



THANK YOU 2025 ANNUAL SPONSORS!

Thank you, 2025 Annual Sponsors! We appreciate your support and want to reflect on 2025 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 (9 issues total)
- Extended reach encompassing our industry's western region, including members, industry leaders, engineers, public agencies, special legislative affiliates, elected officials, and 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 and May 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 and other miscellaneous pages throughout

UCON Events - Including Digital Recognition

- Large format signage (3'x11' banners; 6'x6' banner) for annual sponsors used at many events throughout the year
- Large format retractable signs (4'x8'), one per sponsor-level, used at multiple UCON 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 (see reach below)



Crab Feed

- What: UCON's event to kick-off the new year! Our popular Crab Feed takes place early in the year—but it's not about the Crab, it's about the comradery!
- When/Where: February 6, 2025 - Location: San Ramon, CA
- Who: 750+ Attendees (UCON's 2nd largest event of the year)
- Logos on printed invitations, mailed to over 1,000.
- 10 Emails - 3,200+ recipients (each email), 55%+ open rate
- Signage (large format banner, 11'x3'; signage at the Event
- Wrap-up Magazine Article

Legacy Luncheon (Installation of UCON's Board of Directors);

DIG Awards

- What: UCON's Legacy Luncheon to install our incoming Board of Directors; and the Industry DIG Awards, recognizing Dignity, Integrity and Generosity.
- When: February 28, 2025; DIG Awards, March 1, 2025 - Location: Laguna Niguel, CA
- Who: Legacy Luncheon - 90 Attendees; DIG Awards - 265 Attendees
- Logos on Printed invitations, mailed to 1,000+ recipients for each event.
- 15 Emails - 3,100+ recipients (each email), 43%+ open rate (average)
- Signage at the Event
- Event Program – Logo Recognition (Legacy Luncheon); Ad in DIG Awards Program
- Wrap-up Magazine Article

Public Works Summit

- What: UCON's Public Works Summit event brings together public works agencies and contractors in the Southern CA region to learn about current and upcoming projects in a seminar environment, with 1:1 access to agencies as well as other industry vendors and union partners.
- When/Where: May 1, 2025 - Location: Anaheim, CA
- Who: 200+ attendees
- Logos on Printed Invitations - 1,500+ recipients (also tipped into UCON Magazine)
- 9+ Emails - 3,000+ recipients, 55%+ open rate



- Signage at Event
- Event Program - logo recognition
- Wrap-up Magazine Article

Scholarship ThrowDown Cornhole Tournament

- What: UCON's ThrowDown for Education Cornhole Tournament is our annual fundraiser for our Scholarship Program—which awarded \$70,000 to deserving students this 2025 year!
- When/Where: June 19, 2025 - Location: Livermore, CA
- Who: Over 165 Cornhole Competitors; 80+ cheering spectators to network
- Printed Invitations – 1,000+ recipients
- Logos on 5-7 Email Blasts+ - 3,400+ recipients, 50%+ open rate
- Signage at Event
- Event Program - logo recognition
- Wrap-up Magazine Article

Annual BBQ & Chili Cook-Off

- What: UCON's largest, flagship event of the year with over 1,000 guests.
- When/Where: August 7, 2025 - Location: Pleasanton, CA
- Who: Everyone goes! 1,000+ Attendees
- Logos on Printed Invitations - 1,500 recipients; Tip-in invitation with giveaway item in UCON Magazine (including Platinum Sponsor logos on insert envelope; all logos on tip-in postcard)
- 12 Emails - 3,200-3,500 recipients (each email), 48%+ open rate
- Signage (large format, 6'x6' banners) at Event.
- Other event signage: banner 3'x11'
- Table-top signage
- Wrap-up Magazine Article



Sal Rubino Golf Classic

- What: UCON's Sal Rubino Golf Tournament is a long-standing tradition, going on it's 30+ year. The tournament is played on 2 courses.
- When/Where: September 12, 2025 - Location: Seaside/Monterey, CA
- Who: 275+ Golfers — this tournament has sold-out 3 years in a row!
- Logos on Co-marketed emails with other UCON events as well as Golf-focused emails - 3,200+ recipients, 50%+ open rate
- Signage at Event - includes Tee/Green signs for each sponsor on both courses
- Sponsor Level recognition (Platinum Sponsor logos on all golf carts; Silver Sponsor logos on course drink carts); All Sponsor logos on signage throughout the event.
- Wrap-up Magazine Article

UCON Golf Open

- What: UCON's 2nd Annual Golf tournament in Southern CA
- When/Where: October 2, 2025 - Location: Mission Viejo, CA
- Who: 142 Attendees (everyone who registered, attended!)
- Logos on Printed Invitations - 1,500 recipients (also tipped into UCON Magazine with special giveaway item, including Platinum Sponsor logos on insert envelope; all logos on tip-in postcard)
- Logos on 5 Email Blasts - 3,200+ recipients, 32%+ open rate
- Signage at Event - includes Tee/Green signs for each sponsor on course
- Sponsor Level recognition (Platinum Sponsor logos on all golf carts; Gold Sponsor Logos on Giveaway Bags); All Sponsors on signage throughout the event.
- Wrap-up Magazine Article

UCON Advocacy Auction

- What: UCON's Advocacy Auction fundraiser for UCON Government Relations Programs
- When/Where: November 8, 2025 - Location: Berkeley, CA
- Printed Invitations - 1,000+ recipients
- Ad in event Program
- Digital/Social/Signage/Program (TBD)



UCONnect Networking Events

Annual Sponsor logo recognition at UCON's UCONnect Happy Hour Mixers

Events in 2025:

- **Anaheim** | March 20, 2025 | Golden Road Brewery – 75+ attendees.
- **Sacramento** | April 24, 2025 | Punch Bowl Social – 70+ attendees.
- **Manteca** | May 8, 2025, Thursday | Brethren Brewing Company – 70+ attendees.
- **Seal Beach - Beach Bash!** | June 11, 2025 | The Beach House – 120+ attendees.
- **San Jose / Santa Clara** | July 10, 2025 | Barebottle Brew Co. | 65+ attendees.
- **Westlake Village** | July 31, 2025 | 14 Cannons | 35+ attendees.
- **Norco** | September 18, 2025 | The Field House Restaurant & Bar | 50+ attendees.
- **Petaluma** | October 22, 2025 | Crooked Goat Brewing | 90+ registered
- **Pasadena** | October 30, 2025 | Arroyo Chop House TBD
- **Anaheim** | December 10, 2025 | Puesto Anaheim TBD

Social Media - Digital Media

- All Annual Sponsor thank you, and special Platinum Sponsor mentions for several events in 2025 (Social)
- Thank you in UCON's Monthly Wrap-Up (misc. throughout the year)

UCON's Professional & Leadership Development

- UCON Professional Development Catalog: 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—Annual Sponsor logos included within Catalog
- 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 150 attendees (through October)
- Logos on the holding screen for most webinar classes—2025 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
- Promoted in Email Marketing; Print Mailers
- Magazine article announcing Scholarship winners (September/October)

We appreciate your support and generosity! Every year we look at what other marketing opportunities are coming up that we can feature our Annual Sponsors. We could not do what we do without YOU! Thank you!!

For more information, call me!

Michelle Vejby (with UCON for over 25 years!) 😊 – I'm happy to help!

Direct: (925) 413-4038 – mobile (call or text....all good!)

mvejby@unitedcontractors.org