



## **Mid-Atlantic Chapter Sponsorship Guidelines**

The APWA Mid-Atlantic Chapter is committed to disseminating information to the membership as a tool to share important content and innovative concepts that are being implemented in the public works profession. The Chapter distributes a quarterly newsletter to more than 1,000 public works professionals in Virginia, West Virginia, Maryland and District of Columbia.

The Chapter is constantly seeking companies and individuals who are interested in becoming sponsors, and as such, being recognized each quarter in the Chapter newsletter as well as ongoing exposure on the Chapter's website. As a newsletter sponsor, in addition to the positive media attention you will receive, your sponsorship in the newsletter will also provide you the benefit of networking opportunities, and further, it is a great way for your company to gain visibility throughout APWA.

The following guidelines are intended to create a definite, objective, uniform and enforceable standard for Sponsorships that appear in the Chapter newsletter.

### **Medium:**

The Chapter offers two mediums for Sponsors:

1. The Chapter website: <http://midatlantic.apwa.net>
2. Quarterly newsletter (electronic format)

### **Services included in each Sponsorship:**

Your Sponsorship commitment includes the following services on both the Chapter website and quarterly newsletter:

1. Link to the Sponsor's product, individual or company website.
2. Link to send electronic mail (email) the designated Sponsor's email address.
3. Display of the individual or company logo (images limited to 2.25 MB file size).
4. Link to the Sponsor's one page portable document format (.pdf) electronic file, limited to 1.0 MB.

### **Cost:**

The cost of a Sponsorship on both mediums is \$300.00 for twelve months.

### **How to Become a Chapter Newsletter Sponsor:**

Each potential Sponsor is asked to complete the attached application and submit same with payment:

- Via mail to, APWA Newsletter Sponsorships, 11712C Jefferson Avenue # 254, Newport News, VA 23606

### **OR**

- Via E-mail, with credit card payment information, to [apwa@associationbuilders.com](mailto:apwa@associationbuilders.com)

**If you have any questions concerning Sponsorship payments, please call 757-412-2664.**

**Submission Requirements:**

The following information must accompany your application:

- Company name
- Contact name, address, phone and email
- Electronic copy of Company Logo, in JPEG, GIF or PNG format, less than 2.25 MB in file size
- Uniform Resource Locator (URL) link for the individual or company
- Press Release or one page document (please review the attached guidelines.)

If you have any questions or need additional information, please contact: Jennifer Morrone at 757-412-2664 or via email at [apwa@AssociationBuilders.com](mailto:apwa@AssociationBuilders.com)

**Sponsorship Standards:**

1. Chapter Newsletter Sponsorships are only for the purpose of promoting the public works profession; public works continuing education; and, for sale of services and products used in the industry. All other Sponsorships, including but not limited to public controversial issues and political type are prohibited.
2. Sponsorships that are false, misleading, deceptive or libelous will not be permitted.
3. Sponsorships whose media portrays or describes nudity, obscenity, tobacco products or controlled substances are not permitted.
4. Sponsorships may not include language that is obscene, vulgar, suggestive, profane or offensive and may not depict violence.
5. Sponsorships supporting, opposing, portraying, or describing any political candidate, issue, or cause, or any public service, issue or cause, or any religion, denomination, creed, tenet, or belief are not permitted.
6. Sponsorships detrimental to the services provided by any public works entity shall not be permitted.
7. Once submitted and payment processed, the Sponsor will not be granted access to modify the Sponsorship Ad.
8. The Sponsor may request removal of their Logo and/or any Sponsorship media at any time. A minimum of sixty (60) days written notice is necessary to provide for removal of same.



**Support the Mid-Atlantic Chapter and be seen by buyers of your services and products.  
It's easy, and we appreciate it!**

APWA is now seeking Sponsors for the Chapter website and the quarterly e-newsletter. APWA members and subscribers rely on this newsletter as a valuable source of information. The new electronic format allows for broader distribution and will be published four times a year (September/December/March/June). The attractive new format includes live links, color logos and photographs, and condensed articles for quicker perusal. For a very low cost of \$300 a year, your Company will be publicized to over 2000 subscribers and published on the Mid-Atlantic Chapter website. In addition your logo and quick through link will be shown on a rotating display on the chapter website with click through links. Sponsors also have the option to submit a press release to be included in the chapter newsletter.

**1. Please complete the following:**

Contact Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

**2. Send this form along with \$300 payment:**

Method of Payment: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_ Check # \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Mail with check to:**

- APWA Newsletter Sponsors, 11712C Jefferson Avenue # 254, Newport News, VA 23606  
**OR**
- Email for to [apwa@associationbuilders.com](mailto:apwa@associationbuilders.com)

**If you have any questions concerning Sponsorship payments, please call 757-412-2664.**

**3. Email the following to APWA @AssociationBuilders.com:**

- Contact name, address, phone and email
- Logo as a JPEG, GIF or PNG, images must be under 2.25 MB
- URL for link
- Press Release (please review the attached guidelines.)

Your Sponsorship Logo/Media may be updated at any time when needed during your Sponsorship. For questions about becoming a Sponsor for the Chapter Newsletter, please call 757-412-2664. Thank you!