



Business Partner Engagement Agreement for Workshops Fiscal Year 2014-15

PURPOSE OF AGREEMENT

The purpose of this agreement is to enhance collaboration and partnerships between the Washington Chapter of APPA (WAPPA) and the Business Partner member community, by enabling business partners to sponsor and support the creation of half-day WAPPA educational workshops.

WAPPA

WAPPA is dedicated to promoting relationships that provide professional and personal development through leadership, education and networking opportunities. We foster professional ideas and standards and create low cost educational opportunities for the advancement of facilities professionals and institutions.

WAPPA'S FOCUS ON THE BUSINESS PARTNER COMMUNITY

A key component in the success of WAPPA's programs and services is the dedication of our business partners. Business Partner membership is open to all private sector companies who provide products and services to the facilities management industry that have a specific interest in reaching facilities professionals in the education environment. Overall, we offer our business partner members a number of opportunities for engagement and participation such as:

- Direct access to a targeted audience of educational facilities vice presidents, directors, chief engineers, managers, and supervisors
- Increased visibility among educational facilities professionals to enhance name recognition, visibility, and credibility;
- Various sponsorship opportunities at WAPPA's workshops, support of research projects, advertising in our print and electronic media;
- Sponsorship/delivery of workshops programs;

AREAS OF ENGAGEMENT

WAPPA is enhancing its capability by delivering local technical workshops designed to meet the changing expectations of its members. Sponsors of WAPPA Workshops are required to be and WAPPA Business Partner members in good standing. For more information on WAPPA membership see the WAPPA site at mywappa.org.

BUSINESS PARTNER DRIVE IN SPONSORSHIP FEE STRUCTURE

The sponsorship fee structure for WAPPA Workshops is as follows:

- Sponsorship of One Workshop: \$3,000
 - Cost sharing is acceptable, Sponsorships can be split up three \$1,000.00 sponsorship segments. Main Business Partner Sponsor can recommend other Business Partners that would complement the workshop session.



The sponsorship fee charged by WAPPA provides for the following:

- WAPPA's support and assistance and in identifying and confirming Workshop location(s) on behalf of the Business Partner sponsor;
- Event room fees, and the cost of any food and beverage for the event opportunity for the Business Partner sponsor to work closely with WAPPA and the hosting institution representative in the design and format of the drive in program, and selection of content and speakers;
- WAPPA branding for the event, as well as marketing and communications services from WAPPA used in promotion of the Workshop:
 - The production of event badges, evaluation forms, and meeting materials produced by WAPPA and delivered on site, for use by the sponsoring Business Partner and Host Institution staff;

WAPPA's SUPPORT & RESPONSIBILITIES

- Secure a local college & university host for each desired location(s);
- Market each seminar to the targeted community;
- Administer each program through our on-line registration system;
- Provide the business partner and host the list of attendees for future follow-up;
- Advertise these opportunities on our WAPPA website.

LOCAL HOST SUPPORT & RESPONSIBILITIES

- Additionally market each seminar to the local community (to include both APPA, PCAPPA members and potential prospects in the area);
- Provide the seminar space and recommendations for food and beverage used in the delivery of the seminar;
- Support the logistical requirements at the local site (e.g., maps for attendees, parking arrangements, etc.).

BUSINESS PARTNER BENEFITS

- Position your organization as an invaluable technical expert;
- Direct participation in the educational programming and its delivery;
- Opportunity to incorporate the content/outcomes in your organization's marketing materials;
- High corporate visibility as a nationally recognized leader and subject matter expert;
- Increase exposure to WAPPA members and the higher education community/marketplace;
- Opportunity to create professional long-term relationships with individual members of WAPPA;
- Opportunity to share financial resources and intellectual capital on a meaningful, measurable, and mutually beneficial project.
- Provide your WAPPA workshop invitations (created by WAPPA) to your customers and invite them to register for the workshop session.



ACKNOWLEDGEMENTS

By entering in this agreement, the Business Partner acknowledges and abides by the WASHINGTON Chapter of APPA Business Partner Code of Conduct Policy (see WAPPA website for Policy).

On behalf of the WAPPA Workshop Sponsor:

Sponsor Signature: _____

Date: _____

Name of signatory: _____

Title of signatory: _____

Company Name: _____

On behalf of the WAPPA Workshop Sponsor:

Signature: _____

Date: _____

Sponsor is is not a current WAPPA Business Partner Member.

If not a current Business Partner Member, Sponsor has submitted its Business Partner Membership form and payment.

Please return this agreement to Patty Anderson via email:

Email: patty@performancebuildingsolutions.org

Please send a logo of your organization to post on the mywappa.org Members web page if you are a new member.