

Dear Industry Leader,



The Window Coverings Association of America (WCAA) works diligently to provide our members with the tools they need to expand their businesses -- better education, great networking opportunities, and direct access to the industry's best suppliers of products and services. WCAA's members -- workrooms, interior designers, window treatment retailers and installers -- look to our Industry Partners for the latest equipment, current technology, applications, fabrics, trends, and solutions that will provide them with the new ideas and guidance on ways to operate their businesses more efficiently.

By becoming an Industry Partner, you not only will be demonstrating to one of your niche target markets that you are a committed supporter of their industry, but you will also be given the tools you need to build a strong working relationship with them. WCAA has designed Industry Partner levels for both large and small budgets. Whether you choose to become a Platinum or Bronze Level Industry Partner, we will ensure that your company stands out as we actively promote your involvement with the Association.

The benefits of becoming an Industry Partner are concentrated on what you care about most -- expanding your visibility in front of, and gaining direct access to, WCAA's ever-growing, valuable membership.

WCAA is the only national non-profit trade association dedicated to the retail window coverings industry. From veteran professionals with decades of window coverings experience to young adults just beginning or changing their careers, to students striving to become tomorrow's best, we are the association of choice for almost 1,000 leaders in our industry.

Enclosed is a full list of Industry Partner levels and their associated benefits. You can reach me directly at (919) 263-9850 or email renee@wcaa.org to discuss further. **Don't delay; become a WCAA Industry Partner today!**

Sincerely,

A handwritten signature in black ink that reads "Renee Gurganus". The signature is written in a cursive, flowing style.

Renee Gurganus | Executive Director
Window Covering Association Of America
PO Box 11317 | Wilmington, NC 28404 |
www.wcaa.org

PARTNERSHIP LEVELS & BENEFITS



FOR MORE INFORMATION ON HOW TO BECOME AN INDUSTRY PARTNER, CONTACT WCAA EXECUTIVE DIRECTOR RENEE GURGANUS, AT 919-263-9850 OR E-MAIL RENEE@WCAA.ORG

DIAMOND

\$8,500

All benefits included in our **PLATINUM PACKAGE**, plus:

- + 1 complimentary local or virtual chapter membership (2 per year)
- + 1 additional IP e-mail newsletter submission (11 per year)
- + 1 individual e-mail campaign via WCAA (6 per year)
- + 1 company special event promotion (4 per year)
- Featured logo on all Lunch & Learn cover slides

PLATINUM

\$5,250

All benefits included in our **GOLD PACKAGE**, plus:

- + 1 complimentary local or virtual chapter membership
- + Priority ranking for sponsorship of WCAA event
- + 2 additional IP e-mail newsletter submissions (10 per year)
- + 1 individual e-mail campaign via WCAA (5 per year)
- + 1 company special event promotion (3 per year)

GOLD

\$2,750

All benefits included in our **SILVER PACKAGE**, plus:

- +2 additional IP e-mail newsletter submissions (8 per year)
- + 1 company special event promotion (2 per year)
- + Logo on Lunch & Learn cover slides (rotated)

SILVER

\$1,750

All benefits included in our **BRONZE PACKAGE**, plus:

- +3 additional IP e-mail newsletter submissions (6 per year)
- +1 individual e-mail campaign via WCAA (4 per year)
- +1 company special event promotion (1 per year)

BRONZE

\$1,000

- Listing in WCAA's online IP Directory
- WCAA Membership List
- Three individual email campaigns via WCAA
- Three articles in the WCAA news e-mail blasts & social media
- (New!) Opportunity to present educational webinars to members

ADVERTISE WITH WINDOW VIEW

Since 2013, WCAA has partnered with MultiView to produce Window View, a bi-weekly email publication sent to all members of WCAA. As an Industry Partner of the association, you have the advantage of promoting your product, service, or company within this leading digital publication, delivering your message to a highly targeted and professional audience. On occasion, a MultiView marketing consultant may reach out to you about this opportunity. MultiView is the association world's largest B2B publisher and has a long history of selling digital advertising positions into association publications.

Window View combines the authority of our association with the relevancy of top industry content, putting your business in front of potential buyers in a way that makes you stand out. With industry-leading open rates, a mobile-responsive design, and full-service creative and account management teams, your company can connect with your niche audience in a direct way they're sure to see.

If you are interested in featuring your company in Window View, or would like to learn more about advertising opportunities on the WCAA website, please contact Sarah Sutherland at scady@multiview.com

State Of the Association

WCAA MEMBER PROFILE

Business Owner | 1-5 Employees

Average Revenue:

\$250,000 - \$500,000

WCAA member for avg. 10-15 years

67% have been in business 15+ years

68% are loyal to our Industry Partners
& regularly make purchases

90% are asking to see Educational
Webinars from our Industry Partners

WCAA CHAPTER PROFILE

Chapter Size: between 10-94 members

Average Size: 28 members

All of the Chapters Aim to Grow!

WCAA NATIONAL STATS

Current members: 650 & growing!

Industry Partners: 41

WCAA Chapters: 11

Current Chapter Listing

NORTHEAST

Eastern Massachusetts Chapter

Maryland Chapter

Southeastern Pennsylvania Chapter

New Jersey Chapter

SOUTHEAST

Atlanta, Georgia Chapter Charlotte,

North Carolina Chapter Triangle,

North Carolina Chapter Northern

Virginia Chapter Richmond, Virginia
Chapter !

MIDWEST

Indiana Chapter

OTHER

Virtual Chapter

*Join Our Tribe
Today!*

CURRENT WCAA INDUSTRY PARTNERS



DIAMOND



PLATINUM



GOLD



SILVER



BRONZE

