



2024

ANNUAL SPONSORSHIPS

By becoming a United Contractors Annual Sponsor, you gain premier marketing opportunities, as outlined below. **To be included in ALL 2024** sponsor marketing materials, your sponsorship registration must be received by **December 29, 2023**. For more information, contact: Michelle Vejby, mvejby@unitedcontractors.org, (925) 413-4038.

ANNUAL SPONSORS 2024	PLATINUM: \$25,000 (Limit 6 total)	GOLD: \$15,000 (Limit 30 total)	SILVER: \$10,000 (Limit 35 total)
UCON Magazine <ul style="list-style-type: none"> Advertising Sponsors listed (full page), in every issue (x11) Sponsor logos on postcard with drop-in gift item (2x/year) Logo on magazine belly-band featuring inside content (3x min.) New: Logos included on UCON Magazine digital version - extended reach - magazine sent digitally every month in 2024 (increased visibility +2,000 industry leaders) 	Full page ad (x3) Y Logo on item sent w/ magazine (2x/year min.) Y Y	½ page ad (x3) Y Y N/A Y	¼ page ad (x2); Business Card ad (x2) Y Y N/A Y
UCON Events - Networking Events <ul style="list-style-type: none"> Logo on event invitations Logo on marketing materials and event signage Ad/Recognition in event Programs Discount on event tickets 	Y Y Y 20% discount	Y Y Y 10% discount	Y Y Y N/A
UCON Events - Exclusive <ul style="list-style-type: none"> Invitation to UCON's Executive Leadership Program Company Display Table at UCON's Contractor Public Works Summit, April 10, 2024, Anaheim Invite: President's Reception (Auction) 	1 Invite 1 Display Table Y	N/A N/A N/A	N/A N/A N/A
Company Logo on UCON Website <ul style="list-style-type: none"> Logo on UCON Home Page all year long (a \$10,000 value!) Sponsor logo bar on Calendar pages Dedicated Annual Sponsor Page 	Exclusive Y Logo w/link	N/A Y Logo	N/A Y Logo
UCON App (1200+ active users) <ul style="list-style-type: none"> Banner on UCON App home screen Virtual "Booth" within UCON App 	Exclusive Large Virtual Booth	N/A Medium Virtual Booth	N/A Small Virtual Booth
UCON Professional Development <ul style="list-style-type: none"> Signage at in-person classes; logos on virtual class holding screens UCON Fearless Field Leader tickets Sponsor Promotion-digital marketing 	Varies throughout 2024 4 Free tickets Y	Varies throughout 2024 2 Free tickets Y	Varies throughout 2024 1 Free ticket Y
UCON Social Media & Digital Marcom <ul style="list-style-type: none"> Promo on event posts throughout the year Promotion of UCON Sponsorships New UCON Blog Post 	4x/year min. with @tag on LinkedIn and FB Varies throughout year Per Platinum Sponsor	3x/year min. Varies throughout year All Gold Promo	2x/year min. Varies throughout year All Silver Promo
UCON Scholarship Sponsor <ul style="list-style-type: none"> Promoted as Scholarship Sponsor 	Y	Y	Y
New Annual Sponsor Digital Publication <ul style="list-style-type: none"> Publication designed to highlight all sponsors (date tbd) 	Y	Y	Y

*Event ticket discount does not apply to UCON PAC events