

WMFHA 2027 SUPPLIER BUDGET GUIDE

Your one-stop shop for
budgeting WMFHA
activities in 2027

EAST



WASHINGTON
**MULTI
FAMILY
HOUSING**
ASSOCIATION

YEAR AT A GLANCE



January

Emerging Leader Kick-Off

February

Day on the Hill 2/11
Virtual CAM

March

Coffee Connection (TBD)

April

Monthly Webinar
Virtual CPO
Fair Housing Series Webinar
Virtual CALP
Membership Meeting

May

Virtual Legal Symposium
Virtual CPO

June

Corks, Forks, & Brews 6/24

July

Business Exchange 7/21
Membership Meeting

August

Coffee Connection (TBD)

September

October

Maintenance Appreciation
Coffee Connection (TBD)
Membership Meeting

November

Emerald Awards East

December

Holiday Giving Gala Spokane
EA WA Leadership
Summit & Celebration

Smart Planning.
Year-Round Impact.



NEW MEMBERSHIP DUES



2027 DUES

MEMBER TYPE	DUES AMOUNT	INCREASE %
Management Company	\$305.00	0%
Property Base	\$205.00	0%
Property Per Unit	\$2.34	4%
Supplier	\$425.00	0%
Non-Profit	\$295.00	0%
Owner/ Ownership Group	\$305.00	0%

More value for
what's ahead!

"As WMFHA begins its 24th year as Washington's trusted partner for multifamily housing, thank you for your continued membership, partnership, and trust.

2026 brought another year of challenges, from legislative pressures at every level to economic uncertainty and rising costs. Through it all, our industry has continued to move forward together.

As we plan for 2027, the WMFHA Board of Directors and staff remained focused on a clear priority: delivering greater value while keeping the cost of membership, education, and events manageable.

We're pleased to share that Management Company dues, Supplier dues, and property base fees will remain unchanged for 2027. Property members' dues will increase \$0.09 per-unit, reflecting the corresponding dues increase from the National Apartment Association, to which WMFHA pays dues for every member.

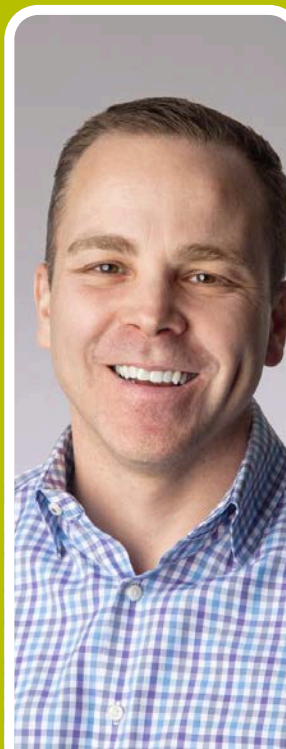
This follows no dues increase in 2026 and reflects our commitment to balancing responsible financial stewardship with the value and service our members expect.

Your membership makes WMFHA stronger. Our Board, volunteer committees, and staff will continue working every day to advocate for our industry, deliver timely education, create meaningful connections, and celebrate the people who make multifamily housing in Washington exceptional.

Thank you for being part of the WMFHA community. We look forward to another strong year together."

With Gratitude,

Brett Waller
2026 Board President
General Counsel, Weidner Apartment Homes



MARKETING



Real Members Real Testimonials

"Through initiatives like "Members Using Members," I have built invaluable professional relationships with suppliers and peers that I otherwise would not have made. WMFHA not only fosters a sense of community and celebration within the industry but also empowers us to be a stronger, more unified voice. Our membership is an indispensable asset to our success, and we would not consider operating without it."

Amanda Gunn
Rockwood Property Management

WEBSITE SPONSOR



Home Page Sponsor - 18,000 Visitors

\$1,200 for 6 months

Becoming a homepage sponsor on the WMFHA website offers a unique opportunity to place your brand front and center among Washington's multifamily housing decision-makers. As a homepage sponsor you gain high visibility to all site visitors — essentially lending your reputation to WMFHA's credibility and aligning your business with trusted advocacy, education, and industry leadership. Your company logo will be displayed and link directly to your WMFHA member profile

Event Page Sponsor - 12,000 Visitors

\$1,100 for 6 months

Promote your brand to Washington's multifamily professionals by sponsoring the WMFHA Events page. Your company logo will appear alongside our event listings and link directly to your WMFHA member profile, giving visitors a quick way to learn more and connect with you. It's a simple, effective way to boost visibility and show your support for the industry.



M.U.M.'s the Word! We are Better Together!

WMFHA encourages ALL members to reach out and find new suppliers to work with. Have you seen our supplier directory lately? We are adding new incredible partners all the time. Click below to find a new member to connect with.

THANK YOU TO OUR WEBSITE SPONSORS

**YOUR
LOGO
HERE**

**YOUR
LOGO
HERE**

**YOUR
LOGO
HERE**

**YOUR
LOGO
HERE**

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

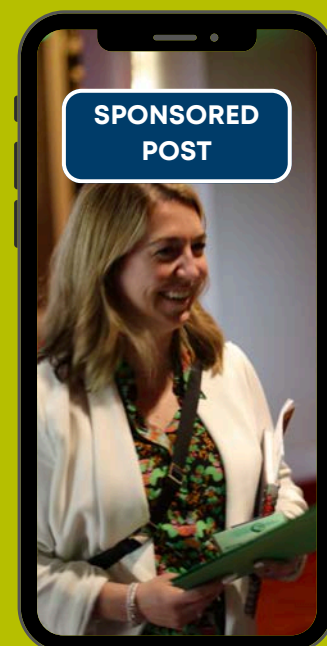
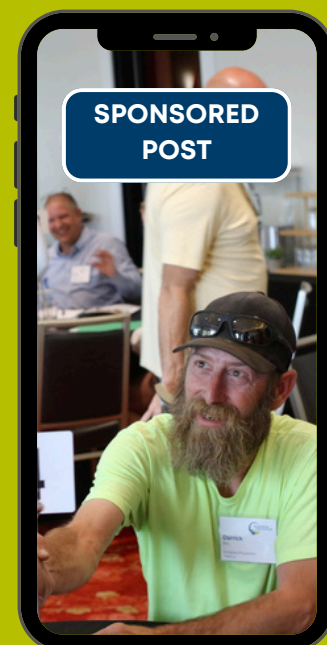
- 2 Posts (1 per week for 2 weeks): Static image OR carousel (up to 5 slides)
- Custom Captions + Call-to-Action
- Content Support: We help format & optimize your images
- Post Copy: Up to 200 words each
- Engagement Report: Platform-by-platform metrics

Video Visibility Package - \$1,250

- 1 Video Post + 1 Static
- 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 - \$2,000

- 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
- Tagging + Hashtag: Yes
- Full Engagement Report: Reach, engagement by post.



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
- Audience: All management and properties
- Email Size: 400–500 words
- Customized Subject Line, Preview Text Line, 1 CTA
- Scheduled on preferred date (based on availability)
- Standard Performance Report (opens, clicks)

Visibility Package - \$1350

- 2 Dedicated Email Blasts (1 per month, over 2 months)
- Audience: All management and properties
- Email Size: 700–800 words
- 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)
- Audience: All management and properties
- Email Size: 900–1,000 words
- Customized Subject Line, Preview Text Line, 1 CTA per email, Branded Header
- Premium Scheduling (first pick for available email slots)
- Full Analytics

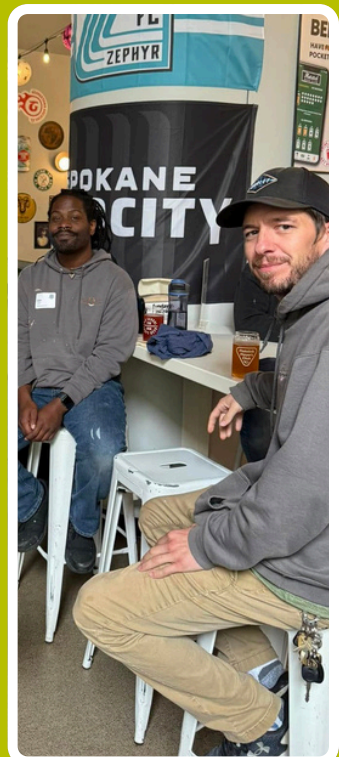
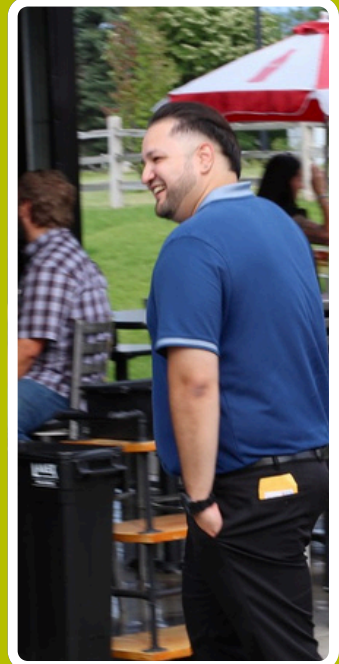
Exclusive Annual Partner Package – \$3,600

Email Bundle

- 4 Dedicated Email Blasts (1 every two months)
- Audience: All management and properties
- Up to 1,200+ words
- Customized Subject Line, Preview Text Line, 1 CTA per email, Branded Header
- Full Analytics

Annual Partner Perks

- Custom Email Template Design (branded to your company)
- Guaranteed Prime Scheduling
- 1 Sponsored Feature in WMFHA Monthly Newsletter
- Recognition as Annual Marketing Partner on WMFHA website



ADVOCATE



Real Members Real Testimonials

“The fact that it brings people together, educates, and informs in a way that supports all related businesses and professions.”

Wil Earl
Pacific Rim CR LLC

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

EARLY BIRD \$65/PERSON

Regular -\$75/PERSON

Subject to change



DAY ON THE HILL SPONSORS



EVENT DATE: FEB 11th 2027

PRESENTING SPONSOR - \$2500

- 8 Tickets to Day on the Hill
- 2 tickets to Thursday night VIP reception
- Exclusive opportunity to introduce lawmakers at the Thursday night legislative reception
- Logo on event webpage and all event materials, including the Swapcard app
- Recognition at pre-event training webinar and morning briefing

Morning Briefing Sponsor(s) - \$1000

- 4 tickets to Day on the Hill
- 1 ticket to Thursday night legislative reception
- Logo on event webpage and Swapcard app
- Opportunity to address attendees at the Morning Briefing

Shuttle Sponsor (1) - \$750 (NEW)

- 2 tickets to Day on the Hill
- Option to provide a driver for the shuttle for the day.
- Ability to display logo and/or marketing material in/on the shuttle
- Logo on event webpage and Swapcard app



DAY ON THE HILL SPONSORS



SwapCard App Sponsor(s) - \$500 (NEW)

- 2 tickets to Day on the Hill
- Premium logo location on the DOH SwapCard app
- 3 mass communication messages to DOH attendees with company name/logo and info
- Logo on event webpage

Lunch Sponsor(s) - \$350

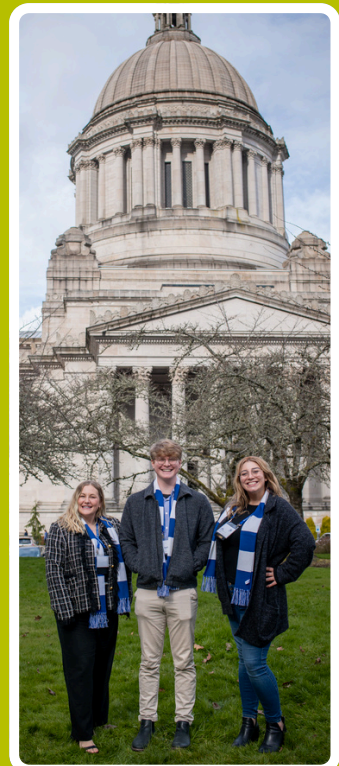
- 1 ticket to Day on the Hill
- Logo on all box lunches
- Logo on event webpage and Swapcard app

Scarf Sponsor(s) - \$325

- 1 ticket to Day on the Hill
- Logo displayed on marketing materials when scarves are provided
- Logo on the event webpage and Swapcard app

Private Leadership Welcome Reception (Wednesday night) - \$100/person

- Intimate and exclusive gathering with a limited number of WMFHA members (20-25), WMFHA GA staff, and legislative leadership.
- Hors d'oeuvres and open bar.



Pillars of Advocacy



Pillars of Advocacy Program

The Pillars of Advocacy Program recognizes supplier members whose leadership-level investments strengthen the WMFHA PAC and support year-round advocacy on behalf of Washington's multifamily housing industry. Through enhanced recognition, exclusive networking opportunities, legislative engagement, and direct access to WMFHA's advocacy efforts, the program provides meaningful opportunities to build relationships with housing providers, policymakers, and industry leaders while supporting a strong voice for the industry. Supplier members may participate at one of two recognition levels:

Leaders in Housing – \$2,500

- Recognition on the WMFHA PAC webpage
- Recognition at advocacy events
- Recognition ribbon on name badge
- Invitations to candidate receptions, advocacy networking events, PAC events, and policymaker roundtables, when appropriate
- Periodic legislative and advocacy updates

Pillars of Advocacy – \$5,000

Everything included in Leaders in Housing, plus:

- Featured recognition across WMFHA advocacy communications and events
- Exclusive legislative briefings and behind-the-scenes advocacy updates
- Invitations to exclusive receptions and small-group discussions with legislators, candidates, housing providers, and industry leaders
- Opportunities to provide feedback on legislative priorities and advocacy initiatives
- Digital Pillars of Advocacy recognition badge
- Premier recognition ribbon





EXIT

EDUCATE



Real Members Real Testimonials

“Sharing, educational, and social events bringing competitors and teammates together for professional growth, including dissemination of helpful information to better serve the industry.”

Rick Reents
Bulldog Rooter



Membership Meetings

2027 TBD

2 Sponsors per meeting available - \$200

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



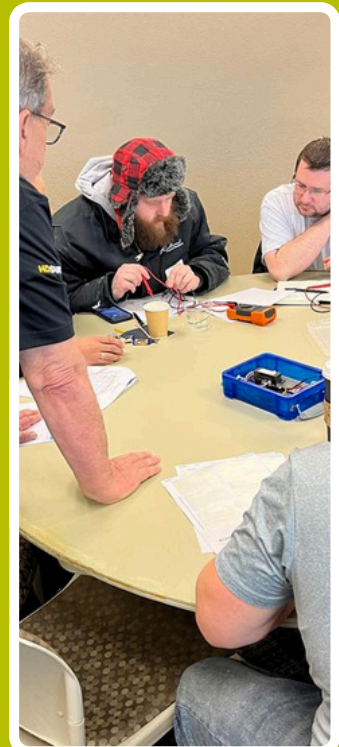
Appliance Training

2027 TBD

Breakfast Sponsor \$100 base fee + \$15 per person.

Lunch Sponsor \$100 base fee + \$15 per person.

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





EVENTS

Real Members Real Testimonials

“WMFHA is the best association we’re a part of, hands down. You raise the bar in every aspect, from the amount of events you coordinate each year to the level of involvement the WMFHA staff has with each and everyone of your members. We are SO proud to be a part of WMFHA, and we always recommend other businesses who work in the multi-family industry to become members as it’s a foolproof way to become known with property management professionals.”

**Allison Bell
Fikes**

EVENTS



Business Exchange

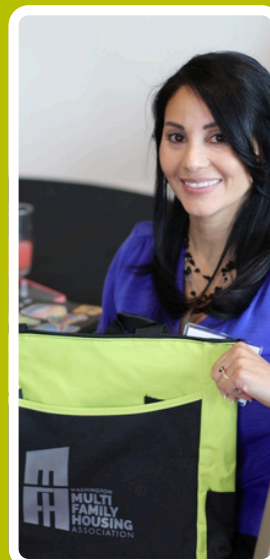
July 21st

\$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 24th

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

LOCATION - Dave & Busters

Date - TBD

\$500 Includes:

Two attendee tickets

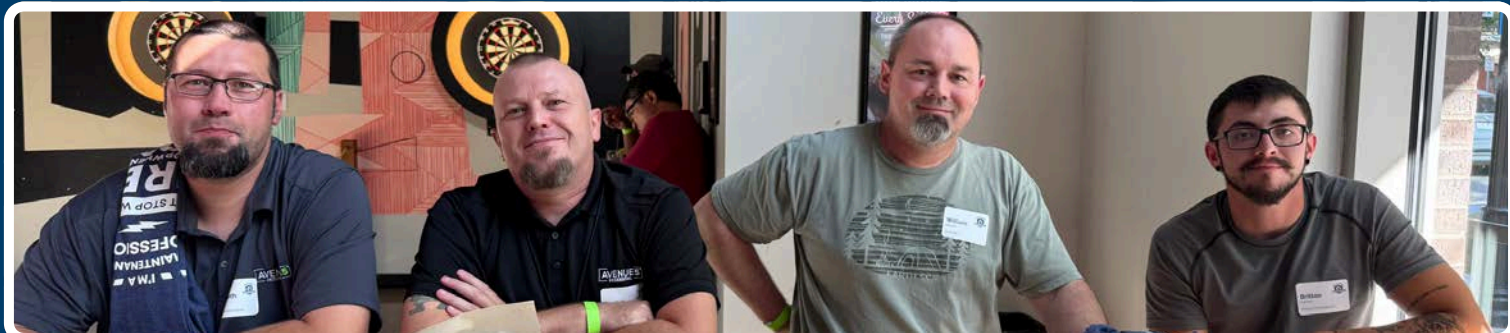
Company name on the event page

Logo on T-shirt provided to attendees

Signage at the event



SEPT 2027



EVENTS



Emerald Awards

OCT/NOV 2027

Available sponsorships include:



	Attendee Tickets	Present Trophies at Event	Signage at Event	Logo on Event Page	Reserved Table at Event	Sponsor Digital Photo Booth	Marketing on Finalist Swag Bag	Hand out Swag	Logo on Nominee Certificates	Sponsor Dessert Reception	Signage on Dessert Table	Name on Event Page	Advertise in Digital/Print Program
Emerald Level - \$1595	5	✓	✓	✓	✓								
Photo Booth - \$1200	2		✓	✓		✓							
Sapphire Level - \$995	2			✓			✓	✓					
Nominee Recognition level - \$795	2							✓	✓				
Dessert Reception - \$500	2									✓	✓		
Program level - \$425	1											✓	✓



EVENTS



Holiday Giving Gala

DEC

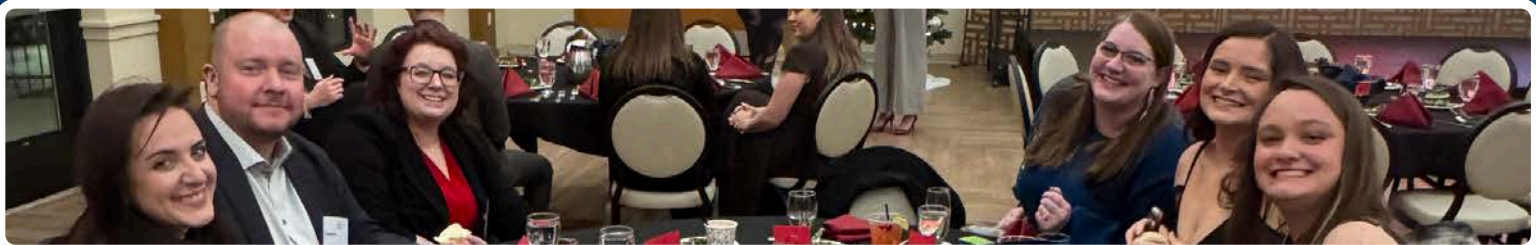
Northern Quest

Attendee Ticket - \$80 (\$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
\$750 - Event Sponsorship	2	✓	✓	✓		
\$400 - Champagne Welcome Sponsor	1			✓	✓	
\$500 - Head or Tails Sponsor	1			✓		✓



Vanessa Behan



EVENTS



Bimonthly Eastern WA Executive Council Lunch Sponsorship

(1 Available per meeting)

2027 Dates TBD

\$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 2027

\$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



NICK MARIN
Executive Director
nick@wmfha.org



SLOANE CERBANA
VP of Operations
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Don't Hesitate to Reach Out

