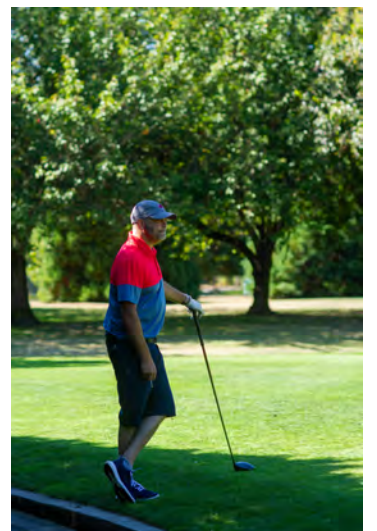


# RCAW MARKETING GUIDE

## 2022





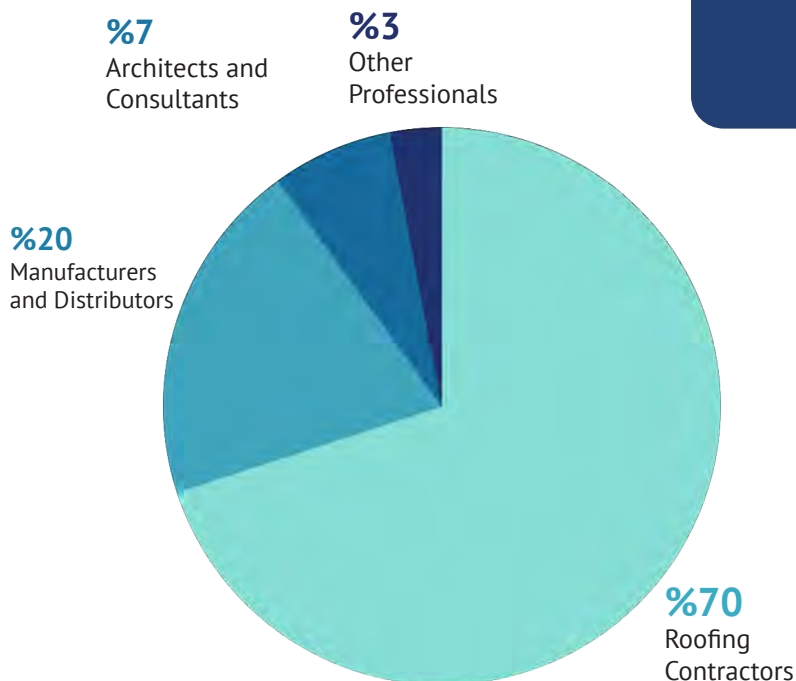
# WELCOME TO THE RCAW

For over 57-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 2022

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 growing 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

3815 100th Street S.W., Suite 1-B  
Lakewood, WA 98499

(253) 561-RCAW (7229)

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

[www.rcaw.com](http://www.rcaw.com)



# THE RCAW ROOFTOP REVIEW

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## OUR QUARTERLY MEMBER PUBLICATION

premiered in the Summer of 2020. The Review is 100% original content written 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](mailto:tracey@rcaw.com)

### CIRCULATION

Jen Woslager

253-561-7229

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

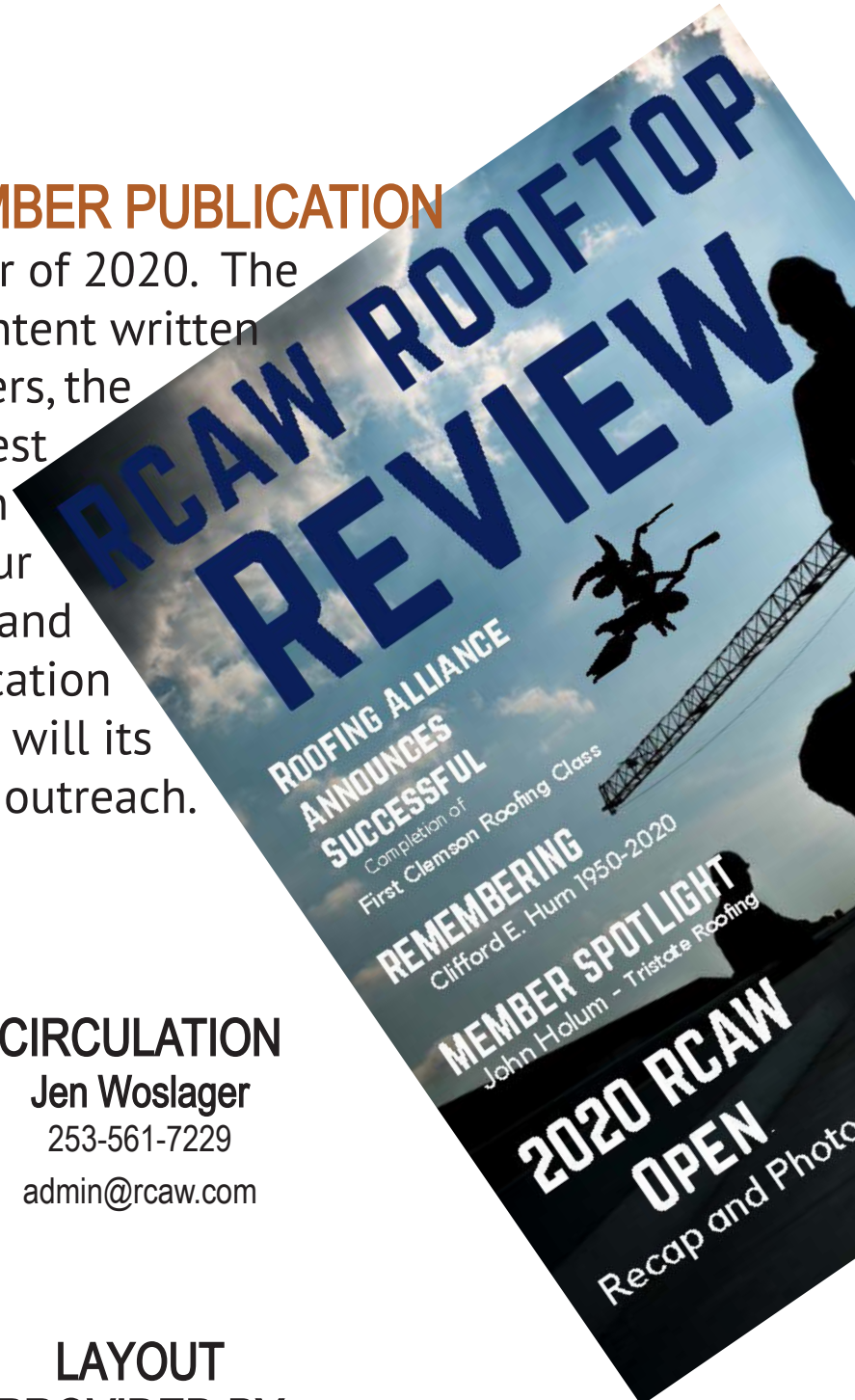
### PRINT & PUBLICATION

Christina Hatton

Print NW

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LAYOUT  
PROVIDED BY  
ART UNLIMITED  
[artunlimitedusa.com](http://artunlimitedusa.com)





# 2022 EDITORIAL CALENDAR

## AD Sizes

DOUBLE TRUCK AD  
17inW x 11inH  
Palladium Sponsors

FULL PAGE AD  
8.5inW x 11inH  
Palladium &  
Platinum  
Sponsors

HALF PAGE AD  
8.5inW x 5.5inH  
Gold Sponsors

THIRD PAGE AD  
3inW x 11inH  
Silver Sponsor

QUARTER PAGE AD  
4.25inW x 5.5inH  
Bronze Sponsor

For Winter Issue  
Materials Due 11/15 - Publishes 1/1

For Spring Issue  
Materials Due 2/15 - Publishes 4/1

For Summer Issue  
Materials Due 5/15 - Publishes 7/1

For Fall Issue  
Materials Due 8/15 - Publishes 10/1

Ads and Content should be sent to  
[media@rcaw.com](mailto:media@rcaw.com)



# HOW TO SUBMIT TO THE RCAW ROOFTOP REVIEW

## WHAT TO SBMIT

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

## Palladium -

**Full page** -8.5inW x 11in H

**DoubleTruck** -17inW x 11inH

**Platinum - full page**

8.5inW x 11inH

**Gold - Half Page**

8.5inW x 5.5inH

**Silver - Third page**

3inW x 11inH

**Bronze - Quarter page**

4.25inW x 5.5inH

**Resolution - 300dpi**

**for all images**



## 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 seperately.



## SUBMISSION TIMELINE

For Winter Issue  
Materials Due 11/15  
Publishes 1/1

For Spring Issue  
Materials Due 2/15  
Publishes 4/1

For Summer Issue  
Materials Due 5/15  
Publishes 7/1

For Fall Issue  
Materials Due 8/15  
Publishes 10/1

Ads and Content should be sent to [media@rcaw.com](mailto:media@rcaw.com)



# SPONSORSHIPS

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.

### [Learn more about being a Palladium Level Sponsor](#)

Palladium Sponsors – Level Minimum \$10,000 Annual Commitment

- Prominent listing on the sponsor page of the RCAW website with logo and 1500-word description.
- Logo recognition on all our materials and on social media channels.
- 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 24 sponsored content videos to our RCAW YouTube Channel annually.
- Double Truck (2 page) Advertisement or inside front cover full page ad in RCAW RoofTop Review
- Opportunity to distribute promotional material at all events.
- Opportunity to speak for 3 minutes at Bi-Annual Events.
- Access to RCAW mailing list for promotional purposes.
- 25% Discount on event tickets.
- Palladium Event Sponsor – all additional sponsorship perks.
- Palladium Facilities Sponsor – co-branding rights for the year.

#### Sponsorships Available:

Facilities and Technology Sponsorship - \$10,000.00

This sponsorship would assist us in entering 2020 in an office and with the obvious upgrades and purchases necessary to furnish an office, as well as update and apply new systems to make our efforts more streamlined and member friendly.

Education & Materials Sponsorship - \$10,000.00

This sponsorship would assist us in creating mentoring and educational materials (print and web based) and seminars year-round for the membership.

Palladium Level Event Sponsors - You may combine any number of event sponsorships below to reach premium level by making a commitment to fund the event or portion of events throughout the year – equal to or exceeding a \$10,000 investment.

### [Learn more about being a Platinum Level Sponsor](#)

Platinum Sponsor – \$5,000 Annual Commitment

- Prominent listing on the sponsor page of the RCAW website with logo and 500-word description.
- Logo recognition on all our materials and on social media channels.
- Recognition of Sponsorship Level on RCAW-TV at all functions.
- Ability to add 12 sponsored content videos to our RCAW YouTube Channel annually.
- Full Page ad in the RCAW RoofTop Review quarterly.
- Opportunity to distribute promotional material at all events.
- Access to RCAW mailing list for promotional purposes.
- 20% Discount on event tickets.

### [Learn more about being a Gold Level Sponsor](#)

Gold Sponsor – \$3,500

- Prominent listing on the sponsor page of the RCAW website with logo and 250-word description.
- Logo recognition on all our materials and on social media channels.
- Recognition of Sponsorship Level on RCAW-TV at all functions.
- Ability to add 6 sponsored content videos to our RCAW YouTube Channel annually.
- Half Page ad in the RCAW RoofTop Review quarterly.
- Access to RCAW mailing list for promotional purposes.
- 15% Discount on event tickets.

### [Learn more about being a Silver Level Sponsor](#)

Silver Sponsor – \$2,500

- Prominent listing on the sponsor page of the RCAW website with logo and 100-word description.
- Logo recognition on all our materials and on social media channels.
- Recognition of Sponsorship Level on RCAW-TV at all functions.
- Ability to add 3 sponsored content videos to our RCAW YouTube Channel annually.
- Third Page ad in the RCAW RoofTop Review quarterly.
- Access to RCAW mailing list for promotional purposes.
- 10% Discount on event tickets.



[Learn more about being a Bronze Level Sponsor](#)

BRONZE SPONSOR - \$1500.00

Prominent listing on the sponsor page of the RCAW website with logo and business information.

Logo recognition on all our materials and on social media channels.

Recognition of Sponsorship Level on RCAW-TV at all functions.

Ability to add 1 sponsored content videos to our RCAW YouTube Channel annually.

Quarter Page ad in the RCAW RoofTop Review quarterly.

Access to RCAW mailing list for promotional purposes.

5% Discount on Event Tickets.

## MEET OUR CURRENT SPONSORS





## Business Education Under One Roof

Join us starting JANUARY 12TH 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 all contractors and associates.

Sign up today for one or all.

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## WE HAVE A FULL SCHEDULE FOR 2022

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 2022	X
5 minutes to close each event throughout the year with a unique 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



We are proud again to launch our Lunch & Learn Series for 2022. We have some awesome speakers and topics lined up which will help your business be more efficient in so many ways. Add us to your calendar. Its just 1 hour of your time invested and you can come away with new ideas and systems to save you money, time, build your client base and brand and so much more. Settle in, log-on and Lunch and Learn.

01/11/2022 @ 11:00 AM Pacific Time [Steffney Jones, Ruby More Information & Innovations](#)

[https://us06web.zoom.us/webinar/register/?wn=j9QB0wfeTxOyUj0Kn\\_JbnA](https://us06web.zoom.us/webinar/register/?wn=j9QB0wfeTxOyUj0Kn_JbnA)

01/25/2022 @ 11:00 AM Pacific Time [Charlie Cina, One Tap Connect Digital Business Card](#)

[https://us06web.zoom.us/webinar/register/?wn=IGz\\_Sy5HSAqhlEaOnc-hNw](https://us06web.zoom.us/webinar/register/?wn=IGz_Sy5HSAqhlEaOnc-hNw)

02/08/2022 @ 11:00 AM Pacific Time Heidi J Ellsworth, [RoofersCoffeeShop Digital Marketing and The Importance Of Roofing Contractors](#)

[https://us06web.zoom.us/webinar/register/?wn=Eo\\_h\\_hppSvKiic\\_FAmFj5w](https://us06web.zoom.us/webinar/register/?wn=Eo_h_hppSvKiic_FAmFj5w)

02/22/2022 @ 11:00 AM Pacific Time [Katie Breininger, Savings4Members Reducing Operational Costs of Doing Business With Your Free RCAW Membership](#)

<https://us06web.zoom.us/webinar/register/?wn=BejA9L1pTs2U-CY-jvYfQ>

03/08/2022 @ 11:00 AM Pacific Time [Trent Cotney, Cotney Attorney & Consultants Current Legal Issues](#)

<https://us06web.zoom.us/webinar/register/?wn=3SioaqgHQsWurA3HIVwubw>

03/22/2022 @ 11:00 AM Pacific Time [Donovan Gladstone, GAF What Is New from GAF In 2022](#)

[https://us06web.zoom.us/webinar/register/?wn=A-CJ6Wa-SHCDBv\\_4cmcohA](https://us06web.zoom.us/webinar/register/?wn=A-CJ6Wa-SHCDBv_4cmcohA)

04/05/2022 @ 11:00 AM Pacific Time [Jarrod Gaiser, EagleView What Is New From EagleView In 2022](#)

<https://us06web.zoom.us/webinar/register/?wn=r2qGWzceTfuS7vDmduSI-A>

05/03/2022 @ 11:00 AM Pacific Time [Jennifer Richards, SMTI Pre-Summer Season Safety Check](#)

<https://us06web.zoom.us/webinar/register/?wn=JJWvczOdSVmvzmiGlffy3FA>

05/17/2022 @ 11:00 AM Pacific Time Lori Jerome, [PABCO Roofing Products](#)

[https://us06web.zoom.us/webinar/register/?wn=hHCLrqc0QsSzP\\_kbDsj2oQ](https://us06web.zoom.us/webinar/register/?wn=hHCLrqc0QsSzP_kbDsj2oQ)

06/07/2022 @ 11:00 AM Pacific Time [Donovan Gladstone, GAF Review GAF Bus, Resources - Programs - Training - Rewards](#)

<https://us06web.zoom.us/webinar/register/?wn=qiMhH7jIQbqtYAUmzL5FeQ>

09/13/2022 @ 11:00 AM Pacific Time [Linda Mattos, Hub International Review Upcoming Open Enrollment - Member HealthTrust](#)

<https://us06web.zoom.us/webinar/register/?wn=dCEkrV6rQNSlrr1RFnqx9g>

09/27/2022 @ 11:00 AM Pacific Time [Jarrod Gaiser/Ryan Shantz, Eagleview & SumoQuote Taking Proposals and Production to The Next Level](#)

<https://us06web.zoom.us/webinar/register/?wn=4vAbMmsgcRPCSKixJNeLY7A>

10/11/2022 @ 11:00 AM Pacific Time [Dan Shurtz, Aletheia Digital Roofing Marketing Education](#)

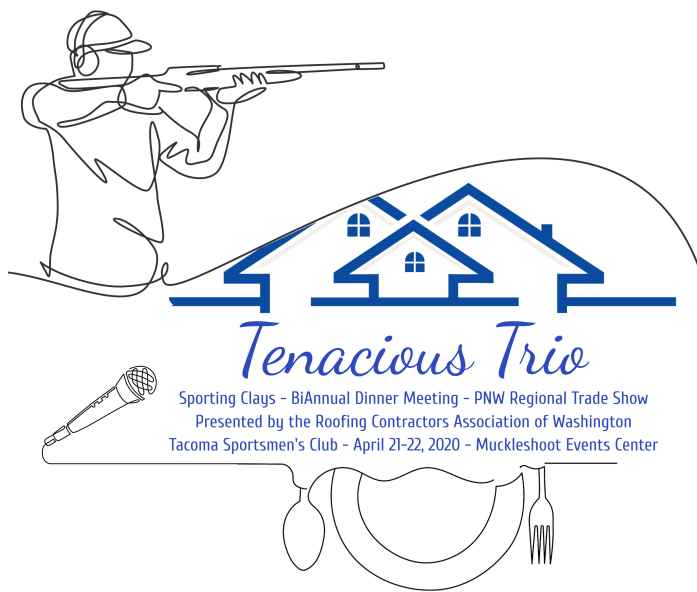
<https://us06web.zoom.us/webinar/register/?wn=tvklLrJxTyCvDsnwp8T-og>

11/08/2022 @ 11:00 AM Pacific Time [Donovan Gladstone, GAF Roofing Education/ Training/Certification - Self Development](#)

<https://us06web.zoom.us/webinar/register/?wn=x7PtPPNSTWOT3N8LnFEryQ>

12/06/2022 @ 11:00 AM Pacific Time [April Stokesberry, Duradek Northwest Duradek Walkable Roofing Membrane](#)

[https://us06web.zoom.us/webinar/register/?wn=2gLgj28kSVGI\\_z\\_hh0NDQ](https://us06web.zoom.us/webinar/register/?wn=2gLgj28kSVGI_z_hh0NDQ)



Welcome to our Tenacious Trio of events!

Whether you participate in one or all of the events over April 21st and 22nd - we guarantee you will embark on a worthwhile journey of fun, networking and education which will empower you and your business. Our plan is for you to come away with new goals for your business and new tools you can blend in and give you the tenacity to achieve the best!

#### Sporting Clays -

We will seize the day at the 2nd Annual Sporting Clays Competition. Held at the Tacoma Sportsmen's Club from 10:00 AM - 2:00 PM. This is a limited attendance event and includes lunch, prizes and some bragging rights and a great trophy.

#### BiAnnual Dinner Meeting & Keynote Speaker -

After a morning of fun, we will meet to strengthen our attendees with networking and a great word. Starting with a cocktail hour at 5:00 PM in the Foyer and dinner and the presentation from 6:00 PM - 9:00 PM in the Green River Room - you will get your first introduction to the Muckleshoot Events Center at the Muckleshoot Casino.

#### PNW Regional Trade Show -

On April 22nd at 9:00 AM we will cut the ribbon on the newly imagined Pacific NW Regional Trade Show. Holding firmly to our need to know, grow, and have our employees and businesses endure with all the changes we are facing in the industry. We have a great day planned with over 70 vendors and 9 breakout sessions, as well as hands on training and demonstrations. Recognizing a need for a regional opportunity to see and learn, we have planned this show to fill that need.



Thursday, April 21st  
Sporting Clays Competition  
10:00 AM-2:00 PM  
Tacoma Sportsmen's Club



Join us for the 2nd Annual RCAW Sporting Clays Competition. This event is planned for a maximum of 60 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. The event will be sanctioned and run by the Sportsmen's Club and safety will be monitored and a top priority. Participants are encouraged to bring their own shotgun however, limited gun rentals are available. Lunch will be served with prizes and bragging rights. Year one winner was the EagleView/ MetalMan Team.

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.

#### \$250.00 – Sporting Clays Table Sponsor

Display Table for advertising and collateral material + 2 chairs. Electricity limited.  
Mentions in post event video on YouTube.

#### \$1500.00 - Prize Sponsor

Recognition on all social, print, and digital marketing  
Company logo and links on the RCAW website.  
Company logo on prizes and on prize table.  
Display table for advertising and collateral material.  
2 complimentary event tickets  
Mentions in post event video on YouTube.

#### \$2000.00 – Luncheon Sponsor

Recognition on all social, print, and digital marketing  
Company logo and links on the RCAW website.  
Company logo on lunch boxes and napkins.  
Display table for advertising and collateral material.  
2 complimentary event tickets  
Mentions in post event video on YouTube.

#### \$3000.00 – Event Sponsor

Recognition on all social, print, and digital marketing  
Company logo and links on the RCAW website.  
Display table for advertising and collateral material.  
2 complimentary event tickets  
Event marketed as RCAW Sporting Clays presented by...  
Mentions in post event video on YouTube.

To sign up for sponsorship or compete in this event, please use the QR Code or call the office if you need help or an invoice to pay.



SCAN ME



5:00 pm-6:00 pm  
Cocktail Hour  
Muckleshoot Events Center Foyer



Join us for an hour of networking prior to our Dinner and Keynote Speaker at our April BiAnnual Meeting. We will have an hour to enjoy a selection of passed Hors d'Oeuvres and a Premium No Host Bar. This will be held in the Foyer of the Muckleshoot Events Center and at 6:00 PM we will adjourn to the ticketed event in the Prairie Room for Dinner and Keynote Speaker program.

6:00 pm-9:00 pm  
Keynote Speaker and April Bi-Annual Dinner Meeting  
Muckleshoot Events Center Green River



Adjourn from the Foyer of the Muckleshoot Events Center to the Prairie Room for a 5-Star Buffet-Style Dinner including a main course of Seared Sirloin with Bordelaise Sauce or Salmon Fillet with a seasonal sauce - the dinner also includes a choice of salad, and many other accompaniments. Following dinner our Keynote Speaker will both educate and entertain. We will adjourn by 9:00 PM and regroup in the morning at 9:00 AM for the Pacific NW Regional Trade Show which will be held in Medicine Creek of the Events Center, with breakout sessions in the White River, Green River and Plateau Rooms, as well as training sessions nearby outside.

#### \$3000.00 – Keynote Speaker Sponsor

- Recognition on all social, print, and digital marketing.
- 2 complimentary event tickets.
- Opportunity to introduce keynote speaker.
- Opportunity to assist in selection of keynote speaker.
- Mentions in post event video on YouTube.

#### \$5000.00 – Event Sponsor

- Recognition on all social, print, and digital marketing.
- Company logo on event page with links.
- 4 complimentary event tickets.
- Name and logo on cocktail and dinner napkins.
- Mentions in post event video on YouTube.
- Event marketed as April Bi-Annual Presented By....

To sign up for sponsorship or compete in this event, please use the QR Code or call the office if you need help or an invoice to pay.



Friday, April 22  
9:00 am-5:00 pm  
Pacific NW Regional Trade Show Begins  
Muckleshoot Events Center Medicine Creek



Welcome to the Pacific NW Regional Trade Show - with up to 79 exhibitors and 9 educational track sessions, and live demonstrations this is a day for anyone at any level in the company to come and learn and get updated on the latest and greatest in the roofing industry. RoofersCoffeeShop will be on hand live streaming and the Roofing Contractors Association of Washington is looking forward to welcoming contractors and industry professionals alike to a redesigned and reimagined show for the Pacific NW. Don't miss out on this incredible day - and when you need a break there are amazing restaurants, entertainment and gaming also.

Ribbon cutting at 9:00 AM - Don't miss out!

\$500.00 – Trade Show Booth 10x10

Table  
2 chairs  
Basic electrical provided  
26' high ceilings  
Carpeted venue

\$950.00 – Trade Show Booth 8x16

Table  
2 chairs  
Basic electrical provided  
26' high ceilings  
Carpeted venue

\$2000.00 – Trade Show Registration Sponsor

Recognition on all social, print, and digital marketing.  
Company logo and links on the RCAW website.  
Company logo on registration page.  
Company logo on badge lanyards supplied by sponsor.  
1 complimentary ticket to the event.  
Mentions in post event video on YouTube.

\$2500.00 - Mobile App Sponsor

Recognition on all social, print, and digital marketing.  
Company logo and links on the RCAW website.  
Company logo displayed on mobile app.  
1 complimentary ticket to the event.  
Mentions in post event video on YouTube.

Additional Sponsorships on next page.



### \$3500.00 – Gift Bag Sponsor

Recognition on all social, print, and digital marketing.  
Company logo and links on the RCAW website.  
Company logo displayed on gift bags supplied by sponsor.  
2 complimentary tickets to the event.  
Mentions in post event video on YouTube.

### \$4000.00 – Breakout Session Sponsor

Recognition on all social, print, and digital marketing.  
Company logo and links on the RCAW website.  
Company logo displayed on all breakout session materials.  
4 complimentary tickets to the event.  
Mentions in post event video on YouTube.

### \$5000.00 – Event Sponsor

Recognition on all social, print, and digital marketing.  
Company logo and links on the RCAW website.  
Event marketed as RCAW Pacific NW Regional Trade Show Presented By....  
4 complimentary tickets to the event.  
Mentions in post event video on YouTube.

To sign up for sponsorship or compete in this event, please use the QR Code or call the office if you need help or an invoice to pay.







Join Us June 24, 2022 at the Auburn Golf Center

One of the most exciting and competitive events of the year - the 51st ANNUAL RCAW OPEN - never disappoints.  
Get registered to golf or sponsor or BOTH!

On this custom tournament website you can register your team, pick your add ons like mulligans and raffle tickets,  
and sign up for a number of great sponsorships.

This year we will have a couple of hole-in-one contests, 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.

Bragging rights and the trophy are on the line - plus a whole lot of fun and prizes. Space is limited.



Scan code above to register your 4-some or sponsor - if you need assistance or need to be invoiced please call the office.

#### \$500.00 – Hole Sponsor (17 available)

- You will be recognized as the sponsor of a hole.
- Signage at registration
- Recognition on website
- Recognition at Awards Ceremony
- Opportunity to include item in each goodie bag
- Hole sponsorship sign
- Opportunity to set up table display on a hole (table and 2 chairs provided)
- Recognition on RCAW TV during the event, and on post event wrap up video.

#### \$500.00 – Longest Drive Sponsor

- You will be recognized as the sponsor of the Long Drive contest
- Signage at registration
- Recognition on website
- Recognition at Awards Ceremony
- Opportunity to include item in each goodie bag
- Long Drive sponsorship signage
- Recognition on RCAW TV during the event, and on post event wrap up video.

#### \$500.00 – Closest to the Pin

- You will be recognized as the sponsor of the Closest to the Pin contest
- Signage at registration
- Recognition on website
- Recognition at Awards Ceremony
- Opportunity to include item in each goodie bag
- Closest to the Pin sponsorship signage
- Recognition on RCAW TV during the event, and on post event wrap up video.

#### \$750.00 – US Open Hole in One Sponsor

- You sponsor one of the most exciting holes on the course. All golfers will have the opportunity to win a once in a lifetime experience of a trip for two to the US Open when they hit a Hole-In-One on your sponsored hole.
- Signage at registration
- All insurance for the US Open experience is included in the sponsorship
- Recognition on website
- Recognition at Awards Ceremony
- Opportunity to include item in each goodie bag
- Hole sponsorship signage Recognition on RCAW TV during the event, and on post event wrap up video.

#### \$750.00 - Technology Sponsor

- Logo on event registration page
- Logo on every hole within the live-scoring app during the round
- Logo on every player's scorecard
- Logo on the event leaderboard displayed live during the round and after
- Recognition on RCAW TV during the event, and on post event wrap up video.

#### \$1200.00 – 19th Hole Sponsor

- You will be recognized as the sponsor of the 19th Hole – the watering hole that is.
- Signage at registration and in the bar
- Opportunity to include item in each goodie bag
- Logo on complimentary drink tickets (2 per golfer)
- Recognition on website
- Recognition at Awards Ceremony

#### \$1,500.00 - Golf Ball Sponsor

- Your logo will be printed on the golf balls that each player receives upon check-in and continues to use after the event.
- Large Banner at registration
- Logo on golf balls given away at the tournament to each player
- Recognition on website
- Opportunity to include item in each goodie bag
- Recognition at Awards Ceremony
- Opportunity to set up table display on a hole
- One (1) hole sponsorship with sign
- Recognition on RCAW TV during the event, and on post event wrap up video.

#### \$2,000.00 - Prize Sponsor

- Includes a foursome of golfers
- Large Banner at registration
- Logo on Prize Table and Prizes
- Recognition on website
- Sponsor reference in all press releases promotional materials
- Opportunity to include item in each goodie bag
- One (1) hole sponsorship with signage
- Opportunity to set up at assigned hole
- Recognition on RCAW TV and in post event video.
- \$3,500.00 - Golf Cart Sponsor

#### \$3500.00 - Golf Cart Sponsor

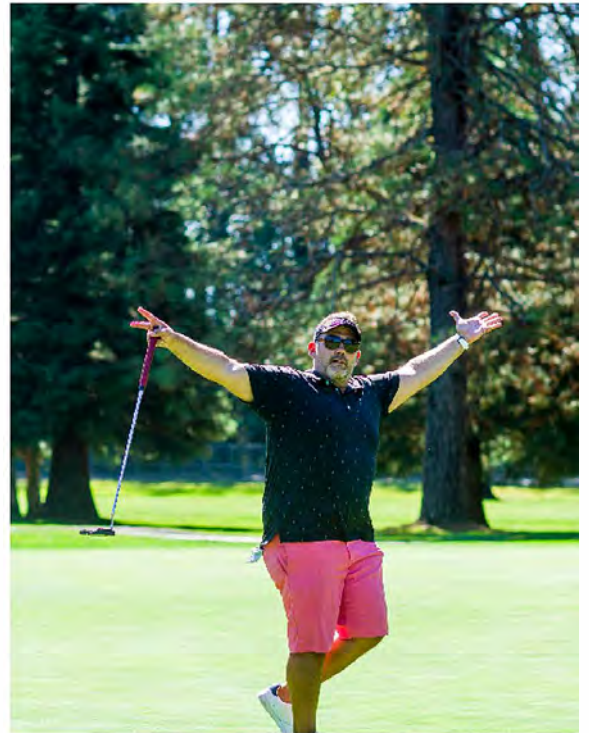
- Includes a foursome of golfers.
- Large Banner recognition at registration.
- Signage on all Golf Carts.
- Includes your company logo on this event's registration page, within the app during the round, on every player's scorecard, and on the event leader board throughout and after the round.
- Sponsor reference in all press releases promotional materials.
- Opportunity to include item in each goodie bag.
- One (1) hole sponsorship with signage.
- Opportunity to set up at assigned hole.
- Opportunity to speak at award ceremony.
- Company Logo on post-event survey.
- Recognition on RCAW TV during the tournament and in the recap video.

## \$3,500.00 - Dinner Sponsor

- Includes a foursome of golfers
- Large Banner recognition at registration.
- Logo on all Dinner Tables
- Includes your company logo on this events registration page, within the app during the round, on every player's scorecard, and on the event leader board throughout and after the round.
- Sponsor reference in all press releases promotional materials
- Opportunity to include item in each goodie bag
- One (1) hole sponsorship with signage
- Opportunity to set up at assigned hole
- Opportunity to MC the award ceremony.
- Company logo on post event survey.
- Company logo on RCAW TV, as well as in recap video.



Scan the QR Code above to register your foursome or sponsorship.  
If you need additional information, assistance or an invoice  
please call the RCAW Office.







**Join your roofing friends and family for a great time out in Left Field on the private party deck for America's favorite pass time!**

**Date and time**

Thu, July 14, 2022  
5:00 PM – 11:00 PM PDT

**Location**

Cheney Stadium  
2502 South Tyler Street  
Tacoma, WA 98405

Come one and all and join us for the 1st Annual party with the Tacoma Rainiers. We will have a great time at the ballpark on the Left Field Party Deck at Cheney Stadium's popular four-tiered, all-inclusive Party Decks boasting some of the best seats in the house. You will enjoy being right on top of the action while being awash in amazing views of Mt. Rainier. And enjoy an all-inclusive buffet complete with beer, wine, soda, and water, as well as a personal concierge. This will be a Thursday night to remember for RCAW members, their families, and the roofing community at large. This is a limited attendance event, so don't strike out and buy your tickets and sponsorships today.



### \$95.00 – Private Party Baseball Game

Come one and all and join us for the 1st Annual party with the Tacoma Rainiers. We will have a great time at the ballpark on the Left Field Party Deck at Cheney Stadium's popular four-tiered, all-inclusive Party Decks boasting some of the best seats in the house. You will enjoy being right on top of the action while being awash in amazing views of Mt. Rainier. And enjoy an all-inclusive buffet complete with beer, wine, soda, and water, as well as a personal concierge. This will be a Thursday night to remember for RCAW members, their families, and the roofing community at large.

### \$225.00 – Pennant Race Banner Sponsor

- Show your support for the Tacoma Rainiers and the RCAW with your logo prominently displayed on a commemorative banner which will be displayed all evening and you can take home at the end of the game. Show your team spirit.
- Recognition on all social, print, and digital marketing.
- Recognition on RCAW TV during the event, and on post event wrap up video.

### \$750.00 – 7th Inning Stretch Beverage Sponsor

- While we are sure the beverages will flow long before the 7th Inning, you can be the hero who sponsors it all. Enjoy the many perks of sponsorship and leave the bartending to the professionals.
- Recognition on all social, print, and digital marketing.
- Logo Printed on drink napkins.
- Recognition on RCAW TV during the event, and on post event wrap up video.

### \$950.00 – Dugout Dinner Sponsor

- Are you ready for some baseball and a BBQ too? No effort is needed to be the best chef for the event. Let us do the heavy lifting and you take all the credit for dinner on the party patio. As Dinner Sponsor you will have many extra perks, including recognition on the dinner napkins and on the website and post event video to name a few. This will be the best dinner party you have ever hosted!
- Recognition on all social, print, and digital marketing.
- Logo Printed on dinner napkins.
- Recognition on RCAW TV during the event, and on post event wrap up video.

### \$2000.00 – Major League Event Sponsor

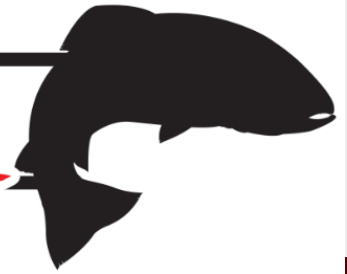
- Enjoy co-branding this event with the RCAW and see your name in lights on the jumbotron as well. Included with this sponsorship is logo on the website, 2 complimentary tickets to the event, logo featured on raffle prizes, event video and so much more. This is a fun way to be in the center of all of the action on game night.
- Two complimentary tickets to the event.
- Recognition on all social, print, and digital marketing.
- Recognition on RCAW TV during the event, and on post event wrap up video.



Scan the QR Code above to purchase your tickets or sponsorship.  
If you need additional information, assistance or an invoice  
please call the RCAW Office.



# RCAW *Salmon Derby*



Join us for the 8th Annual RCAW Salmon Derby  
Wednesday August 3rd, 2022  
5:00am - 4:00pm PDT

Point Defiance Marina  
5912 North Waterfront Drive  
Tacoma, WA 98407

Get your fish on and join RCAW's 8th Annual Salmon Derby. It's a whale of a good time and \$1,000.00 is on the line to reel in too.

Join the RCAW and its members and friends at the 8th Annual Salmon Derby at Point Defiance Marina in Tacoma. Once again we will be searching for the biggest salmon and handing out thousands in cash and prizes, as well as a trophy, bragging rights, and an awesome lunch on the dock. We will also have some groovy tunes at the dock side party with the Billy Shew Band joining us again.

Come on down at dawn, catch that mega salmon and enjoy a bright and sunny August day.

Wednesdays can't get much better than this in the Pacific NW.



To sign up and purchase your tickets or sponsorships - scan the QR code above or if you need additional assistance, have questions, or need to be invoiced please call the RCAW Office.

**\$285.00 – Banner Sponsor (Many Available)**

- Recognition on all social, print, and digital marketing.
- Banner at the event.
- Mentioned in post event video on YouTube.

**\$500.00 – Charity Donation Sponsor (4 available)**

- Recognition on all social, print, and digital marketing.
- Large banner at the event.
- Company logo on charity letter or camp certificate.
- Mentioned in post event video on YouTube.

**\$500.00 - Entertainment Sponsor (2 available)**

- Recognition on all social, print, and digital marketing.
- Large banner at the event.
- Company logo on band stand.
- Mentioned in post event video on YouTube.

**\$500.00 – Raffle Prize Sponsor (10 available)**

- Recognition on all social, print, and digital marketing.
- Large banner at the event.
- Company logo on raffle prizes.
- Mentioned in post event video on YouTube.

**\$895.00 – Weigh-in Sponsor (1 available)**

- Recognition on all social, print, and digital marketing.
- Large banner at the event.
- Company logo on weigh-station.
- Ability to “man” the weigh-station and certify the weight and contestants.
- 2 complimentary tickets to the event.
- Mentioned in post event video on YouTube.

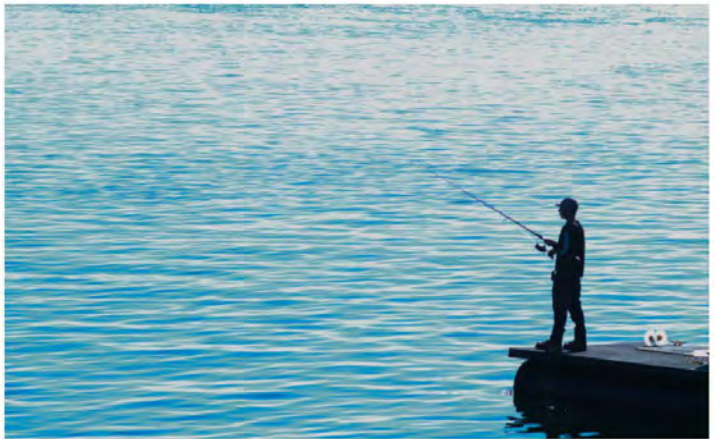
**\$1500.00 – Luncheon Sponsor (1 available)**

- Recognition on all social, print, and digital marketing.
- Large banner at the event.
- Company logo on lunch boxes and napkins.
- 2 complimentary tickets to the event.
- Mentioned in post event video on YouTube.

**\$3000.00 – Event & Major Prize Sponsor (1 available)**

- Recognition on all social, print, and digital marketing.
- Large banner at the event.
- Company logo on major prizes.
- Company logo on lunch boxes and napkins.
- Before, during and after texts include you as co-sponsor.
- Event marketed at 8th Annual RCAW Salmon Derby presented by.....
- 2 complimentary tickets to the event.
- Mentioned in post event video on YouTube.







**NWIR**  
National Women in Roofing

# *Dynasty* DUO

**BiAnnual Dinner Meeting - Professional Women in Roofing Conference  
Presented by the Roofing Contractors Association of Washington  
October 21-22, 2022 – The Factory Luxe – Seattle, WA**

The RCAW is pleased to present its October Bi-Annual Dinner Meeting on October 20th at the Factory Luxe in Georgetown. This is our traditional Bi-Annual Dinner Meeting for the entire membership and any interested parties.

The Factory Luxe occupies Rainier's original brew pub called the Mountain Room and reopened to the public in June 2019 teaming with Washington history it is a great place to hold our 57th October Bi-Annual Dinner Meeting.

The following day the RCAW and NWIR are pleased to present the 1st Annual Professional Women in Roofing Conference for the Pacific NW Region. RCAW has joined forces with the Seattle and Portland Chapters of the NWIR to produce a day of networking, education and a lot of fun. Also held at the Factory Luxe we will start a new tradition in a building which has stood the test of time.



To sign up and purchase your tickets or sponsorships - scan the QR code above or if you need additional assistance, have questions, or need to be invoiced please call the RCAW Office.





#### \$3000.00 – Keynote Speaker Sponsor

- Recognition on all social, print, and digital marketing.
- 2 complimentary event tickets.
- Opportunity to introduce keynote speaker.
- Opportunity to assist in selection of keynote speaker.
- Mentions in post event video on YouTube.

#### \$5000.00 – Event Sponsor

- Recognition on all social, print, and digital marketing.
- Company logo on event page with links.
- 4 complimentary event tickets.
- Name and logo on cocktail and dinner napkins.
- Mentions in post event video on YouTube.
- Event marketed as April Bi-Annual Presented By....



#### \$250.00 – Professional Women in Roofing Day Table Sponsor (10 Available)

- Display Table for advertising and collateral material + 2 chairs. Electricity limited.
- Recognition on RCAW TV at event
- Mentions in post event video on YouTube.

#### \$750.00 – Professional Women in Roofing Day Continental Breakfast & Coffee Sponsor

- Recognition on all social, print, and digital marketing.
- Recognition on RCAW TV at event
- Company logo on napkins.
- 2 complimentary tickets to the event.
- Mentioned in post event video on YouTube.



#### \$1500.00 – Professional Women in Roofing Day Luncheon Sponsor

- Recognition on all social, print, and digital marketing.
- Recognition on RCAW TV at event
- Company logo on napkins.
- 2 complimentary tickets to the event.
- Mentioned in post event video on YouTube.

#### \$3000.00 – Professional Women in Roofing Day Event Sponsor

- Recognition on all social, print, and digital marketing.
- Company logo on major prizes.
- Before, during and after texts include you as co-sponsor.
- Event marketed at 1st Annual RCAW Professional Women in Roofing Day presented by.....
- 2 complimentary tickets to the event.
- Mentioned in post event video on YouTube.



# *RCAW Holiday Gala*

*Cocktails, Dinner,  
Dancing, Silent  
Auction, Dessert  
Dash and so much  
more fun in store*

*Save the Date  
Saturday, December 3rd*

Holiday Spirit abounds at The Roofing Contractors Association of Washington (RCAW)  
Signature Event - the Annual Holiday Gala!

The RCAW and the U.S. Marines come together with the roofing community to lift spirits during the holiday season, with a Gala to raise money and collect toys for Toys for Tots. Taking place December 3rd this event will be jam-packed with festive and fun activities for a good cause.

While we are still working on the details for 2022 - sponsorship purchases are available now and silent auction items and tickets will be available June 1st.

Auction items for the silent or live auction can be brought to the RCAW office at any time beginning January 3, 2022.



To sign up and purchase your tickets or sponsorships - scan the QR code above or if you need additional assistance, have questions, or need to be invoiced please call the RCAW Office.



**\$500.00 Casino Table Sponsorship- (8 available)**

This sponsorship package includes:

Recognition on social media and print, Company logo on event program, Company logo on all casino tables, Company recognized on auction website, Recognition on RCAW TV, and Recognition on post-event video for social media/Youtube.

**\$1,000.00 Auction Sponsorship- (4 available)**

This sponsorship package includes:

Recognition on social media and print, Company logo on event program, Company logo on all auction tables, Company logo on auction website, Recognition on RCAW TV, and Recognition on post-event video for social media/YouTube.

**\$2,000.00 Photography & Video**

This sponsorship package includes:

Recognition on social media and print, company logo on event program, company logo on all photos from photo booth, Company recognized on auction website, Recognition on RCAW TV, and Recognition on post event video for social media/YouTube.

**\$2,500.00 Dessert Dash Sponsorship**

This sponsorship package includes:

Recognition on social media and print, company logo on event program, company logo dessert dash table, Company recognized on auction website, Dessert dash recognized as "sponsored by", Recognition on RCAW TV, and Recognition on post event video for social media/YouTube.

**\$3,000.00 Entertainment Sponsorship (2 available)**

This sponsorship package includes:

Recognition on social media and print, Company logo and links on webpage, Company logo on event program, Company logo on all centerpieces, Company recognized on auction website, MC recognizes as event sponsor, Recognition on RCAW TV, Event marketed as "event presented by", Company logo on post-event survey, and recognition on post-event video for social media/YouTube.

**\$4,000.00 Dinner Sponsorship (2 available)**

This sponsorship package includes:

Recognition on social media and print, Company logo and links on webpage, Company logo on event program, Company logo on all centerpieces, Company recognized on auction website, MC recognizes as dinner sponsor, Recognition on RCAW TV, Event marketed as "event presented by", Company logo on post-survey, and Recognition on post-event video for social media/YouTube.

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.



# End the year right



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

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.





# BASIC SHELTER PROJECT

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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)



# Mission Statement

Here at the Roofing Contractors Association of Washington, we know that sometimes all it takes to change the industry is a little support. Since our founding in 1965, we have been determined to make an impact.

The core of our efforts is to bring fresh ideas, education, and passion to the range of activities we're involved in to support the roofing industry in Washington.

Through all of our endeavors we hope to display the conviction of our mission to help every member find success and raise the roofing industry to new heights. We want to be your Ladder to Success.

## Healthcare Program

### Save up to 15% on Employee Health Plans

Compare quotes from the partnership between the Roofing Contractors Association of Washington and the CleanTech Alliance with your current provider. This partnership makes finding the right health plan for our members and their employees easy and painless.

The partnership between the Roofing Contractors Association of Washington and the CleanTech Alliance affords RCAW members premium benefits at a lower cost, which include many premium Premier Medical Plans – Delta Dental Plans – VSP Vision - Unum Life Insurance – Wellspring EAP. As an employer you can create a benefit plan which will attract and retain employees with benefits that rival large companies because of the strength of the trust. In addition, because of the variety of plans, you can find something that fits almost any budget. The trust accommodates the smallest of employers too – all you need are 2 participating members in your company to qualify for any of the plans offered by the trust.

The partnership between the Roofing Contractors Association of Washington and the CleanTech Alliance also gives all RCAW Members a membership in both associations. Meaning that your membership in the RCAW makes you an automatic member in the CleanTech Alliance, so there are no membership fees to access the health trust and you also have all the additional benefits available to any member of the CleanTech Alliance.

For more information and to schedule a quote

Call Stephen Roberts at 425-777-4646 or

email him at [steve@conoverinsurance.com](mailto:steve@conoverinsurance.com)

In addition to all the great benefits above – when purchasing your healthcare plan through our designated broker and RCAW Bronze Sponsor Conover Insurance – they are also going to supply your company with a free membership to KPA a cloud-based software platform to automate your safety compliance programs, improve safety and lower risk. This is a robust solution tailored for contractors, and just another benefit for our member companies.





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



Roofing Contractors Association of Washington  
3815 100th Street S.W., Suite 1-B - Lakewood, WA 98499

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

[rcaw.com](http://rcaw.com)

253-561-RCAW (7229)

Meet our Membership by Scanning the QR Code Below

