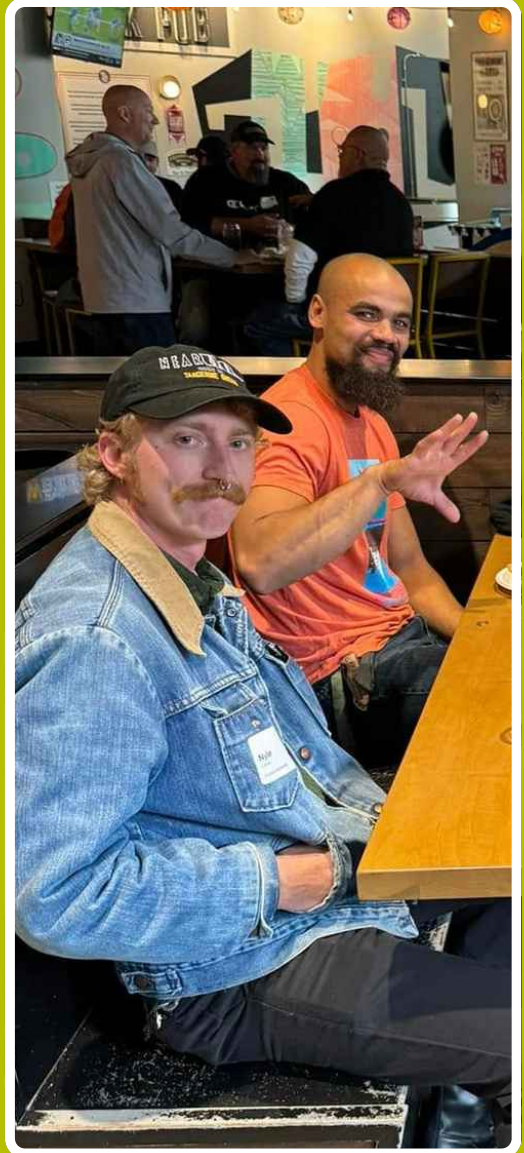
Company name on the event page

Logo on T-shirt provided to each attendee

Signage at the event



SEPT 2026



# EVENTS



## Holiday Giving Gala

DEC 11

**NEW LOCATION** - Northern Quest

Attendee Ticket - \$75 (\$10 of each ticket sale donated to Vanessa Beehan)

	Attendee Tickets	Logo on Event Marketing	Logo on Event Signage	Name on Event Marketing	Logo on Champagne Glass Collar	Logo on Heads or Tails Game Card
\$750 - Event Sponsorship	2	✓	✓	✓		
\$400 - Champagne Welcome Sponsor	1			✓	✓	
\$350 - Head or Tails Sponsor	1			✓		✓



Vanessa Beehan





# EVENTS



## Bimonthly Eastern WA Executive Council Lunch Sponsorship

(1 Available per meeting)

Jan 13, Mar 10, May 12, July 14, Sept 8, Nov 10

**\$150 Includes:**

1 attendee to the executive council luncheon

Logo on agenda

Attend luncheon & 5-10 minute presentation to group of executive leadership in Eastern WA



## EA WA Leadership Summit & Celebration

December 10

**\$250 (2 available) Includes:**

2 attendee tickets

5-10 minute presentation to group of executive leadership in Eastern WA

Logo on electronic invite to members



# Stand Out Where It Counts!





# WHO'S WHO



**NIKC MARIN**  
Executive Director  
nick@wmfha.org



**SLOANE CERBANA**  
VP of Operations  
sloane@wmfha.org



**TRICIA JOHNSON**  
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**KATRINA BISHOP**  
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**JASON LOUGHRIDGE**  
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**WILLIAM SCHNEIDER**  
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**MOLLY WATTS**  
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## Don't Hesitate to Reach Out



WASHINGTON  
**MULTI  
FAMILY  
HOUSING**  
ASSOCIATION