



# BC CONSTRUCTION MONTH APRIL 2022

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# SPONSORSHIP PROSPECTUS



# Valued Partner,

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

The dedication and resilience of almost 26,000 contractors and roughly 172,000 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 four years, BC has officially proclaimed April to be "Construction Month", and 2022 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 on this the 5th anniversary of Construction Month.

This year, by joining with us to celebrate Construction Month 2022 as a paid sponsor, supporter, event host, or award participant, you can show your respect and appreciation for our industry.

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

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*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 **212,800 people** relying entirely on construction for a paycheck.

**172,045**

Skilled tradespeople

**25,784**

Construction companies

**7.9%**

Construction as a portion of the total workforce

**9.3%**

BC Construction Industry contribution to BC's GDP

**\$125B**

Value of current construction projects in BC

**\$220B**

Value of proposed construction projects in BC





**RECAP:**  
**CONSTRUCTION MONTH 2021**

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# 2021 Sponsors

## PLATINUM SPONSORS

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## GOLD SPONSORS

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## SILVER SPONSORS

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## BRONZE SPONSORS

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# Lunch Box Challenge 2021 Construction Month Highlights

The #lunchboxchallenge was a huge success. 132 Grant Applications were submitted from employers in BC, 96 were approved and 77 were claimed and utilized for 83 total reported site lunches across the province hosting over 2,100 workers.

We also partnered with the BC Restaurant and Food Services Association (BCRFA) to get local restaurant owners involved and benefiting from the initiative.



# Community Leadership Awards 2021 Construction Month Highlights

The 2021 Awards highlighted those leaders who demonstrated exemplary efforts around safety during the pandemic.

## Award Winners

Cori Coutts & Field Staff Team – **Knappett Projects**

Matthew Goffinet – **Kinetic Construction**

Shayna Helal – **Mott Electric**

Mathew Kinney – **Turner Construction Company**

Descriptions and honourable mentions:

<https://constructionmonth.ca/2021-recap>



## APRIL IS CONSTRUCTION MONTH!

Stop and thank the hard-working men and women who are BC's essential construction workforce. **#BuiltRight**

**Black Press Advertising Campaign** throughout the month of April, targeting **14 regions** across BC:

Sponsored Editorial Content Across **13 publications** in print (**275,000+ circulation**) and online (approximately **200,000 impressions**)

Digital Display Ads across **14 online publications** with **200,000 total impressions**

Print Ads in **13 publications** with an estimated circulation of **275,000**



# Merchandise 2021 Construction Month Highlights

Branded T-Shirts, Carpenter Pencils, Hardhat Stickers and COVID19 Masks were provided to sponsors and distributed to tradespeople across the industry.





**Let's make 2022 the biggest, most far-reaching celebration of our industry yet.**

**Through flood, fire, and pandemic response and recovery this industry is here for BC.**

**Join us and let's show our appreciation.**

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# 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 212,800 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 2022.

## 2022 Construction Month Statistics:

4,600

Visitors to constructionmonth.ca

11,500+

Swag Items Distributed

288,800+

Social Media Audience

1,350+

Social Media Engagements

275,000+

Print Media Circulation

200,000+

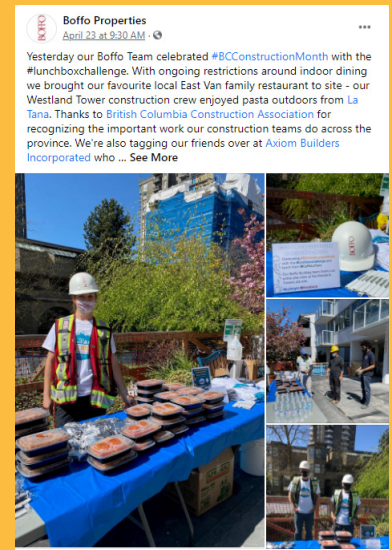
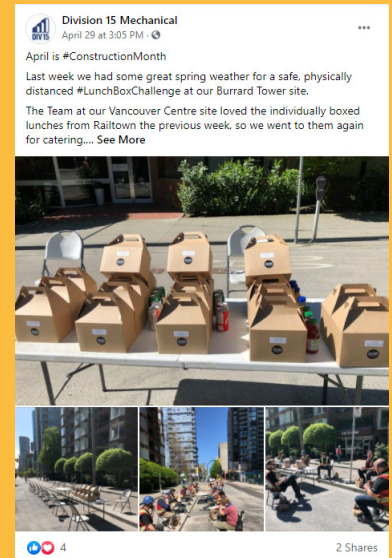
Digital Media Impressions

80+

#lunchboxchallenge events  
at worksites across BC

2,000+

Tradespeople participating  
in the #lunchboxchallenge



# 2022 Sponsorship Opportunities

Construction Month is an opportunity for our industry as a whole to celebrate the beneficial impacts 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 2	Gold x 5	Silver x 6	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)	<b>325</b>	<b>185</b>	<b>130</b>	<b>75</b>
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 / 6 Available)

As a Silver Level Sponsor you will enjoy a full month of exposure and recognition as part of a select group of 6 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



**Help us make April 2022 the biggest celebration of BC's construction industry the province has ever seen.**

Be part of this important recognition event and take your place alongside the leaders of our industry.

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

**TOM GOGELA**

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