



2022

# ANNUAL SPONSORSHIPS

By becoming a United Contractors Annual Sponsor, you gain premier marketing opportunities, as outlined below.



Scan to renew online, or follow link below

To be included in ALL 2022 sponsor marketing materials, your sponsorship registration must be received by **December 31, 2021**.

For more information, contact: Michelle Vejby, (925) 413-4038, mvejby@unitedcontractors.org, or Angelica Gouig, agouig@unitedcontractors.org, (925) 362-7309.

## Platinum: \$25,000

(Limit 6 total)

### UCON Magazine:

- Full page ad (x3, a \$2,500 value)
- All sponsors listed (full page), in every issue (x11)
- Exclusive company spotlight Q&A (1x/year)\*
- Logo on drop-in “gift” item sent with magazine (min. 2x/year)\*
- All sponsor logos on postcard with above drop-in gift item

### UCON Events (In-person):

- Logo on event invitations, event marketing materials, and signage at the events\*\*
- 20% discount on event tickets\*\*

### Company Logo on UCON Website:

- **UCON website home page all year long** (a \$10,000 value!)\*
- All year on UCON Calendar pages (50+ pages)
- All year on dedicated Annual Sponsor page with direct link
- All year on UCON Awards page

**Premium Ad on UCON’s Directory** web page area\*

### Leadership Speaker Series:

- Logo featured as “sponsored by” on marketing for series
- Social Media—Promo on posts for Leadership Speaker Series (3x/year min) @mentions on LinkedIn & Facebook\*

### UCON Scholarship Sponsor:

all Platinum-level will be promoted as sponsoring a \$5,000 UCON Scholarship in 2022

**UCON Education Platform (see box at right for added value)**

\*Indicates Platinum exclusive

\*\*Event ticket discount does not apply to Political event(s) or Scholarship Throwdown Fundraiser

## Gold: \$15,000

(Limit 20 total)

### UCON Magazine:

- ½ page ad (x3, a \$1,400 value)
- All sponsors listed (full page), in every issue (x11)
- All sponsor logos on postcard with drop-in gift item (2x/year)

### UCON Events (In-person):

- Logo on event invitations, event marketing materials, and signage at the events\*\*
- 10% discount on event tickets\*\*

### Company Logo on UCON Website:

- All year on UCON Calendar pages (50+ pages)
- All year on dedicated Annual Sponsor page with direct link
- All year on UCON Awards page

### Leadership Speaker Series:

- Logo featured as “sponsored by” on marketing for series
- Promo on posts for Leadership Speaker Series (3x/year min)

### UCON Scholarship Sponsor:

all Gold-level will be promoted as sponsoring a \$3,500 UCON Scholarship in 2022

**UCON Education Platform (see box below for added value)**

## Silver: \$10,000

(Limit 30 total)

### UCON Magazine:

- ¼ page ad (x2, a \$700)
- Business Card Size ad (x2)
- All sponsors listed (full page), in every issue (x11)
- All sponsor logos on postcard with drop-in gift item (2x/year)

### UCON Events (In-person):

- Logo on event invitations, event marketing materials, and signage at the events\*\*

### Company Logo on UCON Website:

- All year on UCON Calendar pages (50+ pages)
- All year on dedicated Annual Sponsor page
- All year on UCON Awards page

### Leadership Speaker Series:

- Logo featured as “sponsored by” on marketing for series

### UCON Scholarship Sponsor:

all Silver-level will be promoted as sponsoring a \$2,500 UCON Scholarship in 2022

**UCON Education Platform (see box below for added value)**

**Renew Online:**  
[unitedcontractors.org/event/2022-annual-sponsor-program](https://unitedcontractors.org/event/2022-annual-sponsor-program)

VALUE ADDED!!

## NEW UCON EDUCATION PLATFORM FOR 2022!!

UCON is launching a NEW educational platform to deliver our professional development courses—available in both desktop and mobile apps. UCON’s Annual Sponsors will benefit:

- All Sponsors on special tab within the app
- Exclusive Platinum Sponsor ad box included for 2022 (a \$10,000 value!)\*

Over 3,000 people from 200+ companies registered for UCON’s Professional Development courses in 2021!