



BC CONSTRUCTION MONTH APRIL 2025

SPONSORSHIP PROSPECTUS



Valued Partner,

The dedication and resilience of over 28,000 contractors and roughly 167,000 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 seven years, BC has officially proclaimed April to be “Construction Month”, and 2025 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 8th anniversary of Construction Month.

This year, by joining with us to celebrate Construction Month 2025 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.



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.



Construction Industry Statistics

British Columbia's construction industry is the **#1 employer** in our province's goods sector, with more than **229,000 people** relying entirely on construction for a paycheck.

167,300

Skilled tradespeople

28,014

Construction companies

9.0%

Construction as a portion of the total workforce

10.3%

BC Construction Industry contribution to BC's GDP

\$160B

Value of current construction projects in BC

\$170B

Value of proposed construction projects in BC





CONSTRUCTION MONTH 2024

EVENT HIGHLIGHTS

2024 Sponsors

TITLE SPONSOR

LNG CANADA

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Lunch Box Challenge

The #LunchBoxChallenge was a huge success. Well over 100 grant applications were submitted from employers in BC. A total of 84 companies put on 92 lunches across 30+ communities in the province, hosting over 3,800 workers.



Community Leadership Awards

The 2024 Awards highlighted BC construction companies whose talent, expertise, and experience have helped build BC, and who are dedicated to passing this knowledge forward to our industry's next generation of leaders.

Award Winners

Westcana Electric - Prince George

Pitt Meadows Plumbing & Mechanical Systems – Maple Ridge

Heritage Masonry - Victoria

Acres Enterprises - Kamloops



Advertising

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 (**280,000+ circulation**) and online (**200,000+ impressions**)

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

Print ads in **10 publications** with an estimated circulation of **280,000+**



Merchandise

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



VITP

CONSTRUCTION MONTH 2025

SPONSORSHIP OPPORTUNITIES

Let's make 2025 the biggest, most far-reaching celebration of our industry

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 229,000+ workers strong. This is your chance to get involved and show your support. From skilled workers and contractors to government and professional services, the industry will be **paying attention** in April 2025.

2024 Construction Month Statistics:

8,500+

Visitors to constructionmonth.ca

15,400+

Swag items distributed

633,000+

Social media audience

9,000+

Social media engagements

280,000+

Print media circulation

200,000+

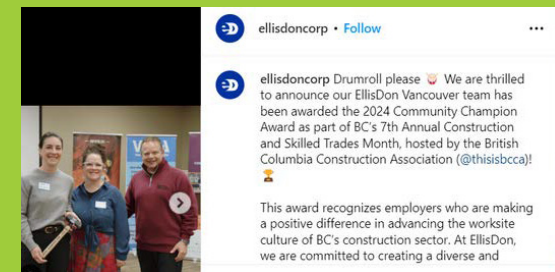
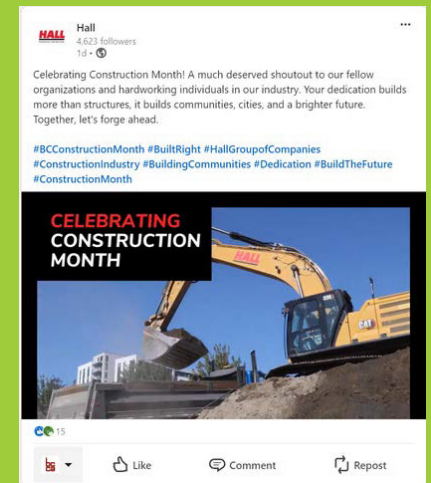
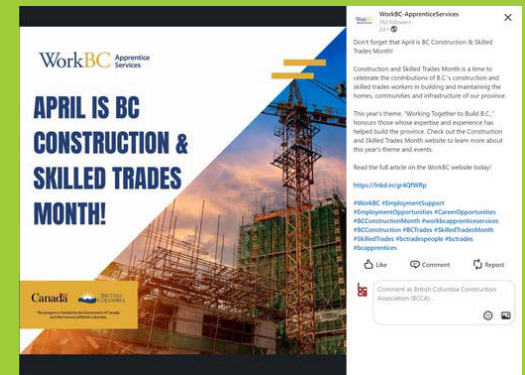
Digital media impressions

92

#LunchBoxChallenge events at worksites across BC

3,800+

Tradespeople participating in the #LunchBoxChallenge



SPONSORSHIP LEVELS

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	Title x1	Platinum x2	Gold x7	Silver x8	Bronze x8
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)	900	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	✓	✓	✓	-	-
Invitation to BCCA leadership reception in Victoria BC.	✓	✓	✓	-	-
Invitation to 5 Regional contractor breakfast events,	✓	✓	-	-	-
Mentions in print and digital articles across BC - Black Press advertorials	✓	✓	-	-	-
Logo placement in BCCA's BidCentral monthly newsletter (20,000+ subscribers) (April Edition)	✓	✓	-	-	-
Logo placement in BCCA's BidCentral monthly newsletter (20,000+ subscribers) (March Edition)	✓	-	-	-	-
Exclusive sponsor of Construction Month Leadership Awards	✓	-	-	-	-
Custom Construction Month 2025 Pop Up Banners	✓	-	-	-	-
	\$25,000	\$15,000	\$7,950	\$3,950	\$1,950

Title Level Sponsorship (\$25,000 / Sold Out)

As a Title Level Sponsor, you will enjoy a full month of exposure at the highest level of recognition as the exclusive Title sponsor.

Included in your package:

Special Events

- Invitation to BCCA leadership reception in Victoria BC.
Date TBC
- Invitation to 5 Regional contractor breakfast events,
Dates TBC

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 Spring Update, semi-annual newsletter (4,000+ members) x1
- Logo placement on BCCA's BidCentral monthly newsletter (20,000+ subscribers) (March and April Editions)
- 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 sponsor of Construction Month Leadership Awards

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)

- 500 Construction Month t-shirts
- 150 Construction Month contractor pencils
- 250 Construction Month stickers
- Custom Construction Month 2025 Pop Up Banners

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

TITLE SPONSOR



\$25,000

Platinum Level Sponsorship (\$15,000 / 2 Available)

As a Platinum Level Sponsor you will enjoy a full month of exposure at the second highest level of recognition as one of 2 Platinum Sponsors alongside the BC Construction Association. Included in your package:

Special Events

- Invitation to BCCA leadership reception in Victoria BC. Date TBC
- Invitation to 5 Regional contractor breakfast events, Dates TBC

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 Spring Update, semi-annual newsletter (4,000+ members) x1
- Logo placement on BCCA's BidCentral monthly newsletter (20,000+ subscribers) (April Edition)
- 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
- 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 / 7 Available)

As a Gold Level Sponsor, you will enjoy a full month of exposure at the third highest level of recognition as part of a select group of 7 Gold Sponsors. Included in your package:

Special Events

- Invitation to BCCA leadership reception in Victoria BC.
Date TBC

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 Spring Update, 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 / 8 Available)

As a Silver Level Sponsor, you will enjoy a full month of exposure and recognition as part of a select group of 8 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 Spring Update, 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 / 8 Available)

As a Bronze Level Sponsor, you will enjoy a full month of exposure as part of a select group of 8 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 Spring Update, 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 2025 the biggest celebration of BC's construction industry the province has ever seen.

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

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

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W: constructionmonth.ca

