



July 30, 2020

Dear Prospective Sponsor:

WMA cordially invites you to participate in the 2020 WMA Virtual Convention and Sponsors' Forum on Tuesday, October 13.

We hope that this email finds you and your families well. Since we are not able to come together in person, please consider becoming a sponsor. An added feature to being a sponsor is the ability to sponsor one of the virtual seminars. Take a look at the Sponsorship Levels and Benefits on the next page. This would be a good way to keep your business presence amongst the virtual attendees.

Platinum sponsors will have the opportunity of creating two infomercials on whatever video platform you have! The first one will be 30 seconds or less in length and that will go into your sponsored seminar's pre-recorded video. It will begin the seminar, and the presenters will verbally thank you again at the end of the seminar. The second recording will be 3 – 5 minutes in length. That video will go into the Sponsors' Forum on our website on the day of the virtual convention and run for ten days. Gold sponsors will have an opportunity to create a 2 – 3 minute video that will go into the Sponsors' Forum. Silver sponsors will have their websites featured on the virtual convention website. Each sponsorship level comes with different numbers of complimentary registrations.

Sponsors will receive a list of registered attendees. If you wish to do a give-away, we suggest that you mention what the item is in your infomercial with a code at the end of the video to ensure participants have watched it. Then ask virtual attendees to email that code to you. You will then draw the winner from those emails — making sure the winner is a registered participant by comparing it to the list sent to you. Or, you can do the drawing simply by drawing from the list sent to you.

We will take 60 minutes on that Tuesday (October 13) to conduct the Annual Meeting, Election and Installation of the Board of Directors, Installation of the Incoming President and the Presentation of the Busch Carr McAdoo Award. This will be the only Zoom event that will be live at noon. More information to follow on that!

Please take a moment and review the attached information, and if you have questions or require further information, please call me at 916.288.4034. For a quick response, please send an email to me at [regina@wma.org](mailto:regina@wma.org).

Return of your completed form and payment is all it takes! Act quickly as we only have 13 opportunities for seminar sponsorships.

We will miss seeing you in person; but we look forward to your participation in what will most certainly be a successful virtual convention!

Cordially,

Regina A. Sánchez  
Director of Meetings and Publications



# 2020 Sponsors' Forum

## Levels & Benefits

Since we are not able to bring our Exhibitors together for an in-person Expo, your “presence” is an important aspect to our 2020 WMA Virtual Convention on Tuesday, October 13. The event will stay open for 10 days for attendees. So we have planned three opportunities for you to choose from so you can keep your company’s presence during the virtual WMA Convention. We are offering WMA Service & Industry members an opportunity to choose from different levels of sponsorship.

The following benefits come with each level:

### Platinum Sponsorship — \$1,999

- Published listing in Convention magazine and highlights issue of the *Reporter* (commitment must be made prior to Editorial Calendar deadlines).
- Four (4) registrations to the 2020 WMA Virtual Convention. See page 2.
- Your company logo will be featured on the WMA Virtual Convention website.
- Your company will “sponsor” a virtual seminar. See page 2 for listing of seminars and make selections. Submit a pre-recorded infomercial (no more than 30 seconds long or it will cut off) to run prior to the pre-recorded seminar. Presenters from that seminar will thank your company at the conclusion of their seminar. Please see Infomercial Guidelines on page 3 for due dates and specs.
- Your company will be featured in the “Sponsors’ Forum” on the WMA Convention website with a pre-recorded 3 – 5 minute infomercial if you wish to submit one. Opportunity for viewer/sponsor Q&A. Please see **Infomercial Guidelines** on page 3 for due dates and specs.
- Your company website will be linked in the schedule section with the virtual seminar that you are sponsoring.
- Special announcement during the President’s pre-recorded welcome.
- Special announcement during the Zoom Annual Meeting and Installation of the Board of Directors.

### Gold Sponsorship — \$999

- Published listing in Convention magazine and highlights issue of the *Reporter* (commitment must be made prior to Editorial Calendar deadlines).
- Two (2) registrations to the 2020 WMA Virtual Convention. See page 2.
- Your company will be featured in the “Sponsors’ Forum” on the WMA Virtual Convention website with a pre-recorded 2 – 3 minute infomercial if you wish to submit one. Opportunity for viewer/sponsor Q&A. If you do not submit an infomercial, your company website will take the place of it. (Q&A will not be available without an infomercial.) Please see **Infomercial Guidelines** on page 3 for due dates and specs.
- Special announcement during the Zoom Annual Meeting and Installation of the Board of Directors.

### Silver Sponsorship — \$499

- Published listing in Convention magazine and highlights issue of the *Reporter* (commitment must be made prior to Editorial Calendar deadlines).
- One (1) registration to the 2020 WMA Virtual Convention. See page 2.
- Your company website will be linked to the “Sponsors’ Forum” on the 2020 WMA Virtual Convention website.

**Sponsorship of an event does not automatically entitle a sponsor to unlimited complimentary attendance.** See benefit listing for complimentary registrations.

This confirms our participation in the 2020 WMA Virtual Convention and Sponsors’ Forum. As a participating sponsor, we hereby agree to assume financial responsibility as indicated for the mentioned sponsorship. It is further acknowledged that the person signing below is authorized to do so on behalf of the participating company.

\_\_\_\_\_  
Firm Name

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

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Name on Credit Card

Credit Card Number or  Check Enclosed

\_\_\_\_\_  
Expiration Date and Security Code

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

\_\_\_\_\_  
City, State & ZIP

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Sponsorship Level

\_\_\_\_\_  
Total Amount Charged

Complete this form and return by US post or email to Regina Sánchez at

Western Manufactured Housing Communities Association  
455 Capitol Mall, Suite 800 • Sacramento, CA 95814

[regina@wma.org](mailto:regina@wma.org)

***Thank you for your sponsorship!***



# WMA VIRTUAL CONVENTION SPONSORSHIP INFOMERCIAL GUIDELINES

Page three (3)

**ALL VIDEO INFOMERCIALS ARE DUE **AUGUST 31, 2020****

## Video Guidelines

- Recommended dimensions:  
1920x1080 (1080p)  
2560x1440 (1440p) or  
3840x2160 (2160p)
- Maximum dimensions: 3840x2160
- Aspect ratio: 16:9 (pillarboxing will be added if 4:3)
- Accepted video formats: .MOV or .MP4

## Video Length

- **PLATINUM SPONSORS 30-second spots:** 30 seconds (6 seconds max bumper length)  
Please keep in mind that if you do not stay within the 30 seconds with allowable 6 second bumper length, your infomercial may cut off.
- **PLATINUM SPONSORS Infomercial:** 3-5 minutes
- **GOLD SPONSORS Infomercial:** 2-3 minutes

## Delivery

- When ready, please send an email to me at [regina@wma.org](mailto:regina@wma.org) to request a private Dropbox or Google Drive link.