

# THANK YOU 2022 ANNUAL SPONSORS

Thank you to 2022 Annual Sponsors! We appreciate your support and want to reflect on 2022, and how UCON promoted your companies in many different areas.

## UCON Awards Publication

- Exclusive publication announcing the UCON Awards, including personal Q&A with 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 February issue of UCON Magazine (total distribution, 2,500)

## UCON Events - Including Digital Recognition

- **Crab Feed**
  - Printed Invitations - 900 recipients
  - 8 Email Blasts - 2,200+ recipients, 37%+ open rate
  - Signage at Event - 600+ Attendees
  - Wrap-up Magazine Article
  - Event Location: San Ramon, CA
- **Scholarship ThrowDown Cornhole Tournament**
  - Printed Invitations - 900 recipients
  - 5 Email Blasts - 1,000+ recipients, 39%+ open rate
  - Signage at Event - 180+ Attendees
  - Event Program - logo recognition
  - Wrap-up Magazine Article
  - Event Location: Livermore, CA
- **Contractors Public Works Agency Summit**
  - Printed Invitations - 2,000+ recipients (also tipped into UCON Magazine)
  - 6 Email Blasts - 2,000+ recipients, 42%+ open rate
  - Signage at Event - 300+ Attendees
  - Event Program - logo recognition
  - Wrap-up Magazine Article
  - Event Location: Long Beach, CA
- **Annual BBQ & Chili Cook-Off**
  - Printed Invitations - 1,500 recipients
  - 5 Email Blasts - 1,000+ recipients, 39%+ open rate
  - Signage (large banners) at Event - 950+ Attendees
  - Wrap-up Magazine Article
  - Event Location: Pleasanton, CA
- **2022 Beach Bash**
  - Printed Invitations - 600+ recipients
  - 5 Email Blasts - 1,400+ recipients, 42%+ open rate
  - Signage at Event - 150+ Attendees
  - Swag giveaway - logo recognition
  - Wrap-up Magazine Article
  - Event Location: Huntington Beach, CA
- **Sal Rubino Golf Classic**
  - Printed Invitations - 1,500 recipients
  - 5 Email Blasts - 1,900+ recipients, 35%+ open rate
  - Signage at Event - 280+ Attendees
  - Sponsor Level recognition (golf carts/bags)
  - Wrap-up Magazine Article
  - Event Location: Seaside/Monterey, CA
- **UCON Auction**
  - Printed Invitations - 1,200+ recipients
  - Digital/Social/Signage/Program (TBD)

## Shout Outs & Logos Shared

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

## Magazine

- Thank You to Annual Sponsors in magazine - full page in every issue Jan-Dec (11 issues total)
- Tip-in promo items mailed w/magazine (misc. throughout the year)
- Platinum sponsor spotlight in September magazine
- Ads for Annual Sponsors (vary with level)

## UCON Website

- Platinum logos on UCON's homepage with direct link to company website
- All Annual Sponsors on dedicated website page; link from UCON's home page right-navigation menu
- Logos throughout the "Calendar" area-promoted on [each class landing page](#)
- Logos on Awards webpage (Sept-Dec)

## Social Media - Digital Media

- All Annual Sponsor thank you, and special Platinum Sponsor mentions for several events in 2022 (Social)
- All Annual Sponsor thank you, and special Platinum Sponsor mentions for Leadership Speaker Series throughout the year (Social)
- Thank you in UCON's Monthly Wrap-Up (2x)

## UCON's Professional Development / Leadership Series

- Professional Development Catalog: mailed with January magazine; mailed to all UCON members, potential members, industry leaders (5,000+ distribution); included in all new-member welcome packages; handed out at UCON events
- Logos shared at start of Leadership webinars
- Leadership Series promo tip-in to magazine; promotional marketing mailer (1,500+)
- Platinum sponsor exclusive to introduce speaker
- All sponsor logos on class calendar, tip-in to magazine (3x); postcard promos for Leadership, Negotiations, and Fearless Field Leader classes
- Sponsors included on digital marketing
- In-Person classes: sponsor signage at Fearless Field Leader (May); Logos included in class materials (Negotiation class, June; Fearless Field Leader, October and December)

## 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)

