

WMFHA 2026 SUPPLIER BUDGET GUIDE

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



WASHINGTON
**MULTI
FAMILY
HOUSING**
ASSOCIATION

YEAR AT A GLANCE



February

Day on
the Hill

March

EdCon

April

Giving Gala
(Benefitting
Akin)

May

Business
Exchange, Virtual
Legal Symposium

June

NAA
Apartmentalize
(New Orleans)

July

WMFHA
Invitational

August

WMFHA's Impact
Day with Rebuilding
Together

September

Washington
Apartment
Outlook

October

Chili Cook-off
(Benefitting
DAWN)

November

Emerald
Awards

December

President's
Brunch

Your Brand. Every
Event. All Year Long.



NEW MEMBERSHIP DUES



2026 DUES

MEMBER TYPE	DUES AMOUNT	INCREASE %
Management Company	\$455.00	0%
Property Base	\$325.00	0%
Property Per Unit	\$3.25	0%
Supplier	\$800.00	0%
Non-Profit	\$295.00	0%
Owner/ Ownership Group	\$455.00	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.

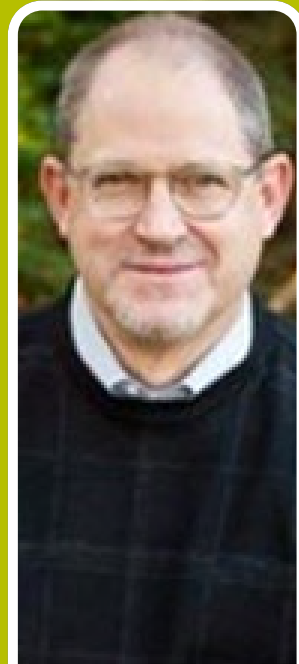
Even as we face rising costs—from operating expenses to the dues we pay to the National Apartment Association on your behalf—we know you are managing the same challenges. That's why we've made the decision to keep membership dues unchanged for 2026.

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

BOARD ROOM SPONSOR >>>

Board Room Sponsor – \$3,500

(First Right of Refusal)

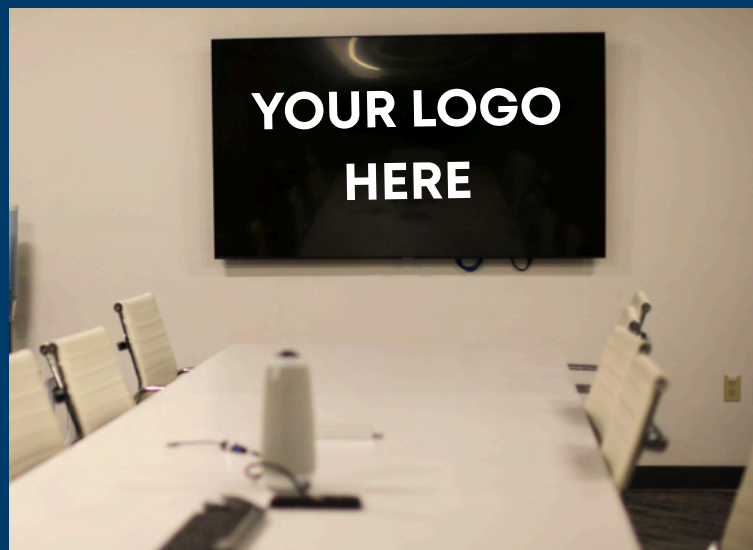
Exclusive Naming Rights to the WMFHA Board Room

Position your brand at the center of leadership and decision-making within the Washington Multi-Family Housing Association. As the exclusive Board Room Sponsor, your company will receive naming rights to the WMFHA Board Room, the dedicated space where all board meetings, committee gatherings, and internal staff meetings are held throughout the year.

This is a high-visibility opportunity to align your brand with WMFHA's leadership and ongoing strategic initiatives, reinforcing your commitment to the industry and its future.

Sponsorship includes:

- Prominent signage with your company name/logo displayed outside and/or within the Board Room
- Recognition in association materials referencing the Board Room (agendas, invites, etc.)
- Optional opportunity to provide branded materials for use in the space
- 10-minute presentation to Board of Directors at one of their meetings



NEWSLETTER SPONSOR



WMFHA Monthly Newsletter Sponsorship – \$225/month (6 Month Commitment)

Promote your business directly to Washington's multifamily housing industry by sponsoring a section of the WMFHA Monthly Newsletter—our most widely distributed digital communication.

Each month, the newsletter is emailed to approximately **6,000 active and engaged WMFHA members**, including property management professionals, supplier partners, and industry leaders. With an impressive **32.6% open rate** and a **6.3% click-through rate**—well above the industry standard for B2B emails—your brand will be seen and clicked on by the people who matter most.

Sponsorship Details

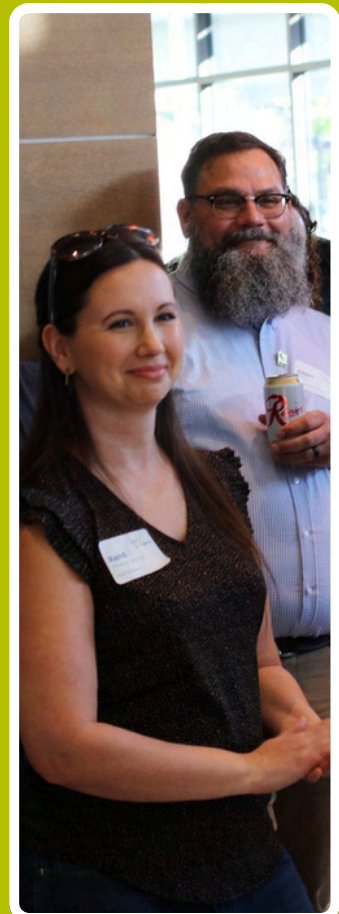
As a Newsletter Sponsor, your company logo will appear at the conclusion of one of our three key content sections:

- Advocacy
- Education
- Events

Your logo will link directly to your company's listing in the WMFHA Membership Guide or company website, making it easy for members to learn more about your offerings and connect with you directly.

Why Sponsor?

- Gain high-visibility digital exposure in a trusted WMFHA communication
- Align your brand with content relevant to your target audience
- Drive traffic to your WMFHA Membership Guide listing
- Show your support for the industry and increase brand credibility



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

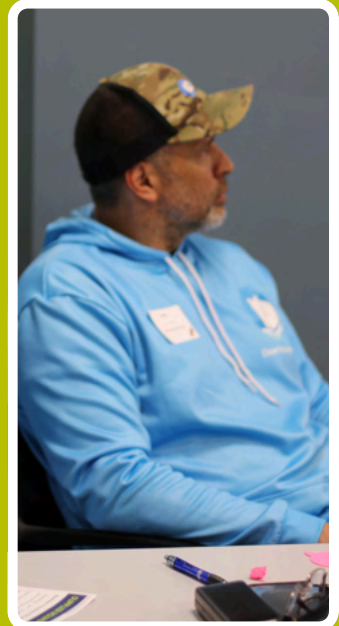
Why the Scoop?

- 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 - \$400

- 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 - \$700

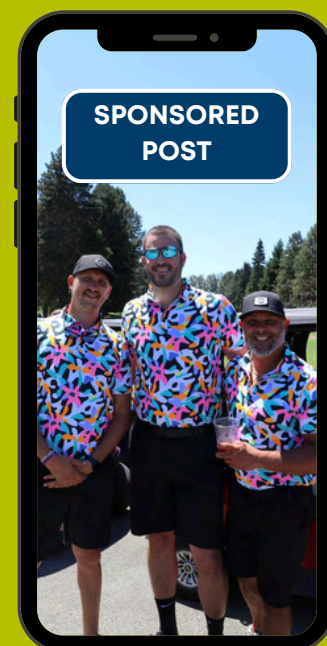
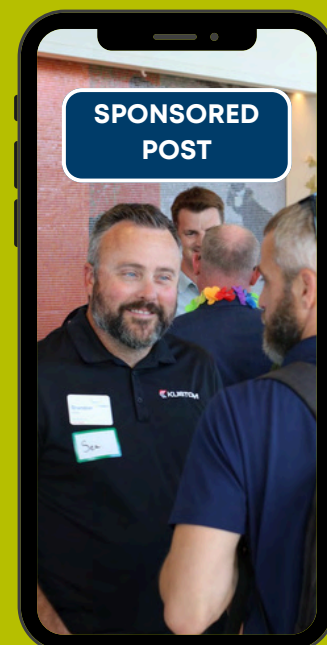
- 2 Posts (1 per week for 2 weeks) Static image OR carousel (up to 5 slides)
- Custom Captions + Call-to-Action
- Content Support: We help format & optimize your images
- Post Copy: Up to 200 words each
- Engagement Report: Platform-by-platform metrics

Video Visibility Package – \$1,250

- 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

Social Takeover Package – \$2,200

- 4 Posts Total, 1 every other week for 8 weeks:
 - 1 Video (up to 90 sec)
 - 2 Image/Carousel Posts
 - 1 behind-the-scenes "story" static post
- Content Scheduling Over 8 Weeks
- Cross-Linked to Company Page
- Custom Hashtag Strategy
- Includes 1 Boosted video Post (Paid Ads): \$100 ad spend included
- Full Engagement Report: Reach, engagement by post, follower growth during campaign



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 - \$750

- 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 - \$1350

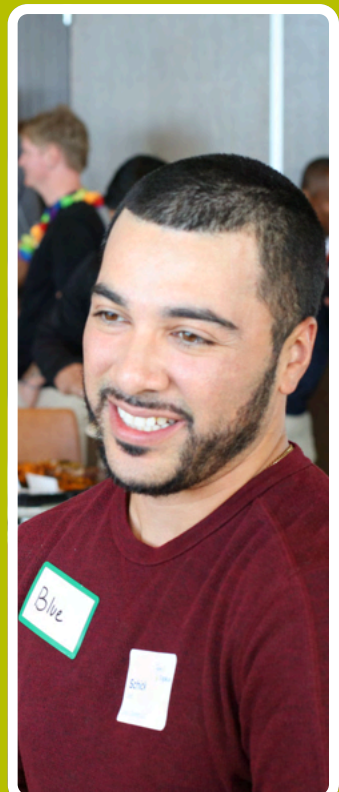
- 2 Dedicated Email Blasts (1 per month, over 2 months)
- Email Size: 700–800 words - 1.5 screen scrolls per email
- Customized Subject Line, Preview Text Line, 1 CTA per email
- Priority Scheduling
- Standard Performance Report (opens, clicks)

Brand Builder Package – \$1,950

- 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

Exclusive Annual Partner Package – \$3,600

- 6 Dedicated Email Blasts (one every other month)
- Up to 1,200+ words - 2.5+ screen scrolls
- Custom Email Template Design (branded to your company)
- Customized Subject Line, Preview Text Line, 1 CTA per email, Branded Header
- Guaranteed Prime Scheduling (Tues/Weds mornings)
- Full Analytics
- 1 Sponsored Feature in WMFHA Monthly Newsletter
- Recognition as Annual Marketing Partner on WMFHA website



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 19th 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



CAREER DEVELOPMENT SPONSORSHIPS

Support WMFHA's educational efforts and get face time with prime target audiences.

	Certificate of Apartment Maintenance Technician	\$100 + \$30 per person AUDIENCE: Maintenance Professionals
	Certified Apt. Portfolio Supervisor	\$100 + \$50 per person AUDIENCE: Property Supervisors and Managers
	Certified Apartment Manager	\$100 + \$30 per person AUDIENCE: Property and Assistant Managers
	Certified Apartment Leasing Professional	\$100 + \$25 per person AUDIENCE: Asst. Managers & Leasing Consultants
	All Day In-Person Workshop	\$100 + \$30 per person
	Half Day In-Person Workshop	\$100 + \$15 per person
	Monthly Webinars	\$1000 10 webinars included in 2026
	Fair Housing Webinar	\$400 4 webinars included



BENEFITS

- Roster of all students
- Logo Displayed
- Hand Out SWAG

EDUCATE



\$2000 Presenting Sponsor

Audience of community managers,
regional managers, and C-suite
(approx. 200 attendees)



Other Education Sponsorships

EMERGING LEADERS - \$750

Includes Emerging Leaders Alumni Event



SUPPLIER EDUCATION

SUPPLIER SUCCESS **\$99**

This class is a MUST for any supplier that wants insider knowledge of how to build relationships with property management.

SUPPLIER ROUNDTABLE **\$49**

Provides an opportunity for our supplier partners to come together for supplier-specific education and dedicated time to network and brainstorm solutions to challenges.

EDUCATE



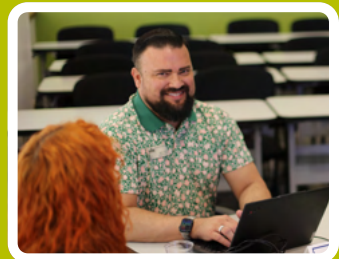
Training Center Sponsor – \$5,000

(First Right of Refusal)

Increase your brand recognition with hundreds of WMFHA members who attend classes in the WMFHA training center throughout the year.

Benefits:

- Your company name attached to the WMFHA training center for an entire year.
- Signage installed inside of the training center
- Opportunities to address students throughout the year
- Your marketing materials available in the training center
- All class confirmation emails will reference the training center with your company name attached



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

March 12th 2026

BOOTHS

- \$6750 - Platinum Sponsor
- \$2100 - Entrance Premium Double Booth
- \$1850 - Double Premium Booth
- \$1550 - Double Booth
- \$1050 - Premium Booth
- \$900 - Exhibitor Booth

New for 2026!

Supplier companies who elect not to exhibit, may attend EdCon using the non-exhibiting supplier ticket. **This is \$349 per person, and each non-exhibiting supplier is limited to two attendees.**

LEARN • CONNECT • GOAL!



WMFHA EdCon Suitcasing Policy

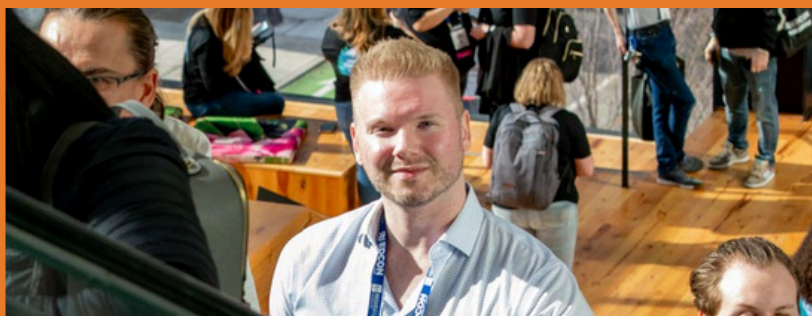
In order to protect our valued exhibitors and their investment to participate in EdCon, our rules **strictly prohibit solicitation**; "suitcasing" or "outboarding" by attendees who transact business at the show and **HAVE NOT** purchased an exhibit booth.

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.



EVENTS



EDCON

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	Marketing in Conf App	Logo Displayed
\$3500 Registration Sponsor	✓	✓	✓	✓	✓
\$2750 Photo Booth Sponsor	✓	✓	✓	✓	✓
\$2750 Internet Sponsor		✓	✓	✓	✓
\$500 Afternoon Break Sponsor			✓		✓
\$500 Lunch Sponsor			✓		✓
\$500 Breakfast Sponsor			✓		✓
\$500 Coffee Break Sponsor			✓		✓



\$1300

7 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



Introducing: *Spring Into Giving*—A Night to Remember!

April 30th 2026 | Meydenbauer Center

Formerly known as the Holiday Giving Gala, this reimagined evening of celebration and generosity is now Spring into Giving! Join us for a vibrant night filled with energy, elegance, and heart as we rally together to support Akin.

Enjoy a delicious plated meal, join in the thrilling dessert dash, and get ready to bid big during our unforgettable Silent & Live Auctions. It's more than an event; it's a movement to raise critical funds and awareness for Akin, all under the charm of a beautiful spring evening.

	Attendee Tickets	Signage at Event	Drink Tickets	In Event App
\$1500 Event Sponsor	2	✓	✓	✓
\$700 Heads or Tails Sponsor	2	✓		
\$700 Bidder Card Sponsor	2	✓		
\$500 Champagne Welcome Sponsor	1	✓		
\$500 Dessert Dash Sponsor	1	✓		

akin



LET'S MAKE AN IMPACT TOGETHER!



EVENTS



THE BUSINESS EXCHANGE

\$650 SUPPLIER PARTICIPATION

(Each Supplier gets 8-10 appointments)

Get in front of decision-makers in a
“speed dating” environment.
Six-minute appointments with
current and potential clients.

MAY 2026



WASHINGTON
APARTMENT
OUTLOOK

WASHINGTON'S PREMIER MULTIFAMILY FORECAST

500+ community leaders, owners,
lenders, brokers, asset manager and
executives receive the latest
information on economic trends.

\$129 - ATTENDEE

\$4500 - PLATINUM SPONSOR

\$1000 - CENTERPIECE SPONSOR

SEPTEMBER 2026



EVENTS



WMFHA's Impact Day with Rebuilding Together

July 2026

At WMFHA's Impact Day with Rebuilding Together, volunteer teams collaborated with Rebuilding Together Seattle to deliver hundreds of man-hours improving safety and comfort homeowners in need. By sponsoring lunch, your organization not only feeds hardworking volunteers, your logo becomes part of a tangible testament to community investment and lasting impact.

Lunch & Beverage Sponsor - \$500

Benefits include:

- Provide lunch and cold water to our volunteers during service day
- Logo on pre-event marketing
- Signage at the event
- 1 volunteer to attend the event
- Event day T shirt

Other sponsorship opportunities:

Donate products and/or services to the cause (These will be identified once we know the scope of work)

Donate money towards the purchase of products & services

Benefits:

- Be listed on the event page as a donor
- Listed in the post event wrap up as a donor
- Give Back to those in need



MAKE A DIFFERENCE!



EVENTS



WMFHA INVITATIONAL

(Golf Tournament)

SUMMER 2026 | Location = TBD

	Face-to-Face With Golfers	Pre-Event Marketing	Lunch Provided	Logo on Signage	Hand Out Swag
\$950 Golf Cart Sponsor	✓	✓		✓	✓
\$925 Longest Drive Sponsor	✓	✓	✓	✓	
\$925 Closest to the Pin Sponsor	✓	✓	✓	✓	
\$925 Hole Sponsor	✓	✓	✓	✓	✓
\$750 Beverage Cart Sponsor	✓	✓		✓	
\$700 Potty Break Chauffer Sponsor	✓	✓		✓	
\$500 Welcome Mimosa Sponsor	✓	✓		✓	
\$500 Putting Challenge Sponsor	✓	✓		✓	
\$500 Swag Sponsor	✓	✓		✓	
\$500 Registration Sponsor	✓	✓		✓	
\$250 Mulligan & String Sponsor	✓		✓		



EVENTS



What is Tapas and Topics?

Tapas and Topics is a **member only** free, monthly after-hours networking event held every 1st Thursday. The location rotates as each event is co-hosted by a property management company and a supplier member. Members come together to connect with fellow multi-family professionals in a relaxed environment while enjoying food, beverages, and a networking activity all provided by the hosts.

What does it take to become a host?

Hosts must be able to provide a space to accommodate a minimum of 100 guests. Registration tickets will be split 60/40 (60 property management spots and 40 supplier spots). Co-hosts will work together to determine what kind of food, beverages, décor, and activity will be provided, and are responsible for all costs. *The expectation is that the costs are shared between the co-hosts, not that the supplier partner covers all event costs.* Most Tapas and Topics events are held in the community space of a member property. Adequate parking for guest count will be considered when selecting hosts for Tapas and Topics. The WMFHA team handles all registration, online marketing, and guest nametags for the event and will assist with connecting the co-hosts and creating an outline of event planning.

Want to become a host?

Complete the Google Form to be considered to host a Tapas and Topics event in 2026! You can find the Google Form on our Engage and Sponsor page on the WMFHA website! **(Scan the QR Code for access.)**



Final decisions are based on locations available (we try to offer these events throughout the greater Seattle area including South, North, East, and Peninsula to accommodate our membership in all areas), guest capacity, available parking, etc.



SCAN ME

NETWORKING AT ITS FINEST!

EVENTS



CHILI COOK-OFF

OCTOBER 24TH, 2026

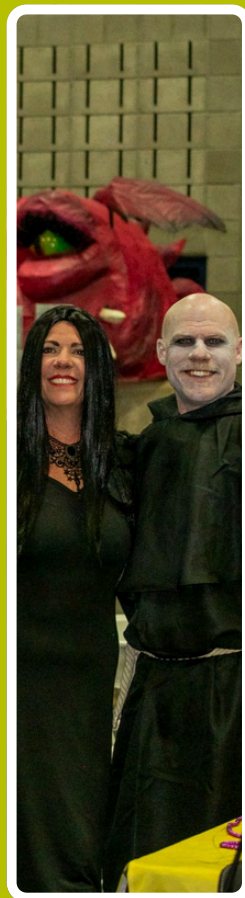
A philanthropy event for your whole family!
Chili tasting, trick-or-treating, raffle prizes and more! All proceeds go towards supporting the Domestic Abuse Women's Network.

\$20 per person.

Kids 12 and under are free!



	Competitor Table	Logo on Website	Attendee Tickets	Signage At Event	Pre-Event Marketing
\$3995 Big Chili	✓	✓	30	✓	✓
\$2195 Ghost Pepper	✓	✓	25	✓	✓
\$1495 Habanero	✓	✓	12	✓	✓
\$1095 Jalapeno	✓	✓	8	✓	✓
\$700 Registration Sponsor		✓	5	✓	✓
\$500 Competitor Table			2	✓	
\$425 Food Court			3	✓	
\$250 Craft Sponsor				✓	
\$250 Treat Bag Sponsor				✓	



EVENTS



EMERALD AWARDS

NOVEMBER 13TH, 2026

Due to capacity issues at the venue, only suppliers who are sponsors and/or nominees are allowed to attend this event.



**YOUR
MOMENT
TO SHINE**

	Stage Time	Face Time W/Nominees	Attendee Tickets	Signage At Event	In Program	Logo Displayed
\$4995 Emerald Sponsor	✓	✓	5	✓	✓	✓
\$2995 Sapphire Sponsor		✓	2	✓	✓	✓
\$2500 Registration Sponsor		✓	4	✓	✓	✓
\$2250 Nominee Recognition		✓	2		✓	✓
\$1500 Red Carpet Arrival		✓	2	✓	✓	✓
\$1500 Photo Booth		✓	2	✓	✓	✓
\$1495 Cocktail Sponsor			1	✓	✓	✓
\$795 Program Sponsor			1		✓	



YOUR MOMENT TO SHINE!



EVENTS



PRESIDENT'S BRUNCH

DECEMBER 2026

At the President's Brunch, we will:

Induct the 2026 WMFHA Board of Directors and take a moment to acknowledge the contributions of our outgoing Board Members. The event will also celebrate the accomplishments of our Emerging Leaders cohort and recognize WMFHA members who serve at the national level with the National Apartment Association. Additionally, we will express our gratitude to the dedicated members of our 2025 Committees.

Sponsor - \$500

Benefits:

- 2 tickets to the event
- Marketing on Event page
- Logo on pre-event Marketing
- Signage at the event
- Mic time at event



New VIP Event coming in 2026!

Stay tuned for
additional
information.



WHO'S WHO



NIKK MARIN
Executive Director
nick@wmfha.org



SLOANE CERBANA
VP of Operations
sloane@wmfha.org



TRICIA JOHNSON
Senior Director of
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MOLLY WATTS
Member Services Specialist
molly@wmfha.org

SUPPLIERS IN LEADERSHIP

David Anderson - VP of Supplier Council/Board of Directors,
Puget Sound Signs & Graphics

Evan Happel - Board of Directors, Community Boss

Chad Neilson - Board of Directors, Belfor Property Restoration

Katie Phelan-Chostner - Board of Directors, 1UP Floors

Mark Sims - Board of Directors, Fikes



David Anderson



Evan Happel



Chad Neilson



Katie Phelan-
Chostner



Mark Sims

