



2025

## ANNUAL SPONSORSHIPS

By becoming a United Contractors Annual Sponsor, you gain premier marketing opportunities, as outlined below (and more opportunities provided throughout the year). **To be included in ALL 2025** sponsor marketing materials, your sponsorship registration must be received by **December 30, 2024**. For more information, contact: Michelle Vejby, [mvejby@unitedcontractors.org](mailto:mvejby@unitedcontractors.org), (925) 413-4038.

ANNUAL SPONSORS 2025	PLATINUM: \$25,000 <i>(Limit 8 total)</i>	GOLD: \$17,000	SILVER: \$10,000
<b>UCON Magazine</b> <ul style="list-style-type: none"><li>Advertising</li><li>Sponsors logos in every issue</li><li>Sponsor logos on postcard with drop-in gift item (2x/year minimum)</li><li>Logo on magazine belly-band featuring inside content (varies)</li><li>Logos included on UCON Magazine digital version - extended reach - magazine sent digitally (increased visibility +3,000 industry leaders)</li></ul>	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
<b>UCON Events - Networking Events</b> <ul style="list-style-type: none"><li>Logo on event invitations</li><li>Logo on marketing materials and event signage</li><li>Retractable Signage</li><li>Ad/Recognition in event Programs</li><li>Discount on event tickets*</li></ul>	Y  Y All Platinum Logos  Y 20% discount	Y  Y All Gold Sponsor Logos  Y 10% discount	Y  Y All Silver Sponsor Logos Y N/A
<b>UCON Events - Exclusive</b> <ul style="list-style-type: none"><li>Company Display Table at UCON's Contractor Public Works Summit, Hilton Anaheim, May 1, 2025</li></ul>	1 Display Table Business card ad in event Program	N/A	N/A
<b>Company Logo on UCON Website</b> <ul style="list-style-type: none"><li>Logo on UCON Home Page all year long (a \$10,000 value!)</li><li>Link from UCON Sponsor Page to dedicated website page with additional information</li><li>Sponsor logo bar on Calendar pages</li><li>Dedicated Annual Sponsor Page—promoted throughout the year</li></ul>	Exclusive  N/A  Y Logo w/link	N/A  N/A  Y Logo	N/A  N/A  Y Logo
<b>Increased Audience with Industry Leaders (GCs and Public Works Agencies)</b> <ul style="list-style-type: none"><li>Sponsor Logos added to emails for Public Works Agency Liaison Meetings (varies)</li><li>Direct link to UCON Sponsor page on Public Works email marketing (varies)</li></ul>	Y  Y	Y  Y	Y  Y
<b>UCON Professional Development</b> <ul style="list-style-type: none"><li>Signage at in-person classes; logos on virtual class holding screens</li><li>UCON Fearless Field Leader tickets</li><li>Sponsor Promotion-digital marketing</li><li>Inclusion on printed materials</li></ul>	Varies throughout 2025  4 Free tickets Y Logo	Varies throughout 2025  2 Free tickets Y Logo	Varies throughout 2025  1 Free ticket Y Logo
<b>UCON Social Media &amp; Digital Marcom</b> <ul style="list-style-type: none"><li>Promo on event posts throughout the year</li><li>Promotion of UCON Sponsorships</li></ul>	3x/year min. with @tag on LinkedIn/FB/IG Varies throughout year	3x/year min. Varies throughout year	2x/year min. Varies throughout year
<b>UCON Scholarship Sponsor</b> <ul style="list-style-type: none"><li>Promoted as Scholarship Sponsor</li></ul>	Y	Y	Y
<b>Annual Sponsor Digital Publication</b> <ul style="list-style-type: none"><li>Publication designed to highlight all sponsors (date tbd)</li></ul>	Y (Full page)	Y (1/2 page)	Y (1/4 page)

\*Event ticket discount does not apply to UCON PAC events, or education classes