

# THANK YOU 2021 ANNUAL SPONSORS

Thank you to 2021 Annual Sponsors! We appreciate your support and want to reflect on 2021, and how UCON promoted your companies in many different areas.

## UCON Awards Publication

- Exclusive (new) publication announcing the UCON Awards, including personal introduction to recipients and a welcome for the new UCON Board of Directors
- All Annual Sponsors' logos printed in publication
- Mailed to all UCON members and industry leaders; mailed with the March issue of UCON Magazine (total distribution, 2,500)

## SoCal "Let's Unite" Exclusive Event

- 5 Email Blasts - 300+ recipients each time
- Printed Invitations - 2 drops - 250 recipients each drop
- Signage at Event - 150 Attendees
- Wrap-up Magazine Article

## UCON's Annual BBQ

- 5 Email Blasts - 2,200+ recipients each time
- Printed Invitations - 2 drops - 800 recipients each drop
- Signage at Event - 850+ Attendees
- Promotional material at prize booth
- Wrap-up Magazine Article

## Sal Rubino Golf Classic

- 2 Email Blasts - 2,200+ recipients each time
- Printed Invitations - 2 drops - 600 recipients each drop
- Signage at Event - 250 Attendees
- Wrap-up Magazine Article

## Shout Outs & Logos Shared

- Recognition and logos on shared screen during Safety Committee Meeting (September)
- Recognition and logos on shared screen during Associate Committee Meeting (November)

## Email Blasts

- Thank you in UCON's Monthly Wrap-Up Emails (2x)
- Professional Development emails to members promoting classes & Leadership Speaker Series (May-2x, June-4x, July-2x, August-2x)

## Magazine

- Thank You to Annual Sponsors in magazine - full page in every issue Jan-Dec (11 issues total)
- Bookmark (with Platinum logos) tip-in to February magazine with postcard (all sponsors)
- Face Masks (envelope with Platinum logos) mailed with March magazine with postcard (all sponsors)
- Cooling towel (envelope with Platinum logos) mailed with August magazine with postcard (all sponsors)
- Platinum sponsor spotlight in September magazine
- Item/giveaway mailed with Nov/Dec issue (TBD)
- Ads for Annual Sponsors (vary with level)

## UCON's (NEW) Website

- Logos on postcard in the promotional gift box to all member companies announcing the new website
- Platinum logos on UCON's homepage with direct link to company website
- All Annual Sponsors (link from home page) on dedicated website page; link from UCON's home page right-navigation menu
- Logos throughout the "Calendar" area-promoted on each class landing page (40+ landing pages)
- Logos on Awards webpage (June-Dec)
- Logos on UCON Magazine landing page (June-Dec)

## Social Media

- Annual Sponsor thank you for UCON's Inspiring Leadership Speaker Series (LinkedIn - June, July, September and November)
- Link thanking all Annual Sponsors for sponsoring the BBQ (Twitter - August)
- All Annual Sponsor thank you, and special Platinum Sponsor mentions for Sal Rubino Golf Classic (Facebook - September)
- Platinum sponsor mentions for Sal Rubino followup posts (Facebook, Twitter and Instagram - September)
- Platinum sponsor thank you (Facebook, Twitter, LinkedIn - November)
- Gold sponsor thank you (Facebook, Twitter, LinkedIn - November)
- Silver sponsor thank you (Facebook, Twitter, LinkedIn - November)

## UCON's Professional Development / Leadership Series

- Professional Development Catalog: mailed with April magazine (1,800 distribution); 2 copies mailed to all contractor members (350+ companies); 1 copy mailed to all associate members (200+ companies); 1 copy mailed to all potentials (800+ companies); included in all new-member welcome boxes (50+ companies); handed out at UCON's SoCal event
- Logos shared at start of Leadership webinars
- Leadership Series promo tip-in to magazine (May, June, July)

## Scholarship Awards Program

- Scholarship Awards added: \$5,000 on behalf of Platinum sponsors; \$3,500 on behalf of Gold sponsors; \$2,500 on behalf of Silver sponsors
- Magazine article announcing Scholarship winners (September)

