



BC CONSTRUCTION MONTH APRIL 2024

# SPONSORSHIP PROSPECTUS



# Valued Partner,

The dedication and resilience of over 26,000 contractors and roughly 164,000 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 six years, BC has officially proclaimed April to be “Construction Month”, and 2024 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 7th anniversary of Construction Month.

This year, by joining with us to celebrate Construction Month 2024 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

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

**bccassn.com**





# Construction Industry Statistics

British Columbia's construction industry is the **#1 employer** in our province's goods sector, with more than **218,000 people** relying entirely on construction for a paycheck.

**163,900**

Skilled tradespeople

**26,262**

Construction companies

**8.0%**

Construction as a portion of the total workforce

**10.3%**

BC Construction Industry contribution to BC's GDP

**\$157B**

Value of current construction projects in BC

**\$174B**

Value of proposed construction projects in BC



A group of four construction workers, three men and one woman, are gathered around a table outdoors. They are all wearing white hard hats with the 'KINETIC' logo and high-visibility safety vests. The woman in the foreground is laughing heartily. The man on the right is smiling and looking towards the camera. The background shows a white building with blue accents and a large 'K' logo. The table has various items on it, including a pizza box, a bowl of food, and some blue plates.

# RECAP: CONSTRUCTION MONTH 2023

---

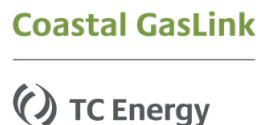


# 2023 Sponsors

## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



# Lunch Box Challenge 2023 Construction Month Highlights

The #LunchBoxChallenge was a huge success. Well over 100 grant applications were submitted from employers in BC. A total of 95 companies put on 100 lunches across the province hosting over 3,600 workers.



# Community Leadership Awards 2023 Construction Month Highlights

The 2023 Awards highlighted apprentices, the journeypersons who train them, and the employers who support them.

## Award Winners

---

Tyler Cameron – **Acadia Mechanical**

Julia Murrell – **Kindred Construction**

Ryan Thran – **Knappett Projects Inc.**

Wayne Farey – **Campbell Construction**



## Descriptions:

[constructionmonth.ca/2023-recap](https://constructionmonth.ca/2023-recap)





## APRIL IS CONSTRUCTION MONTH!

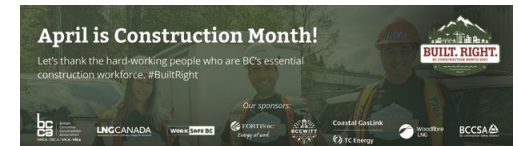
Let's thank the hard-working people who are BC's essential construction workforce. **#BuiltRight**

**Black Press Advertising Campaign** throughout the month of April, targeting **17 regions** across BC:

Sponsored editorial content across **10 publications** in print (**260,000+ circulation**) and online (approximately **200,000 impressions**)

Digital display ads across **17 online publications** with **200,000 total impressions**

Print ads in **11 publications** with an estimated circulation of **260,000+**





# Merchandise 2023 Construction Month Highlights

Branded t-shirts, carpenter pencils, and hardhat stickers were provided to sponsors and distributed to tradespeople across the industry.





A large group of construction workers, mostly men, are posed for a group photo on a construction site. They are wearing various types of hard hats (yellow, blue, white) and high-visibility safety vests (yellow and orange). Many are wearing white t-shirts with a logo that says "BUILT RIGHT". The background shows construction materials, scaffolding, and a building under construction.

**Let's make 2024 the biggest, most far-reaching  
celebration of our industry yet.**

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

---



# Celebrate the Industry that Builds BC

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

BC's construction industry is 218,000 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 2024.

## 2023 Construction Month Statistics:

7,500+

Visitors to constructionmonth.ca

12,750+

Swag items distributed

450,000+

Social media audience

3,000+

Social media engagements

260,000+

Print media circulation

200,000+

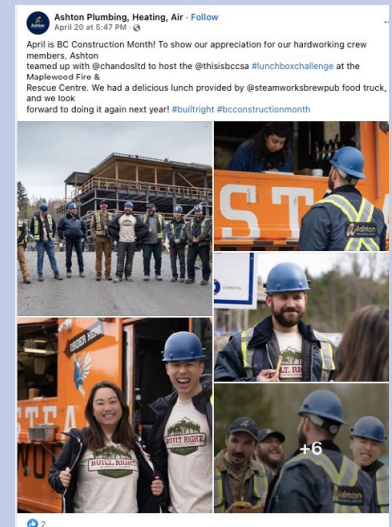
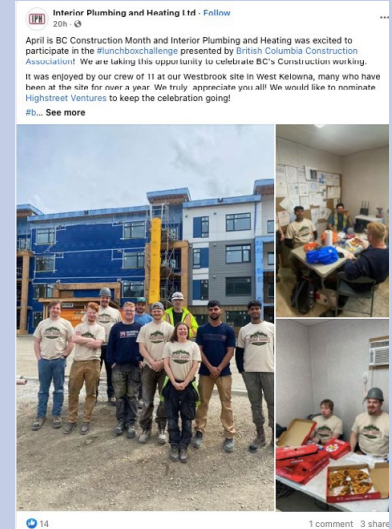
Digital media impressions

100

#LunchBoxChallenge events  
at worksites across BC

3,600+

Tradespeople participating in the  
#LunchBoxChallenge



# 2024 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 x2	Gold x6	Silver x7	Bronze x7
Logo Placement on constructionmonth.ca	✓	✓	✓	✓
Logo placement at 5 regional contractor breakfast events (Prince George, Kelowna, Vancouver, Victoria, Nanaimo)	✓	✓	✓	✓
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)	350	220	140	90
Logo placement on Construction Month t-shirts	✓	✓	✓	-
Featured across social media channels	✓	✓	✓	-
Logo on posters - #LunchBoxChallenge site events	✓	✓	-	-
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	✓	-	-	-
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 at 5 regional contractor breakfast events (Prince George, Kelowna, Vancouver, Victoria, Nanaimo)
- 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 – #LunchBoxChallenge site events
- 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)

---

- 75 Construction Month t-shirts
- 75 Construction Month contractor pencils
- 200 Construction Month stickers

## April Calendar of Events

---

- Post and promote your organization's events on the public Construction Month calendar

## Use of Construction Month Brand

---

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

PLATINUM SPONSOR



\$15,000

# Gold Level Sponsorship (\$7,950 / 6 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 6 Gold Sponsors. Included in your package:

## Brand Presence

---

- Logo placement on constructionmonth.ca
- Logo placement at 5 regional contractor breakfast events (Prince George, Kelowna, Vancouver, Victoria, Nanaimo)
- 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 – #LunchBoxChallenge site events
- 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)

---

- 45 Construction Month t-shirts
- 50 Construction Month contractor pencils
- 125 Construction Month stickers

## April Calendar of Events

---

- Post and promote your organization's events on the public Construction Month calendar

## Use of Construction Month Brand

---

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

## GOLD SPONSOR



# \$7,950



# Silver Level Sponsorship (\$3,950 / 7 Available)

As a Silver Level Sponsor you will enjoy a full month of exposure and recognition as part of a select group of 7 Silver Sponsors. Included in your package:

## Brand Presence

- Logo placement on constructionmonth.ca
- Logo placement at 5 regional contractor breakfast events (Prince George, Kelowna, Vancouver, Victoria, Nanaimo)
- 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)

- 35 Construction Month t-shirts
- 30 Construction Month contractor pencils
- 75 Construction Month stickers

## April Calendar of Events

- Post and promote your organization's events on the public Construction Month calendar

## Use of Construction Month Brand

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

## SILVER SPONSOR



# \$3,950

# Bronze Level Sponsorship (\$1,950 / 7 Available)

As a Bronze Level Sponsor you will enjoy a full month of exposure as part of a select group of 7 Bronze Sponsors. Included in your package:

## Brand Presence

- Logo placement on constructionmonth.ca
- Logo placement at 5 regional contractor breakfast events (Prince George, Kelowna, Vancouver, Victoria, Nanaimo)
- 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)

- 20 Construction Month t-shirts
- 20 Construction Month contractor pencils
- 50 Construction Month stickers

## April Calendar of Events

- Post and promote your organization's events on the public Construction Month calendar

## Use of Construction Month Brand

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

## BRONZE SPONSOR



# \$1,950





# Help us make April 2024 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**

Director of Marketing and Communications, BCCA

E: [tom.gogela@bccassn.com](mailto:tom.gogela@bccassn.com)

T: 250.475.1077

W: [constructionmonth.ca](http://constructionmonth.ca)

