



BC CONSTRUCTION MONTH SPONSORSHIP PROSPECTUS

APRIL 2021



Dear Construction Industry Supporter,

During the COVID-19 pandemic, BC's construction sector has kept building, operating safely as an essential workforce to help our provincial economy survive.

The dedication and resilience of roughly 25,000 contractors and 180,000 tradespeople continues to make a big difference to every BC community, large and small.

Supporting that dynamic core of general and trade contractors is a diverse ecosystem of manufacturers, suppliers, architects, engineers, insurers, accountants, lawyers, safety providers, trainers, and many others in every town and city.

Working together, they keep BC strong.

For the last three years, BC has officially proclaimed April to be "Construction Month", and 2021 is no exception. In fact, it's more fitting than ever that we take a moment to thank the unsung workers across our industry who create and maintain our built environment.

This year, by joining with us to celebrate Construction Month 2021 as a paid sponsor, supporter, event host, or award participant, you can show your respect and appreciation for our industry's COVID-19 response firsthand.

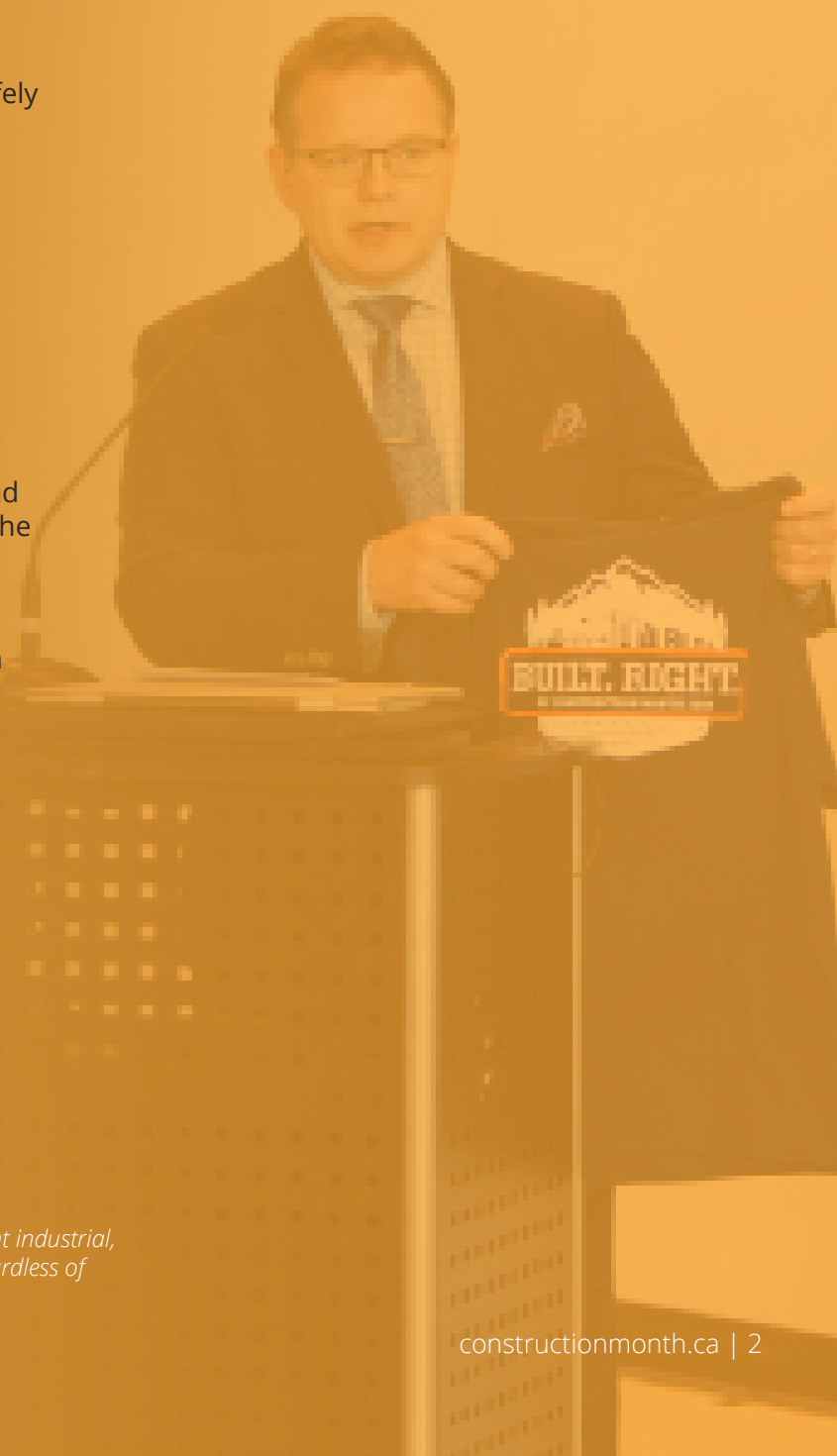
Please take a minute to read the details in this prospectus and find the right opportunity for your public or private organization. Let's give BC's construction industry a much-deserved moment in the spotlight.

Thank you for your consideration.



Chris Atchison
President, BC Construction Association

The BC Construction Association is a non-profit employer organization working to ensure a productive and resilient industrial, commercial, and institutional provincial construction industry. We are non-partisan and represent employers regardless of labour affiliation, working closely with our Regional Construction Association partners.



Construction Industry Statistics

British Columbia's construction industry is the **#1 employer** in our province's goods sector, with more than **205,000 people** relying entirely on construction for a paycheck.

178,600

Skilled tradespeople

25,817

Construction companies

8.4%

Construction as a portion
of the total workforce

8.9%

BC Construction Industry
contribution to BC's GDP

\$112B

Value of current
construction projects in BC

\$220B

Value of proposed
construction projects in BC



Source: BCCA 2020 Fall Stat Pack



RECAP:
CONSTRUCTION MONTH 2020

2020 Sponsors

PLATINUM SPONSORS



Joint venture companies



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



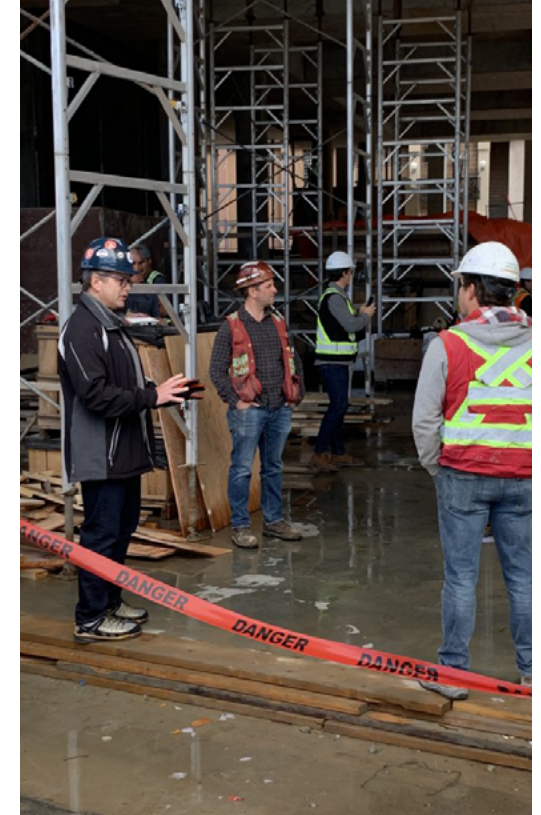
Lunch Box Challenge

2020 Construction Month Highlights

When COVID-19 resulted in lock-downs around BC, Construction Month efforts were shifted to adapt. Care packages were assembled and delivered to 20 employers that had applied for Contractor Breakfast funding.

We collaborated with Scott Construction on their #LunchBoxChallenge and offered Construction Month merchandise to the first 10 employers that accepted the challenge.

All in all we directly supported over 30 lunch events on construction sites across the province, all adhering to newly enforced COVID-19 safety protocols.



Random Acts of Appreciation 2020 Construction Month Highlights

1,000 Tim Horton's Coffee cards were distributed to workers at construction sites across BC.



2020 Merchandise Giveaways

Branded T-shirts, Pens, and Hardhat Stickers were provided to sponsors and distributed to tradespeople across the industry.

2,000+

T-Shirt Giveaways



10,000+

Pens & Hardhat Sticker Giveaways



A large group of people, likely employees and visitors, are gathered in a trade show booth. They are posing for a group photo, with many individuals clapping and raising their hands in celebration. The booth features a backdrop with the 'GREENE' logo repeated across it. To the left, a sign reads 'BUILT. RIGHT. CONSTRUCTION MONTH'. To the right, another sign displays a stylized orange logo. The entire image is overlaid with a semi-transparent orange filter.

**JOIN US FOR
CONSTRUCTION MONTH 2021**

Celebrate the Industry that Builds BC

As an official sponsor you will **position your brand** as a leading advocate for the men and women that create and maintain our built environment.

BC's construction industry is 205,500 workers strong. This is your chance to get involved and show your support. From skilled workers and contractors to government and professional services, industry will be **paying attention** in April 2021.

2020 Construction Month Statistics:

35+

Worksite visits - swag giveaways to tradespeople

13,000+

Swag Items Distributed

493,000+

Print Media Circulation

3,500

Visitors to
constructionmonth.ca

180,000+

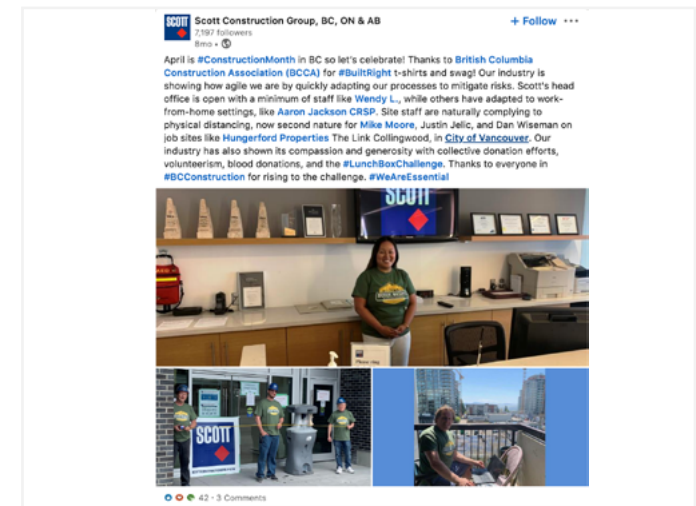
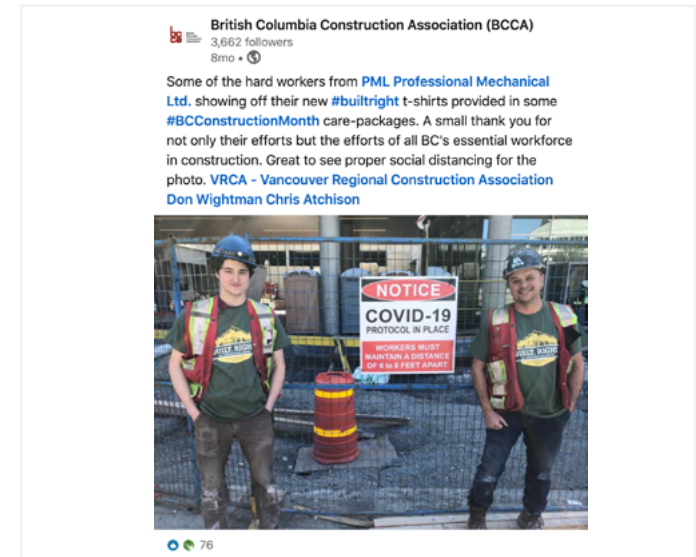
Social Media Audience

1,000+

Social Media Engagements

200,000+

Digital Media Impressions



2021 Sponsorship Opportunities

Construction Month is an opportunity for our industry as a whole to celebrate the contribution that our workforce makes every day, in every community throughout BC.

This is a truly unique opportunity to make sure our workers and their families know they are recognized and valued for their contributions!

SECURE YOUR BRAND PRESENCE TODAY WITH A SPONSORSHIP PACKAGE THAT WORKS FOR YOUR ORGANIZATION

What You Get	Platinum x 1	Gold x 5	Silver x 5	Bronze x 5
Logo Placement on constructiononth.ca	✓	✓	✓	✓
Logo Placement on BCCA Monthly Newsletter (3,000+ Subscribers) x5	✓	✓	✓	✓
Logo Placement on BCCA Semi-Annual Newsletter (4,000+ Subscribers) x1	✓	✓	✓	✓
Merchandise Items (Quantity for your usage)	325	185	130	75
Logo Placement on Construction Month T-shirts	✓	✓	✓	-
Featured Across Social Media Channels	✓	✓	✓	-
Logo on Posters - Lunchbox Challenge Site Events, and Participating Restaurants	✓	✓	-	-
Logo on Site Posters - Available For Download to Construction Employers Across BC	✓	✓	-	-
Logo Placement on Advertising Across BC	✓	✓	-	-
Mentions in Print and Digital Articles Across BC- Black Press Advertorials	✓	-	-	-
Logo Placement on Masks	✓	-	-	-
Exclusive Co-Sponsor of Construction Month Awards Alongside BCCA	✓	-	-	-
	\$15,000	\$7,950	\$3,950	\$1,950

Platinum Level Sponsorship (\$15,000 / 1 available)

As a Platinum Level Sponsor you will enjoy a full month of exposure at the highest level of recognition as the exclusive co-sponsor alongside the BC Construction Association. Included in your package:

Brand Presence:

- Logo placement on constructionmonth.ca
- Logo placement in BCCA Briefing, monthly newsletter (3,000+ subscribers) X4
- Logo placement in BCCA Equinox, semi-annual newsletter (4,000+ members) X1
- Logo placement on construction month t-shirts
- Logo placement on construction month masks
- Logo placement on posters – Lunch Box Challenge site events, and participating restaurants
- Logo placement on posters – available for download to construction employers across BC
- Exclusive co-sponsor of Construction Month Awards alongside BCCA

Advertising:

- Logo placement in up to 15 markets across BC on print advertising
- Mentions in up to 15 markets across BC on editorial content
- Social Media Features on BCCA social accounts

Merchandise Package (for use at your discretion):

- 50 Construction Month t-shirts
- 50 Construction Month masks
- 75 Construction Month contractor pencils
- 150 Construction Month stickers

April Calendar of Events

- Post and promote your organizations events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations leadership, support, and involvement

Platinum Sponsor



\$15,000

Gold Level Sponsorship (\$7,950 / 5 available)

As a Gold Level Sponsor you will enjoy a full month of exposure at the second highest level of recognition as part of a select group of 5 Gold Sponsors. Included in your package:

Brand Presence:

- Logo placement on constructionmonth.ca
- Logo placement in BCCA Briefing, monthly newsletter (3,000+ subscribers) X4
- Logo placement in BCCA Equinox, semi-annual newsletter (4,000+ members) X1
- Logo placement on construction month t-shirts
- Logo placement on posters – Lunch Box Challenge site events, and participating restaurants
- Logo placement on posters – available for download to construction employers across BC

Advertising:

- Logo placement in up to 15 markets across BC on print advertising
- Social Media Features on BCCA social accounts

Merchandise Package (for use at your discretion):

- 30 Construction Month t-shirts
- 30 Construction Month masks
- 50 Construction Month contractor pencils
- 75 Construction Month stickers

April Calendar of Events

- Post and promote your organizations events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations leadership, support, and involvement

Gold Sponsor



\$7,950

Silver Level Sponsorship (\$3,950 / 5 available)

As a Silver Level Sponsor you will enjoy a full month of exposure and recognition as part of a select group of 5 Silver Sponsors. Included in your package:

Brand Presence:

- Logo placement on constructionmonth.ca
- Logo placement in BCCA Briefing, monthly newsletter (3,000+ subscribers) X4
- Logo placement in BCCA Equinox, semi-annual newsletter (4,000+ members) X1
- Logo placement on construction month t-shirts

Advertising:

- Social Media Features on BCCA social accounts

Merchandise Package (for use at your discretion):

- 25 Construction Month t-shirts
- 25 Construction Month masks
- 30 Construction Month contractor pencils
- 50 Construction Month stickers

April Calendar of Events

- Post and promote your organizations events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations leadership, support, and involvement

Silver Sponsor



\$3,950

Bronze Level Sponsorship (\$1,950 / 5 available)

As a Bronze Level Sponsor you will enjoy a full month of exposure as part of a select group of 5 bronze sponsors. Included in your package:

Brand Presence:

- Logo placement on constructionmonth.ca
- Logo placement in BCCA Briefing, monthly newsletter (3,000+ subscribers) X4
- Logo placement in BCCA Equinox, semi-annual newsletter (4,000+ members) X1

Merchandise Package (for use at your discretion):

- 15 Construction Month t-shirts
- 15 Construction Month masks
- 20 Construction Month contractor pencils
- 25 Construction Month stickers

April Calendar of Events

- Post and promote your organizations events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations leadership, support, and involvement

Bronze Sponsor



\$1,950



This April, show your appreciation for BC's Construction Industry

We look forward to your partnership in this month-long celebration.

For more information and to secure your sponsorship, please contact:

Tom Gogela

Marketing Manager, BCCA

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Tel: 250.475.1077

Website: www.constructionmonth.ca

