

THANK YOU 2023 ANNUAL SPONSORS

Thank you 2023 Annual Sponsors! We appreciate your support and want to reflect on 2023 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 highlight for the 2023 UCON Board of Directors
- All Annual Sponsors' logos printed in publication
- Mailed to all UCON members and industry leaders; mailed with the September issue of UCON Magazine (total distribution, 2,500+)

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 (misc. pages)
- Logos on Awards webpage (Sept-Dec)

UCON Events - Including Digital Recognition

- Large format signage (4'x7') for each sponsor level used at many events throughout the year
- All sponsor logos print on event invitations and included in event emails sent to members, potentials, industry contacts, unions and more
- **Crab Feed**
 - Printed Invitations - 750+ recipients
 - 8 Email Blasts - 2,500+ recipients, 42%+ open rate
 - Signage (large format banner, 11'x3') at Event - 700+ Attendees
 - Wrap-up Magazine Article
 - Event Location: San Ramon, CA
- **Public Works Summit**
 - Printed Invitations - 1,500+ recipients (also tipped into UCON Magazine)
 - 6 Email Blasts - 2,000+ recipients, 45%+ open rate
 - Signage at Event - 200+ Attendees
 - Event Program - logo recognition
 - Wrap-up Magazine Article
 - Event Location: Anaheim, CA
- **Scholarship ThrowDown Cornhole Tournament**
 - Printed Invitations - 750+ recipients
 - 5 Email Blasts+ - 1,800+ recipients, 45%+ open rate
 - Signage at Event - 200+ Attendees
 - Event Program - logo recognition
 - Wrap-up Magazine Article
 - Event Location: Livermore, CA
- **Annual BBQ & Chili Cook-Off**
 - Printed Invitations - 1,500 recipients
 - 5 Email Blasts - 3,200+ recipients, 45%+ open rate
 - Signage (large format, 6'x6' banners) at Event - 950+ Attendees
 - Wrap-up Magazine Article
 - Event Location: Pleasanton, CA
- **2023 Beach Bash**
 - Printed Invitations - 1,400+ recipients
 - 8 Email Blasts - 2,000+ recipients, 37%+ open rate
 - Signage at Event - 160+ Attendees
 - Wrap-up Magazine Article
 - Event Location: Huntington Beach, CA
- **Sal Rubino Golf Classic**
 - Printed Invitations - 1,500 recipients (also tipped into UCON Magazine)
 - 5 Email Blasts - 3,200+ recipients, 35%+ open rate
 - Signage at Event - includes Tee/Green signs for each sponsor on both courses - 250+ Attendees (Sold-Out)
 - Sponsor Level recognition (golf carts/bags)
 - Wrap-up Magazine Article
 - Event Location: Seaside/Monterey, CA

35th Annual DIG Awards

- Printed Invitations - 1,200+ recipients; 2 mailings
- 9 Email Blasts - 3,000+ recipients, 40%+ open rate
- 300+ Registered
- Digital/Social/Signage (TBD)
- Ad in event Program
- Wrap-up Magazine Article - November Magazine
- Event Location: Laguna Niguel, CA
- **UCON Advocacy Auction**
 - Printed Invitations - 1,400+ recipients
 - Ad in event Program
 - Digital/Social/Signage/Program (TBD)
 - Event Location: Berkeley, CA

UCON App

- United Contractors App, used by over 2,000 industry professionals to connect, register for classes and events, tune in to education on-demand, and more
- All sponsors receive a Virtual Booth within the App (varies per sponsor level), under an Annual Sponsors icon, with a direct url link(s) and content
- Platinum Sponsors receive a rotating banner on the home screen of the App, with a direct url link

Magazine

- Thank You to Annual Sponsors in magazine - full page in every issue Jan-Dec (11 issues total) reaching our industry's western region, including members, industry leaders, engineers, public agencies, special legislative affiliates, general contractors of all sizes—extended reach with online circulation estimated at 4,500 monthly
- Tip-in promo items mailed w/magazine (misc. throughout the year)
- Ads for Annual Sponsors (vary with level)
- Promo to Annual Sponsor page on Magazine Bellyband (September, November, December issues)

Social Media - Digital Media

- All Annual Sponsor thank you, and special Platinum Sponsor mentions for several events in 2023 (Social)
- Thank you in UCON's Monthly Wrap-Up (misc. throughout the year)

UCON's Professional & Leadership Development

- UCON Professional Development Catalog: mailed with March magazine; mailed to all UCON members, potential members, industry leaders; included in all new-member welcome packages; handed out at UCON events; posted for download on UCON's website
- Sponsors included on digital marketing—25+ email promotions throughout the year, many with 45%+ open rates; reaching a minimum of 3,500 unique emails
- All sponsor logos on postcard promo for high-level Project Management Career Advancement (PMCA) Program
- Fearless Field Leader classes (March, June, September and December)—sponsors included in handout with attendance over 230+ (through September)
- Logos on the holding screen for all classes hosted on the UCON App—2023 annual sponsors thanked in the class welcome and close

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)