



# BC CONSTRUCTION MONTH APRIL 2026

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## SPONSORSHIP PROSPECTUS



# Valued Partner,

The dedication and resilience of over 28,000 businesses and 250,000+ British Columbians, 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 ensure our province is built strong and built right.

For the last eight years, BC has officially proclaimed April to be “Construction Month”, and 2026 is no exception. So let’s take a moment to thank the unsung workers across our industry who create and maintain our built environment on this the 9th anniversary of Construction Month.

This year, by joining with us to celebrate Construction Month 2026 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.*





# Construction Industry Statistics

British Columbia's construction industry is the **#1 employer** in our province's goods sector, with more than **251,000 people** relying entirely on construction for a paycheck.

**191,200**

Skilled tradespeople

**28,096**

Construction companies

**8.6%**

Construction as a portion of the total workforce

**10%**

BC Construction Industry contribution to BC's GDP

**\$158B**

Value of current construction projects in BC

**\$173B**

Value of proposed construction projects in BC







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# CONSTRUCTION MONTH 2025

## EVENT HIGHLIGHTS



# 2025 Sponsors

## TITLE SPONSOR

**LNG**CANADA

## PLATINUM SPONSORS



SKILLED**TRADES**<sup>BC</sup>

## GOLD SPONSORS



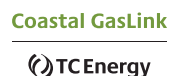
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## SILVER SPONSORS



## BRONZE SPONSORS



# Lunch Box Celebration

The #LunchBoxCelebration was a huge success. Well over 100 grant applications were submitted from employers in BC. A total of 85 companies put on 92 lunches across 35+ communities in the province, hosting over 3,800+ workers.





# Celebrating Champions

Construction Month is an opportunity to celebrate the hard work and commitment of the 28,000+ businesses and 250,000+ British Columbians who work tirelessly in every community, ensuring our province is built strong and built right. Highlighting this celebration were the 2025 BCCA Builders Code Champion Award Winners, recognized at events during the month for making a positive difference in advancing the culture of BC's construction industry.

## Award Winners

Community Champion (large company): **Axiom Builders**

Community Champion (small company): **KJ Controls Ltd.**

Recruiting, Hiring, and Retention Champion (large company): **Emil Anderson Group**

Recruiting, Hiring, and Retention Champion (small company): **4C Services Inc.**

Workplace Culture Champion (large company): **ETRO Construction Ltd.**

Workplace Culture Champion (small company): **Green Island Builders**

Initiate of the Year (large company): **Northern Legendary Construction Ltd.**



# 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 **11 regions** across BC:

Sponsored editorial content across **11 publications** in print (**250,000+ circulation**) and online (**200,000+ impressions**)

Digital display ads across **11 online publications** with **200,000+ total impressions**

Print ads in **10 publications** with an estimated circulation of **200,000+**





# Merchandise

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





# CONSTRUCTION MONTH 2026

## SPONSORSHIP OPPORTUNITIES

Let's make 2026 the biggest, most  
far-reaching celebration of our  
industry yet.



# 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 250,000+ 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 2026.

## 2025 Construction Month Statistics:

7,400+

Visitors to constructionmonth.ca

14,500+

Swag items distributed

487,000+

Social media audience

32,500+

Social media engagements

250,000+

Print media circulation

200,000+

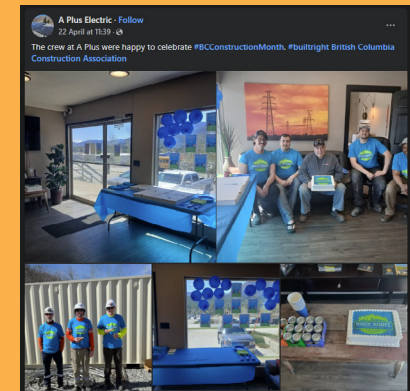
Digital media impressions

92

#LunchBoxChallenge events  
at worksites across BC

3,800+

Tradespeople participating in the  
#LunchBoxChallenge



Construction Month 2026 – One Full Month of Celebrations!

constructionmonth.ca | 11

# 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	Platinum	Gold	Silver	Bronze
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 - #LunchBoxCelebration 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	✓	-	-	-	-

**\$25,000**

**\$15,000**

**\$7,950**

**\$3,950**

**\$1,950**



# Title Level Sponsorship (\$25,000)

Are you looking to showcase industry leadership and maximize visibility across BC?

As the exclusive Title Sponsor, you'll enjoy a full month of high-impact exposure through premium branding, priority inclusion in all advertising, and exclusive networking opportunities with key industry stakeholders.

## Special Events

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

## Brand Presence

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- 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 – #LunchBoxCelebration site events
- Logo placement on posters – available for download to construction employers across BC
- Exclusive sponsor of Construction Month Leadership Awards

## Advertising

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- 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)

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- 500 Construction Month t-shirts
- 150 Construction Month contractor pencils
- 200 Construction Month stickers

## April Calendar of Events

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

## Use of Construction Month Brand

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- 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)

Ready to position your company as a leader and connect with industry influencers?

As a Platinum Level Sponsor, you'll gain a full month of exposure, including prominent branding, inclusion in advertising campaigns, and access to high-value networking opportunities alongside the BC Construction Association.

## Special Events

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

## Brand Presence

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- 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 – #LunchBoxCelebration site events
- Logo placement on posters – available for download to construction employers across BC

## Advertising

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- 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)

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

## April Calendar of Events

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

## Use of Construction Month Brand

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- 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)

Want to boost your visibility and demonstrate your industry support?

As a Gold Level Sponsor, you'll benefit from a full month of exposure, select advertising inclusion, some limited networking opportunities, and strong brand presence as part of an elite group of supporters.

## Special Events

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

## Brand Presence

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- 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 – #LunchBoxCelebration site events
- Logo placement on posters – available for download to construction employers across BC

## Advertising

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- 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)

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

## April Calendar of Events

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

## Use of Construction Month Brand

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- 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)

Looking for consistent recognition across key industry touch-points?

As a Silver Level Sponsor, you'll receive a full month of exposure through targeted branding and some inclusion in advertising materials, aligning your brand with BC's construction sector.

## Brand Presence

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- 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

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- Social media features on BCCA social accounts

## Merchandise Package (for use at your discretion)

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

## April Calendar of Events

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

## Use of Construction Month Brand

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- 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)

Seeking a simple and effective way to support and be seen?

As a Bronze Level Sponsor, you'll receive a full month of recognition through a streamlined branding package designed to keep your company visible throughout the campaign.

## 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 2026 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:

**TOM GOGELA**  
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W: [constructionmonth.ca](http://constructionmonth.ca)

