

NCBPA leads North Carolina's green, energy efficient and high performance residential and commercial construction industry by providing education, advocacy, events, communications and more to industry companies and professionals.

We welcome you to **become a partner** of the country's largest statewide industry trade association for high performance builders and contractors! This program offers product and service providers direct access to the association's 340+ member companies and 1,500+ industry companies!

OFFERINGS

- *Direct advertising* to NC's green and high performance builders and contractors.
- *Promotional and discount email campaigns* to more than 12,000 industry professionals.
- *Market surveys and research* on construction practices, codes, policy, etc.
- *Discounted participation* at NCBPA's annual conference and quarterly meetings.
- *Naming rights* to events, member programs, awards, consumer resources and more.
- *Education and networking opportunities* with owners and operators of leading companies.
- *Connections* to member companies, industry stakeholders, utilities and policy makers.
- *Webinar delivery and event sponsorship* to promote a company's products and services.
- *Leads and referrals* from industry companies, new developments, nonprofit programs, etc.
- *Annual membership* providing newsletter access, event discounts, directory listings, etc.

BENEFITS

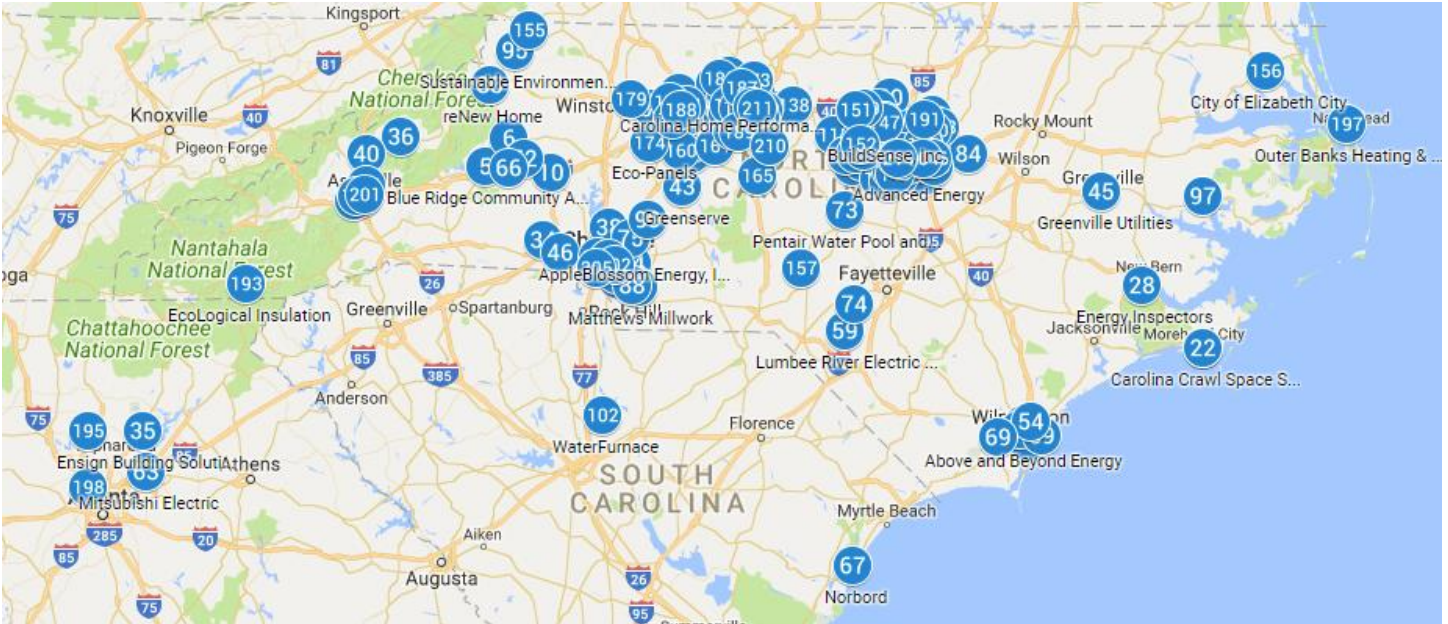
- *Promote your products and services* in one of the nation's top industry markets.
- *Improve your company's brand* recognition and knowledge of the NC market.
- *Obtain a local partner* seeking to bring your company growth and revenue opportunities.
- *Obtain feedback* on product and service needs from NC-based companies.
- *Participate in industry working groups*, networking events and workshops.
- *50% discounted sponsorship* with partner associations in [SC](#), [GA](#) and [MD](#).

MEMBERSHIP PROFILE

250+ member companies and **1,000+** member professionals

- 30% green and high performance builders
- 10% product manufacturers/suppliers
- 10% utilities, nonprofits and stakeholders
- 10% service providers
- 40% performance contractors:
 - Home energy raters
 - Insulation and crawlspace contractors
 - Commercial contractors

MEMBER MAP (PARTIAL)



NC's INDUSTRY-AT-LARGE

1,500+ industry companies and **15,000+** industry professionals

\$15B+ annual revenue comprises **2.9%** of NC's annual GDP

PARTICIPATING COMPANIES



ANNUAL PROGRAM LEVELS

Level:	SUSTAINER	GOLD	PLATINUM	DIAMOND
Benefits:	\$1,000	\$2,000	\$3,000	\$4,000
Member Services				
Annual membership and directory listings	X	X	X	X
Opportunities for board and task force roles	X	X	X	X
Access to customized market intelligence	X	X	X	X
Allied Partner recognition via web/email	X	X	X	X
Participation in advocacy and lobbying work	X	X	X	X
Advertising & Marketing				
Newsletter, website & social media advertising	X	X	X	X
Event advertising and sponsorship		X	X	X
Naming rights to resources and programs			X	X
Outreach Events				
Annual conference participation	1 ticket	2 tickets	3 tickets	4 tickets
Annual conference sponsorship			1 booth	1 booth
Deliver webinars	X	X	X	X
Product and service demonstrations		X	X	X
Individualized Support & Planning				
Individualized marketing campaigns			X	X
Research and development support			X	X
Quarterly Allied Partner planning call	X	X	X	X
Legislative planning and support				X

ADDITIONAL INFORMATION

- NCBPA's email communications offer strong readership with members and industry:
 - Our weekly member newsletter averages **31% open rate and 20% click rate to 800+** recipients across the state.
 - Our industry-wide newsletters and e-blasts average **19% open rate and 8% click rate to 4,600+** recipients across the state.
- Additional Allied Partner Membership levels and services are available on an as-needed basis.
- Program participation can be paid for quarterly or annually. Terms are for 365 calendar days.
- Member/dealer/franchise-based organizations may join this program through a membership exchange whereby NCBPA onboards the company's members/dealers/franchisees.

CONTACT INFORMATION

- Contact Ryan Miller at 919-521-3385 or Ryan@BuildingNC.org for more information.