



## WORKFORCENOW® PROGRAM ANNUALLY

**MISSION:** RAISE AWARENESS AND CONNECTING FUTURE INDUSTRY MEN AND WOMEN TO THE OPPORTUNITIES AVAILABLE TO THEM IN THE BUILDING TRADES INDUSTRY.

### WorkforceNOW® Program Sponsor

**\$1,000**

- Company logo with link on YBA WorkforceNOW® webpage (right sidebar)
- Company recognition on appropriate marketing materials as WorkforceNOW® sponsor
- Option to feature company in a workforce video testimonial. Production coordinated and managed by YBA.
- Guest blog post on YBA blog (content to be approved by YBA)
- Social media promotion

### WorkforceNOW® Supporting Sponsor

**\$500**

- Company name with link on YBA WorkforceNOW® website sponsor section with link
- Company recognition on appropriate marketing materials as WorkforceNOW® Supporting Sponsor

### WorkforceNOW® Friend Sponsor (unlimited)

**\$250**

- Company name with link on YBA WorkforceNOW® website sponsor section

### WorkforceNOW® Round Table Sponsor

**\$100**

- Company recognition at Round Table event held at the YBA office.
- Company logo on signage at event

# WORKFORCENOW® SCHOOL PROGRAM

## WorkforceNOW® School Sponsor

\$1,000

- Your business will sponsor a membership for one local high school or trade school for one year.
- Your company will be formally recognized as the sponsor in a letter directed to that schools' primary contact on your behalf. This letter will include your company's bio, why you chose to sponsor the membership, and direct contact information.
- YBA will introduce school and company contacts and host an initial meeting between the two.
- Company logo with link on YBA WorkforceNOW® webpage will include the school they are sponsoring.
- Company recognition on appropriate marketing materials as WorkforceNOW® School Sponsor.
- Recognized at the annual October breakfast event, which focuses on WorkforceNOW
- School selection will be based on YBA and sponsors discretion.

## CONSTRUCTION DAY

### APRIL

**PURPOSE:** PROVIDE HIGH SCHOOL STUDENTS WITH THE RESOURCES THEY NEED TO LEARN MORE ABOUT LOCAL CAREERS THAT ARE IN HIGH DEMAND. INTRODUCE HIGH SCHOOL STUDENTS TO LOCAL ORGANIZATIONS IN THE TRADES THAT ARE INTERESTED IN HIRING HIGH SCHOOL GRADUATES. PROVIDE PROPER CONNECTIONS AND MAKE SURE STUDENTS KNOW HOW TO REACH OUT TO COMPANIES WHEN SEEKING EMPLOYMENT. GIVE STUDENTS A CHANCE TO LEARN ABOUT THE RANGE OF JOBS OPPORTUNITIES AVAILABLE THROUGH THEIR HOST COMPANY. SHARE INFORMATION ABOUT THE MANY BENEFITS OF A CAREER IN THE TRADES.

## Recruiting for the Trades Sponsor

\$1,000

- Company recognized as sponsor on Construction Career Day website with logo and link
- Company logo on Construction Career Day materials
- Ability to give promo item to students (up to 100 items)
- Social Media promotion and other marketing opportunities as available (year-round)
- Host location for participating school (optional)

## Preparing for Success Sponsor

\$750

- Company logo with link on YBA Construction Career Day webpage (second tier)
- Ability to include flyer, business cards, or other advertising material in student packs
- Logo recognition on Construction Career Day materials

## Construction Career Days – Continued

### Supporting Sponsor (Unlimited)

\$500

- Company logo with link on Construction Career Day webpage as supporting sponsor with link to webpage
- Logo recognition on Construction Career Day materials

### Friend Sponsor (Unlimited)

\$250

- Company name listed on Construction Career Day webpage with link to your website
- Company name recognition on Construction Career Day materials

## SCHOLARSHIP PROGRAM ANNUALLY

### Scholarship Sponsors

\$500+

- Company name included on one college or tool scholarship for one year
  - Tool \$250 or \$500
  - \$500, \$1000 & \$1500 for college scholarship
- Assist with presentation of scholarship at school awards program when appropriate.
- Recognized on website as scholarship sponsor