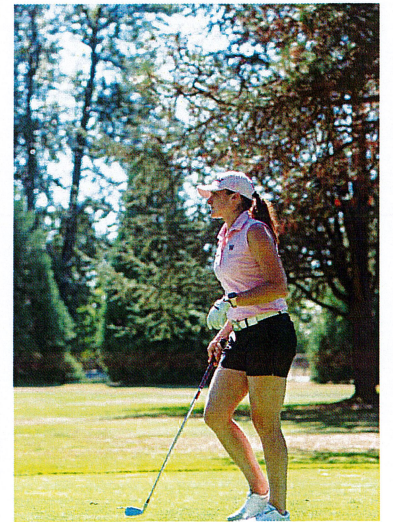
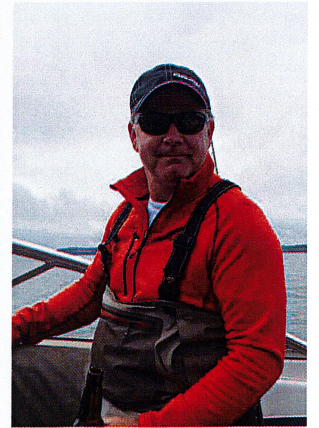


# RCAW MARKETING GUIDE

## 2021





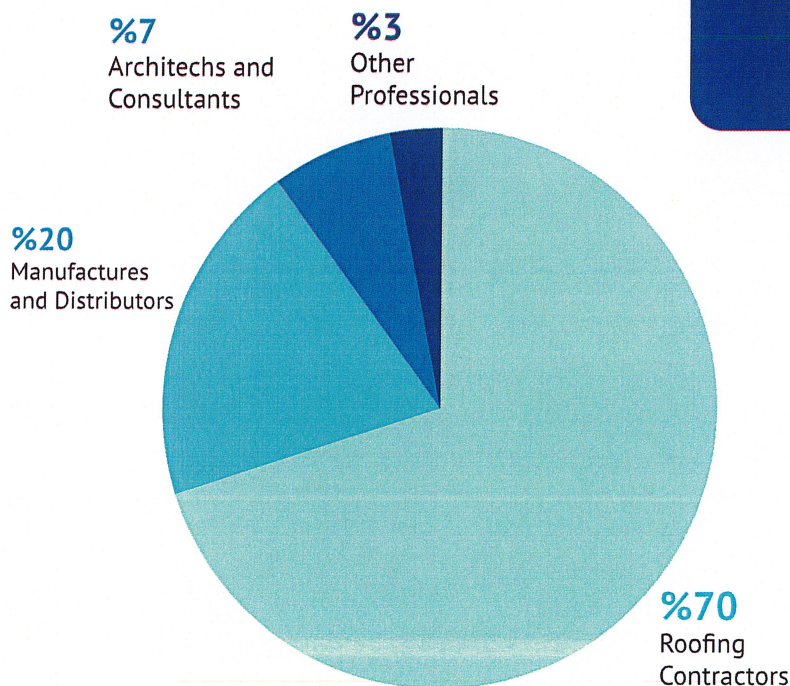
# WELCOME TO THE RCAW

For over 50-years the Roofing Contractors Association of Washington (RCAW) has been leading the way for professional roofers in Washington State.

A non-profit 501-C6 association the RCAW provides a community forum for the roofing industry in our State and the region. Our mission is to provide up to date information and advocacy, at a regional level for our members. We also remain a prime referral source for customers looking for a qualified roofing contractor.

The RCAW produces content and programs for the roofing professional and roofing industry at large in Washington State and the Pacific NW. Through our website, sponsorships, newsletter, RCAW Rooftop Review, events, social media, and membership meetings we offer a range of opportunities to reach your target market with your advertising message.

## CURRENT RCAW MEMBERSHIP PROFILE



## AS WE HEAD INTO 2021

the RCAW has made great changes and has even more to offer than ever before. We have expanded our marketing program to reach the over 2500 roofing contractors in Washington State and the Pacific NW.

As our membership is growing, now is the time to get in on some of the many opportunities in our association as we take our message viral with a new website, more programs, updated events, legislative involvement, and outreach which we have not had in the past. This is an exciting time for the RCAW and our partners to reach a wider audience of roofing professionals across Washington State and the entire Pacific NW Region.



**Roofing Contractors Association of Washington**

1102 A Street, Suite 300-311  
Tacoma, WA 98402

(253) 561-RCAW (7229)

[memberservices@rcaw.com](mailto:memberservices@rcaw.com)



# THE RCAW ROOFTOP REVIEW

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## IS OUR NEWEST PUBLICATION

which premiered Summer of 2020. The Review is a quarterly print publication focusing on our members, the association, and the latest trends, with a sharp eye on information pertinent to our region, as well as products and goodwill. As our publication circulation grows so will its information and outreach.

### EDITORIAL

Tracey Prociw  
253-561-9002  
tracey@rcaw.com

### CIRCULATION

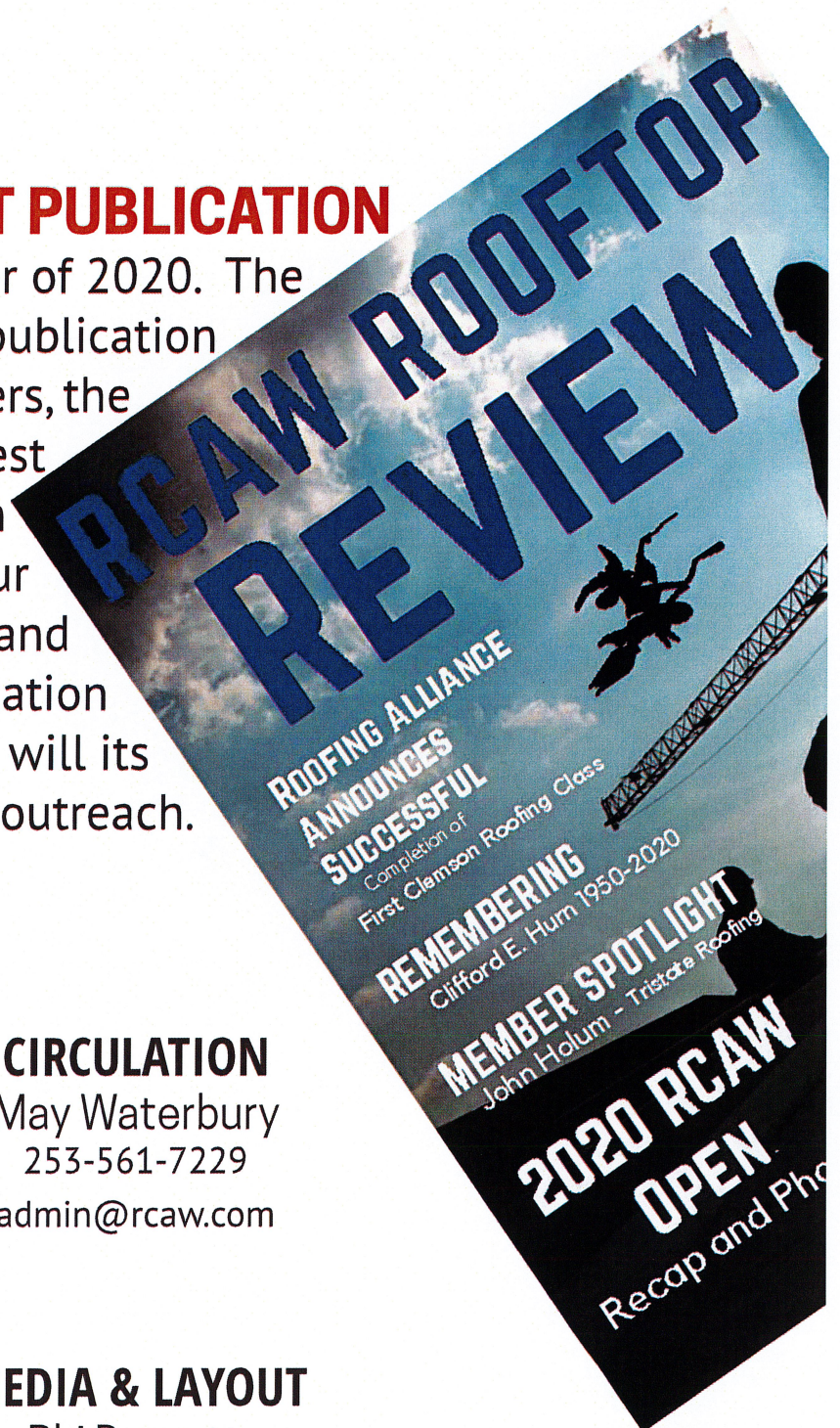
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# 2021 EDITORIAL CALENDAR

WINTER

January 31st

Spring

April 30th

Summer

July 31st

Fall

October 31st

All materials  
Due  
January 1st

All materials  
Due  
April 1st

All materials  
Due  
July 1st

All materials  
Due  
October 1st

## AD Sizes

### FULL PAGE AD

Verticle  
8.5in W x 11in H

Horizontal  
11inW x 8.5in H

### HALF PAGE AD

Verticle  
8.5 in W x 5.5 in H  
Horizontal  
5.5in W x 8.5in H

### QUARTER PAGE AD

Verticle  
4.25 in W  
x  
5.5 in H

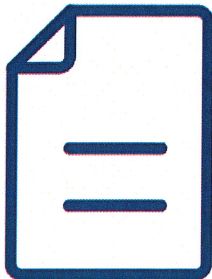
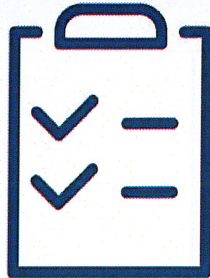
Horizontal  
5.5inW  
x  
4.25in H



# HOW TO SUBMIT TO THE RCAW ROOFTOP REVIEW

## WHAT TO SUBMIT

the article  
images  
contact information  
advertisement  
logo

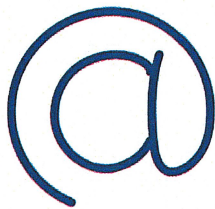


## ARTICLES

200-500 words  
Proofread and  
submitted  
exactly how you  
want the article to be  
presented. Highlight  
headlines and taglines

## IMAGES

1-5 images  
300dpi  
JPG format

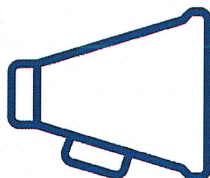


## CONTACT INFORMATION

company name  
website  
phone number  
email  
contact - name and title

## ADS

**Full page**  
8.5inW x11inH  
**Half Page**  
8.5 in W x 5.5 in H  
**Quarter page**  
4.25 in w x 5.5 in H  
300dpi



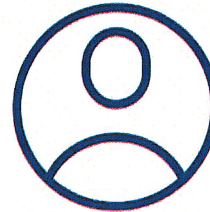
## LOGO

File type: .PNG  
Size: 300dpi  
Most recent  
In color



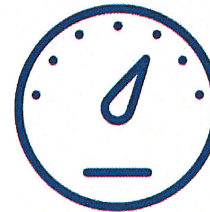
## MEMEBERSPOTLIGHT

Answer questions in the first  
person. Include a short bio of  
the member. Written in the  
3rd person.  
A high resolution  
headshot of the member  
as well as their name, title  
and company name.



## HOW TO SUBMIT

Send all documents through  
email to [media@rcaw.com](mailto:media@rcaw.com)  
with images, logos, ads and  
article attached separately.



## SUBMISSION TIMELINE

Submissions for articles  
and all information are due  
on the 1st of the Seasonal  
month the Rooftop Review  
will publish.

---

Media Manager  
Rhi Brunett  
[media@rcaw.com](mailto:media@rcaw.com)  
253.254.4427



# SPONSORSHIPS

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Every year the Roofing Contractors Association of Washington offers its members the ability to choose from a general membership or enhance their membership with a sponsorship. The sponsorships the RCAW offers are:



**BRONZE**

**\$1,500.00**  
year



**SILVER**

**\$2,500.00**  
year



**GOLD**

**\$3,500.00**  
year



**PLATINUM**

**\$5,000.00**  
year



**PALLADIUM**

**\$10,000.00**  
year

## EACH SPONSORSHIP

includes membership, as well as selected perks that are associated exclusively to the level of commitment. Memberships and sponsorships are key to the financial health of the association and its ability to provide benefit to the roofing industry in Washington State and the Pacific NW.





The Palladium Sponsorship of **\$10,000.00** can be purchased one of three ways and each has exclusive benefits which come with that commitment.



### Facilities and Technology Sponsorship

This sponsorship assists with our office overhead and with the obvious upgrades and purchases necessary to apply new systems to make our efforts more streamlined and member friendly

This sponsorship would assist us in mentoring and creating new educational materials (print and web based) and seminars year-round for the membership. As well as assist in the costs to keep our lobbyist and the channel of information streaming to and from Olympia.

### Legislative & Education Sponsorship

### General Event Sponsorship

This sponsorship guarantees an investment of \$10,000.00 over the calendar year in RCAW Events to assist the RCAW in the production and advancement of its events for members and staff. A Palladium General Event Sponsor gets to choose the events and levels of commitment to equal \$10,000.00.



# SPONSOR BENEFITS

Prominent listing on the sponsor page of the RCAW Website with logo and 1500 word description.	
Prominent listing on the sponsor page of the RCAW Website with logo and 500 word description.	
Prominent listing on the sponsor page of the RCAW Website with logo and 250 word description.	
Prominent listing on the sponsor page of the RCAW Website with logo and 100 word description.	
Prominent listing on the sponsor page of the RCAW Website with logo and business information.	
Logo Recognition on all our materials and social media.	
Recognition of Sponsorship Level and advertisement on RCAW-TV at all functions.	
Recognition of Sponsorship Level on RCAW-TV at all functions.	
Ability to add up to 24 sponsored content videos to our YouTube Channel Annually	
Ability to add up to 12 sponsored content videos to our YouTube Channel Annually	
Ability to add up to 4 sponsored content videos to our YouTube Channel Annually	
Ability to add up to 1 sponsored content videos to our YouTube Channel Annually	
Two Page Ad Spread in the RCAW Rooftop Review Quarterly	
Full Page Ad in the RCAW Rooftop Review Quarterly	
Half Page Ad in the RCAW Rooftop Review Quarterly	
Third Page Ad in the RCAW Rooftop Review Quarterly	
Quarter Page Ad in the RCAW Rooftop Review Quarterly	X
Opportunity to distribute promotional materials at all events	
Opportunity to speak for 2-3 minutes at Bi-Annual Events	
Access to RCAW Mailing List for promotional purposes	X
Palladium Event Sponsor - all additional sponsorship perks.	
Palladium Facilities Sponsor - co-branding rights for the year, as well as special recognition on all media.	



onze	Silver	Gold	Platnium	Palladium
				X
			X	
		X		
	X			
X				
X	X	X	X	X
				X
X	X	X	X	
				X
			X	
		X		
	X			
				X
			X	
		X		
	X			
			X	X
				X
	X	X	X	X
				X
				X





## Business Education Under One Roof

Join us starting September 29<sup>th</sup> for a Lunch and Learn business education hour from industry pros sharing their knowledge. These will take place every other Tuesday (except during holidays and July and August) and are free to RCAW Members using their membership password as a coupon code.

This is just another value added of being an RCAW Member.

Sign up today.

## WE HAVE A FULL SCHEDULE FOR 2021

already locked in, but we do have room for an annual sponsor. Virtually meet many more members on a bi-weekly basis throughout the year and get your message out through this exclusive sponsorship, as well as have that message memorialized with event recordings rebroadcast on our YouTube Channel.

LUNCH & LEARN SPONSOR BENEFITS	Exclusive Annual Sponsor \$2,500.00
Co-Branding of Lunch & Learn Series for 2021	X
5 minutes to close each event throughout the year with your message.	X
Ability to have 2 downloads available for participants at each event.	X
Have your closing message on our YouTube Channel with each recorded event.	X



	<b>Day/Date</b>	<b>Time</b>	<b>Speaker</b>
1	Tuesday, September 29, 2020	11:00 AM PDT	Heidi Ellsworth, Roofers Coffee Shop
2	Tuesday, October 13, 2020	11:00 AM PDT	Kevin Hunt, Podium
3	Tuesday, October 27, 2020	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
4	Tuesday, November 10, 2020	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
5	Thanksgiving Week no L&L	OFF	
6	Tuesday, December 8, 2020	11:00 AM PDT	Jarrold Gaiser, EagleView Technologies
7	Christmas Week no L&L	OFF	
8	Tuesday, January 5, 2021	11:00 AM PDT	Dan Shurtz, Alethia Digital
9	Tuesday, January 19, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
10	Tuesday, February 2, 2021	11:00 AM PDT	Greg Bjornson, GAF
11	Tuesday, February 16, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
12	Tuesday, March 2, 2021	11:00 AM PDT	Steffany Loganbill, Ruby Receptionists
13	Tuesday, March 16, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
14	Tuesday, March 30, 2021	11:00 AM PDT	Trent Cotney, Cotney Construction Law
15	Tuesday, April 13, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
16	Tuesday, April 27, 2021	11:00 AM PDT	John Arellano, GAF
17	Tuesday, May 11, 2021	11:00 AM PDT	Jarrold Gaiser, EagleView Technologies
18	Tuesday, May 25, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
19	Tuesday, June 8, 2021	11:00 AM PDT	Lester Morris, JobProgress
20	July	OFF	
21	August	OFF	
22	Tuesday, September 14, 2021	11:00 AM PDT	Trent Cotney, Cotney Construction Law
23	Tuesday, September 28, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
24	Tuesday, October 12, 2021	11:00 AM PDT	Stephen Roberts, Conover Insurance
25	Tuesday, October 28, 2021	11:00 AM PDT	Jennifer Richards, Safety Matters Training Institute
26	Tuesday, November 9, 2021	11:00 AM PDT	Stephanie Suhrie, Owens Corning
27	Thanksgiving Week no L&L	OFF	
28	Tuesday, December 7, 2021	11:00 AM PDT	Renee Williams, Malarkey
29	Christmas Week no L&L	OFF	

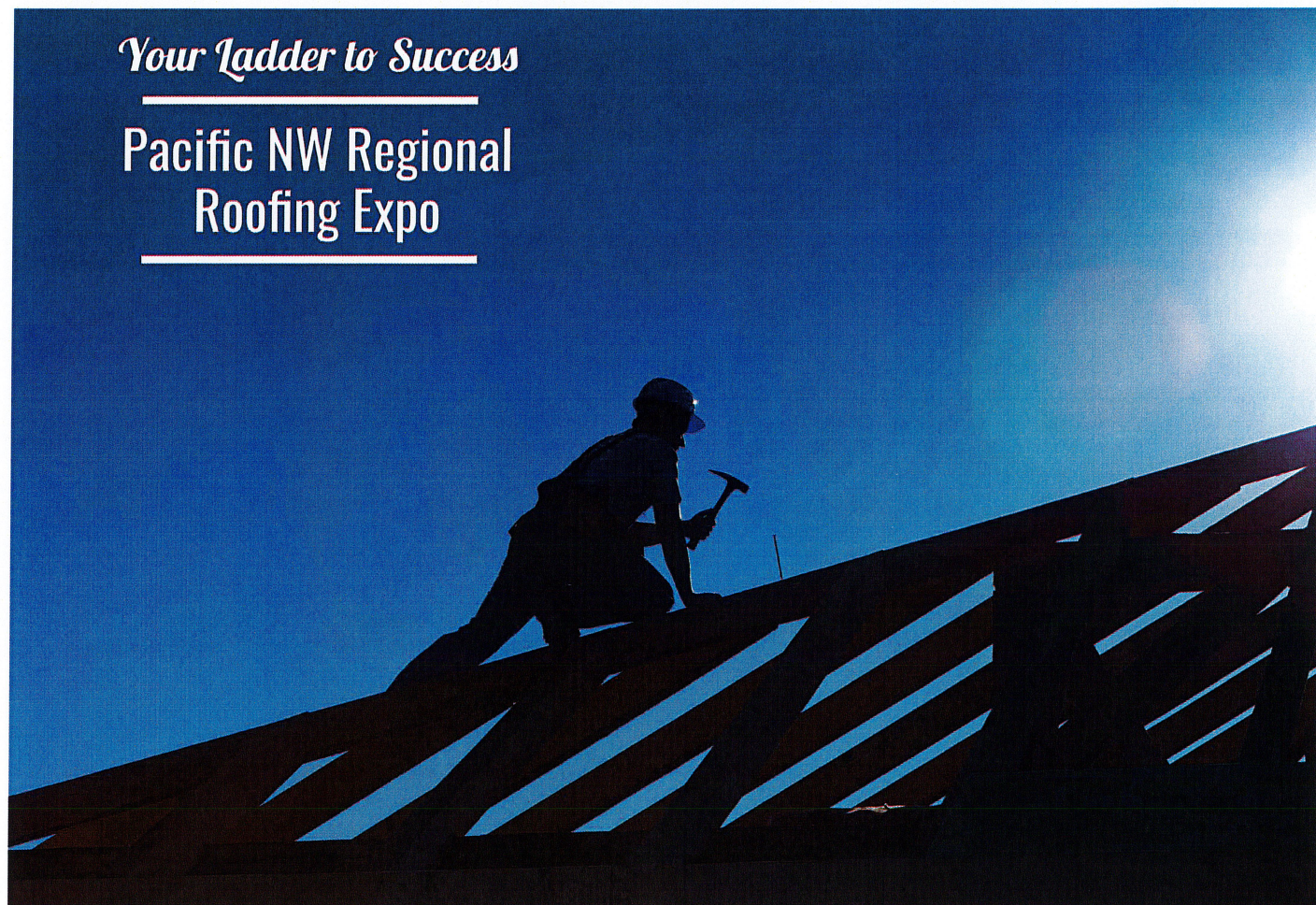


# REFORMATTED AND RETOOLED

The Pacific NW Regional Roofing Expo is for commercial and residential roofing contractors, builders, remodelers, architects, consultants, and their employees in the whole region.

*Your Ladder to Success*

## Pacific NW Regional Roofing Expo



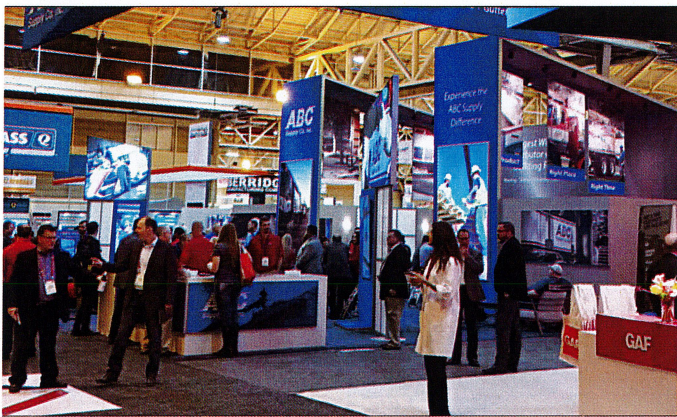
This is a show for Washington, Oregon and Idaho and any other surrounding areas that do not have access to an opportunity to learn, see and do all in one place. This brand-new event will bring in all the latest and greatest roofing products and will feature an abundance of educational sessions. This is a fun networking event which will be held

in a state-of-the-art facility with accommodations and events and amenities on site. We will also be broadcasting interactively, as will some of the educational seminars throughout the event. In addition to the show on Friday all day, we will be extending it to ½ a day on Saturday to make this a destination event.

BASIC BOOTH RENTAL	Price Per Square Foot
599 Square Feet or Less	\$5.00
600 Square Feet - 999 Square Feet	\$3.90
1,000 Square Feet - 1,999 Square Feet	\$3.45
2,000 Square Feet or more	\$3.20



SPONSORSHIP	Registration Sponsor \$2,000.00	Mobile App Sponsor	Program Sponsor \$3,000.00	Gift Bag Sponsor \$3,500.00	Breakout Session Sponsor \$4,000.00	Event Sponsor \$5,000.00
Recognition on social, print and digital marketing.	X	X	X	X	X	X
Company Logo on Website Event Page	X	X	X	X	X	X
Company logo on Registration Page	X					X
Company logo on Mobile App		X				X
Company logo, recognition and advertisement in program			X			X
Company logo prominently featured on gift bags				X		X
Company logo on all breakout session materials					X	X
Complimentary Tickets to Event	1	1	2	2	4	4
Event marketed as PNW Regional Roofing Expo presented by						X
Company logo prominently featured on all surveys						X
Post Event Video which will air on social media and YouTube	X	X	X	X	X	X

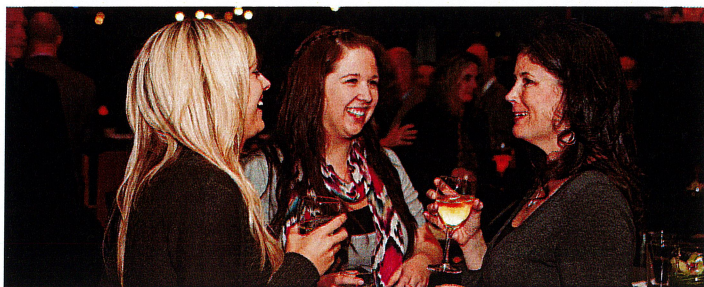


Due to the COVID we are still settling the date for 2022. We have had to cancel for 2021 sadly but look forward to roaring back with a rebranded and NEW event for 2022. Stay tuned for updated information, sponsorships, booth rentals and speaking opportunities.



# APRIL BI-ANNUAL DINNER MEETING

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## The Roofing Contractors Association of Washington April Bi-Annual Dinner Meeting happens the third Thursday of April

This year we are excited to do something different. We will be holding the meeting in the Ellis Pavilion at T-Mobile Park. The dinner portion of the meeting will run from 5:00 PM – 7:00 PM with a fine plated meal and speaker, and then we will adjourn to the Club Level of the T-Mobile

Houston Astros and our own Level seating is larger and with a full private lounge as experience to see if the more is a better location to draw more diverse attendance. broadcasting the speaker those who cannot attend in



Park for the game between the Seattle Mariners. The Club the area climate controlled well. We are trying this new centrally located meeting and ensure a greater and In addition, we will be portion of the meeting to person via GoToWebinar.





## We will also have opportunities for select vendors

and the NWIR on site to answer questions, attendees will have time to do some networking, and enjoy our speaker. And, again if joining from out of the area online, online attendees can drop in any time, and will be able to download specials from our select vendors, enjoy our speaker and ask questions through our GoToWebinar platform. And, online attendees can do this from the comfort of their office or home.



Over the years we have had some amazing speakers and programs – such as Ryan Groth, Rob McKenna, Reid Ribble and Heidi Ellsworth to name a few. We also have seen some sports stars and quite a few other exciting and motivational speakers. There is always something excellent to take away from this meeting.

<b>April Bi-Annual Business Meeting Sponsorships</b>	<b>Vendor Table \$250.00</b>	<b>Speaker Sponsor \$3,000.00</b>	<b>Baseball Game Sponsor \$4,000.00</b>	<b>Event Sponsor \$5,000.00</b>
6' Table at Event to Promote Business	X	X	X	X
Online Attendee Promotional Material Download	X	X	X	X
Recognition on social media and marketing prior.		X	X	X
Company logo on event page with links		X	X	X
Complimentary tickets to event	0	2	2	4
Name on drink tickets and napkins at dinner.				X
Opportunity to introduce keynote speaker		X		
Post Event Video which will air on social media and YouTube	x	x	x	X
Name on jumbotron at baseball game			X	
Event marketed as April BiAnnual Presented by				X
Company logo included in post meeting survey.				X



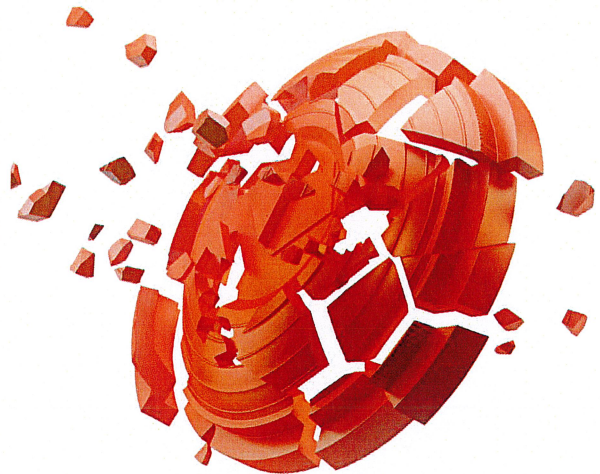
# SPORTING CLAYS COMPETITION

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## The RCAW Sporting Clays Competition is a new event for 2021

to get our membership together to enjoy an event by popular demand. April 23, 2021 will be our inaugural event, planned for a maximum of 100 participants in a competition which will drill down to the top 3 shooters for bragging rights. This will all take place at the Tacoma Sportsmen's Club. Participants can bring their own shotgun or rent a gun onsite and shells will be available for purchase as well. The event will be sanctioned and run by the Sportsmen's Club and safety will be monitored and a top priority.







In addition to the event itself, lunch will be provided and raffle prizes and prizes for the winners. We hope this will become an annual event in our arsenal of fun provided for our members while coming together as a roofing community.

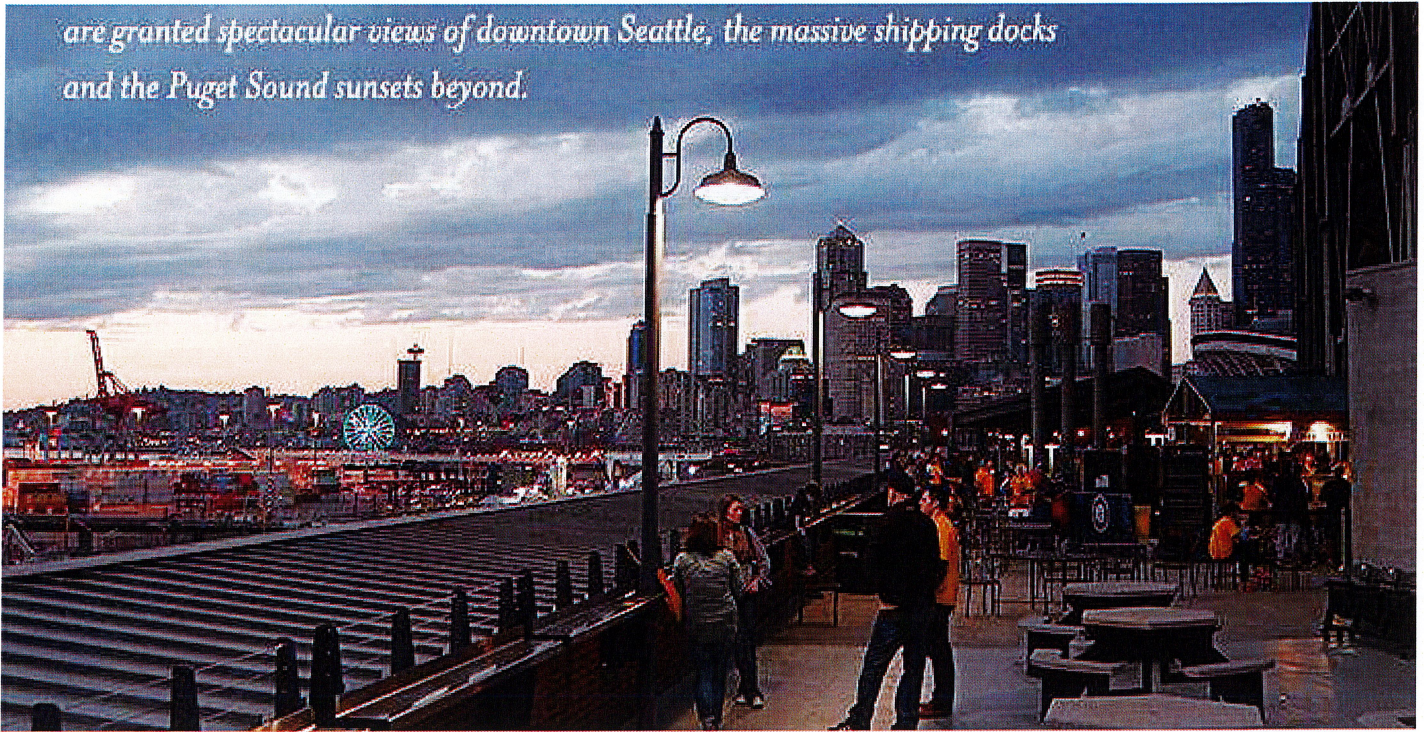
<b>SPORTING CLAYS COMPETITION SPONSORSHIP</b>	<b>Table Sponsor \$250.00</b>	<b>Prize Sponsor \$1,500.00</b>	<b>Lunch Sponsor \$2,000.00</b>	<b>Event Sponsor \$3,000.00</b>
Recognition on all social, print and digital marketing		X	X	X
Company logo and links on RCAW website		X	X	X
Company Logo on prizes and prize table		X		X
Company Logo on lunch boxes and napkins			X	X
Display Table for advertising and collateral material	X	X	X	X
Complimentary tickets to event	0	2	2	2
Event marketed as RCAW Sporting Clays presented by				X
Company logo included in post event survey				X
Post Event Video which will air on social media and YouTube	X	X	X	X



# MARINERS NIGHT AT THE BALLPARK

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*are granted spectacular views of downtown Seattle, the massive shipping docks and the Puget Sound sunsets beyond.*



## The RCAW Mariners Night at the Ballpark 2021 June 17, 2021

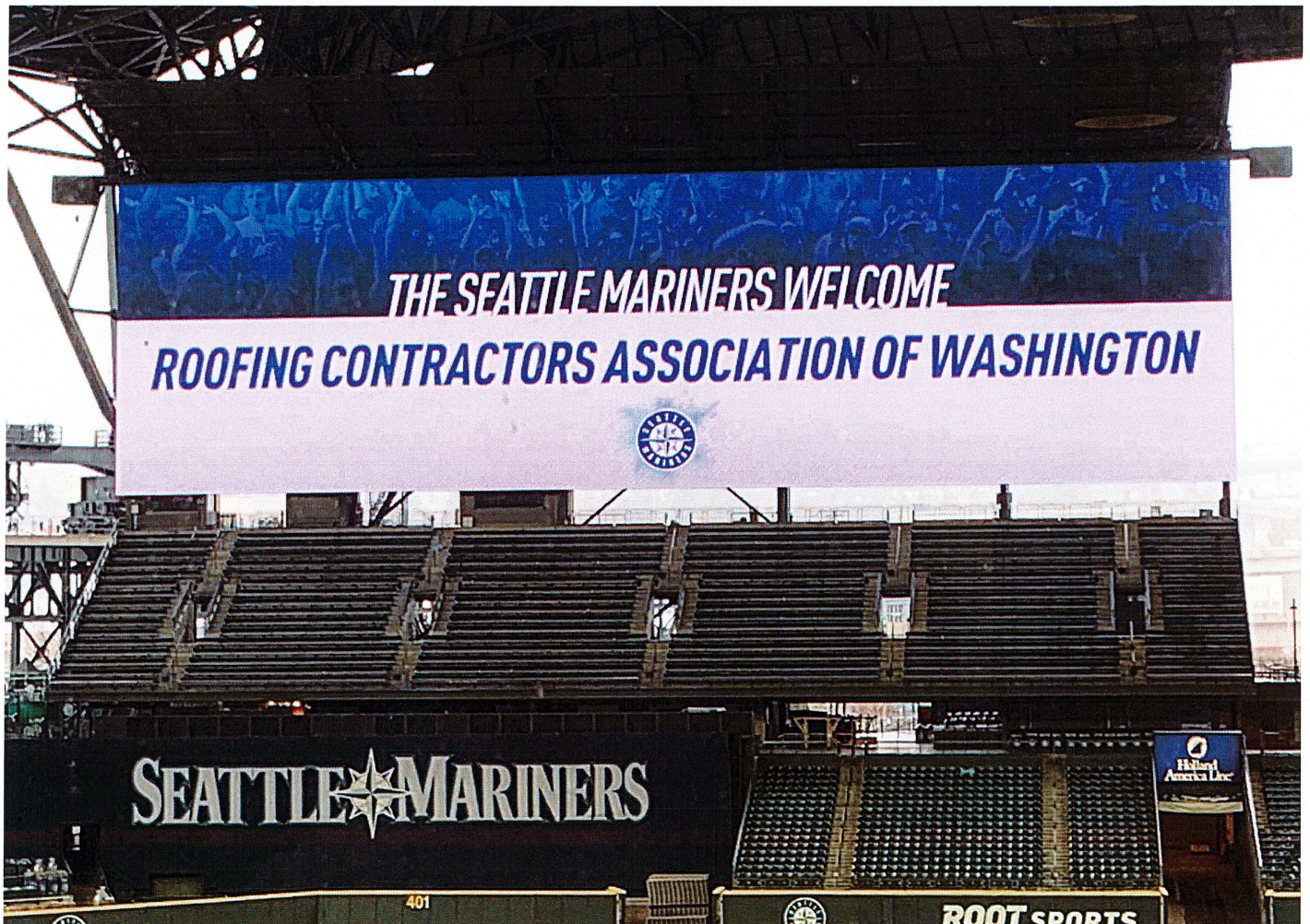
In 2019 we visited Edgar's Hit it Here Porch. Due to the popularity of the event and the need for a larger space we moved it to the Lookout Landing. The Mariners have informed us that the Lookout Landing is getting a new look and a new name! 2020 Offseason renovations to the newly renamed Trident Deck include a rooftop bar, bench-style seating and picnic tables so you can kick back and enjoy sweeping views of the skyline and waterfront, while watching the game in our private space.





<b>MARINERS NIGHT SPONSORSHIPS</b>	Banner Sponsor 150.00 many available	Event Sponsor \$3,000.00
Banner and RCAW TV Sponsorship Exposure at Event	X	X
Recognition on social media and print/digital marketing		X
Company logo on event page		X
Complimentary tickets to event	0	2
Co-Branded Event with name on jumbotron during game		X
Company logo included in post-event survey		X

So, since we did not get to visit in 2020 – we will be visiting this new space with first-class views of the game and the city on June 17, 2021 when the World Series contender Tampa Bay Rays come to town for an incredible night.





# SALMON DERBY

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## *Salmon Derby*

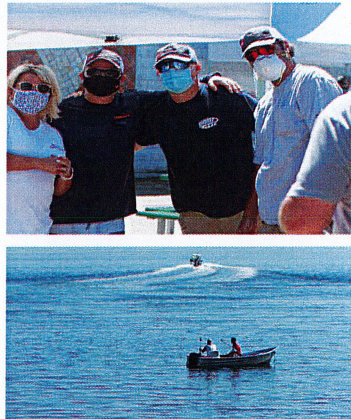


Join us for the 7th Annual RCAW Salmon Derby  
**July 27, 2021** at the Point Defiance Marina

Come on out to the Point Defiance Marina and get your fish on!! Once again competing for bragging rights and the opportunity to drink a beer from the Derby Cup!! \$1000.00 in cash for first prize, \$500 for second, and \$300 for 3rd - not to mention lunch, a band, and some great raffles and best photo contest! This event has become a well-attended staple of the Roofing Contractors Association members and grows larger every year. There are many sponsorships available for every budget.









SALMON DERBY SPONSORSHIPS	Goodwill Sponsor \$285.00/Many Available	Sails & Trails Sponsor \$500.00/4 Available	
Recognition on social media and print and digital	X	X	
Banner at Event	X	X	
Extra Large Banner at Event		X	
Logo on website		X	
Complimentary Ticket(s) to Event	0	1	
Company Logo On Major Prizes			
Company Logo on Raffle Prizes			
Company Logo on Lunch Boxes			
Company Logo at Weigh Station for Photos			
Company Logo on Bandstand			
Company Logo on Camp Certificates		X	
Before and During Text Messages Co-Branded with Logo			
Winner Check Photos Co-Branded with Logo			
Event marketed as RCAW Salmon Derby Presented By			
Company Logo included on post event survey			
Company Logo and Mentions in post event video for social media and YouTube	X	X	



entertainment sor \$500.00/2 Available	Raffle Prize Sponsor \$500.00/5 Available	Weigh-In Sponsor \$895.00	Luncheon Sponsor \$1,500.00	Event/Major Prize Sponsor \$3,000.00
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
1	1	2	2	2
				X
	X			
			X	
		X		
X				
				X
				X
				X
				X
X	X	X	X	X



# GOLF TOURNAMENT

One of the most exciting and competitive events of the year - the **RCAW OPEN** - Annual Golf Tournament never disappoints.



This year we will have a couple of hole-in-one contests, as well as the games of skill and the LPGA golfer, as well as Dixon Golf will be on hand to make everything more exciting. And, you do not want to miss the hole sponsors and see what has been cooked up (literally) for you to enjoy and imbibe while golfing your 18-holes in this scramble, and our lively dinner and awards ceremony caps the day off.

Bragging rights and the trophy are on the line - plus a whole lot of fun and prizes. This is the perfect day to meet and greet clients don't miss out on your opportunity to sponsor a hole or do even more.









SPONSORSHIP'S AVAILABLE				
	Goodwill Sponsor \$250.00 many available	Hole Sponsor \$500.00 18 available	KP Sponsor \$500.00	L
Recognition on social media and print/digital marketing	X	X	X	
Company Logo and Link on Golf Webpage	X	X	X	
Company Logo and Link on RCAW Webpage				
Company Logo and Link on flyers and emails		X	X	
Company Logo and Link on Scorecards and Electronic App				
Company Logo on Welcome Banners				
Company Logo on RCAW TV	X	X	X	
Foursome of Golfers				
Logo on All Golf Carts				
Logo on All Dinner Tables and MC Awards Ceremony				
Opportunity to include an item in each Goodie Bag	X	X	X	
One Hole Sponsorship with Signage, Table at Hole		X		
Logo on all Golf Balls				
Logo on Prize Table and Prizes				
Logo on All Golfer Goodie Bags				
Signage at Hole in One Hole				
Signage at KP Hole			X	
Signage at Long Drive Hole				
Signage at Putting Contest Hole				
Recognition at Awards Ceremony			X	
Company Logo Included in Post-Event Survey				
Recognition in post-event video for Social Media and YouTube	X	X	X	



Drive Sponsor \$1,000.00	Hole in One Sponsor \$950.00	Putting Contest Sponsor \$1,000.00	Golf Ball Sponsor \$1,500.00	Bag Sponsor \$2,000.00	Prize Sponsor \$2500.00	Dinner/Awards Sponsor \$3,500.00	Golf Cart Sponsor \$3,500.00
	X	X	X	X	X	X	X
	X	X	X	X	X	X	X
						X	X
	X	X	X	X	X	X	X
						X	X
						X	X
	X	X	X	X	X	X	X
					X	X	X
							X
						X	
	X	X	X	X	X	X	X
			X				
					X		
				X			
	X						
		X					
	X	X	X	X	X	X	X
						X	X
	X	X	X	X	X	X	X



# PROFESSIONAL WOMEN IN ROOFING CONFERENCE



SPONSOR BENEFITS	Display Sponsor \$500.00 - 10 Available	Beverage \$1,000.00
Recognition on Social Media & Print/Digital Marketing	X	
Company Logo on Website	X	
Company Logo on RCAW TV	X	
Company Logo on Event Program		
Company Logo and Booth Signage	X	
6' Display Table	X	
Company Logo on Meal/Beverage Service		
Opportunity to Introduce Main Speaker		
Opportunity to Speak at Conference		
Conference Co-Branding as Presented BY		
Company Logo included on post-Event Survey		
Recognition on post-event Video for Social Media and YouTube	X	





## Vibrant speakers and a dynamic environment

set the tone for this all-day event focusing on women in all aspects of the roofing industry and their growing influence and success. Be in on the ground floor of this brand-new event and get your brand noticed by national and regional women industry leaders and support this strong and growing group in Washington State and the Pacific NW.



Sponsor ID	Breakfast Sponsor \$1,000.00	Lunch Sponsor \$2,500.00	Speaker Sponsor \$2,500.00	Event Sponsor \$3,500.00
	X	X	X	X
	X	X	X	X
	X	X	X	X
			X	X
	X	X		
			X	
				X
				X
				X
	X	X	X	X



# OCTOBER BI-ANNUAL DINNER MEETING

The Roofing Contractors Association of Washington October Bi-Annual Dinner Meeting happens the third Thursday of October annually.



This year we are excited to do something different. We will be holding the meeting at the Pioneer Collective with an exclusive catered dinner and the opportunity to tour the building and the RCAW Offices and Facilities.

We will also have opportunities for select vendors and the NWIR on site to answer questions, attendees will have time to do some networking, and enjoy our speaker.

And, again if joining from out of the area online, online attendees can drop in any time, and will be able to download specials from our select vendors, enjoy our speaker and ask questions through our GoToWebinar platform. And, online attendees can do this from the comfort of their office or home.

Over the years we have had some amazing speakers and programs – such as Ryan Groth, Rob McKenna, Reid Ribble and Heidi Ellsworth to name a few. We also have seen some sports stars and quite a few other exciting and motivational speakers. There is always something excellent to take away from this meeting.



OCTOBER BI-ANNUAL BUSINESS MEETING SPONSORSHIPS	Vendor Table \$250.00	Speaker Sponsor \$3,000.00	Event Sponsor \$5,000.00
6' Table at Event to Promote Business	X	X	X
Online Attendee Promotional Material Download	X	X	X
Recognition on social media and marketing prior.		X	X
Company logo on event page with links		X	X
Complimentary tickets to event	0	2	4
Name on drink tickets and napkins at dinner.			X
Opportunity to introduce keynote speaker		X	
Event marketed as October BiAnnual Presented by			X
Company logo included in post meeting survey.			X
Post Event Video which will air on social media and YouTube	X	X	X



# HOLIDAY GALA & AUCTION

## RCAW Annual Holiday Gala & Auction with Special Benefit to Toys for Tots

The beaches of Mexico, an incredible Hawaiian vacation, wine trips and much, much more are featured at the RCAW Annual Holiday Gala Auction. This year you can sign up for sponsorships, get a sneak preview and start your bidding early online. You can also donate items for the auction at the gala website and gifts for Toys for Tots.

SPONSOR BENEFITS	Casino Table \$500.00 - 8 Available	Auction Table \$1,000.00 - 4 Available	Photo Booth Sponsor \$1,500.00	Dessert Sponsor \$2,500.00	Entertainment Sponsor \$4,000.00	Dinner Sponsor \$5,000.00
Recognition on social media and print/digital	X	X	X	X	X	X
Company Logo and Links on Webpage					X	X
Company Logo on Event Program	X	X	X	X	X	X
Company Logo On all Centerpieces					X	X
Company Logo on Dessert Dash Media & Table				X		
Company Logo on all Photos from Photo Booth			X			
Company Logo on all Auction Tables		X				
Company Logo on all Casino Tables	X					
Company Recognized on Auction Website	X	X	X	X	X	X
Dessert Dash Recognized as Sponsored By				X		
MC Recognizes as Entertainment Sponsor					X	
MC Recognizes as Dinner Sponsor						X
Recognition on RCAW TV	X	X	X	X	X	X
Event Marketed as Event Presented By					X	X
Company Logo On Post-Event Survey					X	X
Recognition on Post-Event Video for Social Media & YouTube	X	X	X	X	X	X



Gala proceeds will benefit the RCAW education fund, David Memorial Foundation Scholarship and our major focus of Toys for Tots.

We ask that all attendees bring at least 1 unwrapped toy for a girl or boy aged 2-12 to the gala. The US Marines will be on hand again to collect toys. If you need boxes from Toys for Tots for your office collection, please call the RCAW office and we will arrange getting boxes to you and pick up of large amounts of toys as well. Many of our member companies are sponsoring Toy Drives in their offices. There is a marketing plan for this, please contact the RCAW office if you are interested in learning more.



Holiday music will entertain guests as they enjoy a sumptuous plated dinner and the spirited Dessert Dash. There will be a no-host bar and, of course, we are bringing back the crowd favorites with the Photo Booth and Casino. A room block is available, so you can enjoy yourself and not worry about driving.



# End the year right



*as an esteemed sponsor displaying  
the spirit of giving.  
Sign up for your sponsorship  
today.*





# BASIC SHELTER PROJECT

Twice per year the Roofing Contractors Association of Washington, the leading trade organization for the roofing industry in Washington, has introduced a way to give back to our community, in the form of a new roof to a deserving family providing shelter and security to their home.



Via nominations on the RCAW website, the membership will be asked to participate in the Basic Shelter Project. There are multiple ways to support this project from the donation of materials, fees, permits, install crews, et cetera.







*"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have made a difference that you have lived and lived it well."*

*- Ralph Waldo Emerson*

Please let Tracey Prociw know that you are interested in helping with this program and when the need arises we will plug you in to the project in a sponsorship which works best for you.



To be added to the list  
please contact Tracey  
253-561-9002  
[tracey@rcaw.com](mailto:tracey@rcaw.com)









## The Roofing Contractors Association of Washington

is working with its corporate members and many local and national third-party vendor members to bring a new program to its membership

**memberResource advantage reWards.**

To date program includes our cornerstone Member Benefit RCAW/CleanTech Healthcare Trust, providing valuable insurance and security solutions exclusive to RCAW members and their employees which include multiple medical plans, dental, vision, life and an EAP. This program has been designed to negotiate more desirable coverage at competitive association group rates.

In addition, we have companies offering discounts on office supplies, printing, recycling, CRM, training, shipping and the list goes on and on.

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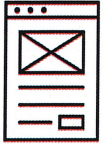
# memberResource advantage rewards

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is truly a win-win for all involved and costs the member vendor nothing but the exclusive discount they are offering to our members and the cost of their membership in the RCAW. In exchange you receive the following:



Multiple listings on our website in both non-member (teaser) and members only areas.



Your own landing page to describe your company and the exclusive way you want to help our members' businesses grow with your product or service.



Social Media promotions and highlights of your offer.



10% discount on booth space for our annual trade show.



Event sponsorship opportunities.

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**memberResource  
advantage  
rewards**

Contact Tracey Prociw

253-561-9002

[tracey@rcaw.com](mailto:tracey@rcaw.com)

for more information and to sign your  
company up to reach our members  
and grow your business and their  
businesses as well.





## **2021 Board of Directors**

### **Executive Board**

**Colin Madsen – Madsen Roofing Company – President**

**Justin Shirley – Ahtens Quality Roofing – Vice President**

**Don Vose – Legends Roofing Company – Treasurer**

**Tracey Prociw – RCAW – Secretary & Executive Director (non-voting)**

**Casey Groves – Axis and Gutter, Inc. – Past President**

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**Phil Ehnat – Preferred Roof Services – Director**

**Renee Williams – Malarkey Roofing – Director**

**Sam Thomassen – State Roofing – Director**

**DJ Esary – Esary Roofing & Siding Co. – Director**

**Jarrold Gaiser – Eagleview – Director**

**Donovan Gladstone – GAF – Director**

**Erica Statch – Convoy – Director**

**Mel Clark – CleanTech Alliance – Ex-Officio Director (non-voting)**

**Jennifer Richards – SMTI – Ex-Officio Director (non-voting)**

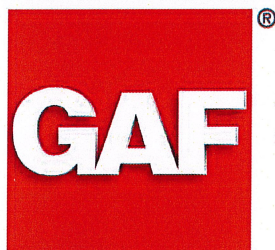




# Thank you To Our Sponsors



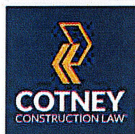
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PABCO® Roofing Products



**Platinum**



Convoy Supply  
Construction Materials



Beacon

**LEGENDS**  
ROOFING CO., INC.



**Silver**

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eagleview™



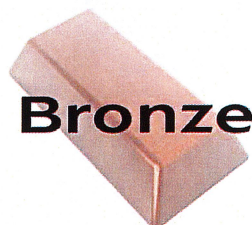
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