

THANK YOU 2024 ANNUAL SPONSORS

Thank you, 2024 Annual Sponsors! We appreciate your support and want to reflect on 2024 and how UCON promoted your companies in many different areas.



United Contractors Magazine

- Thank You to Annual Sponsors in magazine - full page in every issue Jan-Dec (10 issues total)
- Extended reach encompassing our industry's western region, including members, industry leaders, engineers, public agencies, special legislative affiliates, elected officials, general contractors of all sizes—estimated reach with online circulation 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 (Jan/Feb, April, September issues)

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
- Logos throughout the "Calendar" area (misc. pages)

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
 - 5 Emails - 3,200+ recipients, 45%+ open rate
 - Signage (large format banner, 11'x3') at the Event - 750+ Attendees
 - Wrap-up Magazine Article
 - Event Location: San Ramon, CA
- **Public Works Summit**
 - Printed Invitations - 1,500+ recipients (also tipped into UCON Magazine)
 - 9+ Emails - 3,000+ recipients, 35%+ open rate
 - Signage at Event - 200+ Attendees
 - Event Program - logo recognition
 - Wrap-up Magazine Article
 - Event Location: Anaheim, CA
- **United for Impact - Legislative Summit & Reception**
 - Printed Invitations - 1,500+ recipients (also tipped into UCON Magazine)
 - 7+ Emails - 3,500+ recipients, 35%+ open rate
 - Signage at Event - 100+ Attendees
 - Event Program - logo recognition
 - Wrap-up Magazine Article
 - Event Location: Sacramento, 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
- **2023 Beach Bash**
 - Printed Invitations - 1,400+ recipients
 - 4 Emails - 2,000+ recipients, 45%+ open rate
 - Signage at Event - 160+ Attendees
 - Wrap-up Magazine Article
 - Event Location: Huntington Beach, CA
- **Annual BBQ & Chili Cook-Off**
 - Printed Invitations - 1,500 recipients
 - 5 Emails - 3,200+ recipients, 48%+ open rate
 - Signage (large format, 6'x6' banners) at Event - 1,000+ Attendees
 - Wrap-up Magazine Article
 - Event Location: Pleasanton, CA

Sal Rubino Golf Classic

- Co-marketed emails with other UCON events as well as Golf-focused emails - 3,200+ recipients, 40%+ open rate
- Signage at Event - includes Tee/Green signs for each sponsor on both courses - 300+ Attendees (Sold-Out)
- Sponsor Level recognition (golf carts/bags)
- Wrap-up Magazine Article
- Event Location: Seaside/Monterey, CA

Southern CA Golf Classic

- Printed Invitations - 1,500 recipients (also tipped into UCON Magazine)
- 5 Email Blasts - 3,200+ recipients, 32%+ open rate
- Signage at Event - includes Tee/Green signs for each sponsor on course - 125+ Attendees
- Sponsor Level recognition
- Wrap-up Magazine Article
- Event Location: Mission Viejo, 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

UCONnect Networking Events

- Annual Sponsor logo recognition at UCON's new Southern CA networking mixers, "UCONnect"
- Events: Anaheim, Costa Mesa, and LA Angels Stadium

Social Media - Digital Media

- All Annual Sponsor thank you, and special Platinum Sponsor mentions for several events in 2024 (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—20+ email promotions throughout the year, many with 50%+ open rates; reaching a minimum of 3,500 unique emails
- All sponsor logos on postcard promos for Fearless Field Leader Seminars
- Fearless Field Leader classes—sponsors included in handout to attendees; signage at the Fearless Field Leader seminars – over 250+ attendees (through October)
- Logos on the holding screen for all classes hosted on the UCON App—2024 annual sponsors thanked in the class welcome and/or close

Scholarship Awards Program

- Scholarship Awards added: \$5,000 on behalf of Platinum sponsors; \$4,000 on behalf of Gold sponsors; \$3,000 on behalf of Silver sponsors
- Magazine article announcing Scholarship winners (September)