



**SASKATCHEWAN  
CONSTRUCTION  
ASSOCIATION**

**2016-2017**

# **SPONSORSHIP OPPORTUNITIES**

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## We Build Saskatchewan

The Saskatchewan Construction Association (SCA) provides collaborative and trusted leadership to sustain a prosperous construction industry and a better quality of life for the people of Saskatchewan. We strive each day to nurture a better province — not just for those directly involved in construction, but for every person living in our communities.

Our focus is to create extraordinary value for our members, our partners, and our sponsors, through high-quality programs and services, world-class advocacy, and by leveraging the strength of Saskatchewan's largest construction network.

By sponsoring the SCA, you are investing in our collective future. And we will work hard to ensure your investment generates the value and return you expect.

### SPONSORSHIP Opportunities

This package outlines opportunities to support the SCA as a sponsor during its 2016-17 fiscal year (from October 2016 through September 2017). By partnering with us, you will receive:

Exclusive visibility and increased profile with more than 1,300 member companies;

Valuable networking opportunities;

Access to key decision-makers in Saskatchewan's construction industry; and priority choice of event sponsorship for annual sponsors.

Thank you to all of those that have supported the SCA in years past. We look forward to working with you again to build a better Saskatchewan.

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# SASKATCHEWAN CONSTRUCTION WEEK



In early 2017, SCA will be leading the first-ever Saskatchewan Construction Week. This week long celebration of the province's construction industry will feature several special events, targeting an audience of construction companies and suppliers, political leaders, community stakeholders, Indigenous groups, and youth.

**Be a part of this important initiative. Limited sponsorship opportunities are available, ranging from \$1,500 to \$15,000 — but they will go quick.**

For more information, contact Derek Lothian at (306) 380-3765 or by e-mailing [dereklo@scaonline.ca](mailto:dereklo@scaonline.ca).

## ANNUAL SPONSORSHIP

Annual investors to SCA's sponsorship program help ensure the association has the resources available to fulfill its mission and vision. These sponsors are central to our ability to execute on strategic initiatives, innovate, and facilitate the growth of the SCA.

### Annual Sponsor Levels

#### Platinum

With your investment of \$7,500, you will receive:

- Company logo on front page of SCA website with link to your website;
- Company logo in the SCA annual report;
- Company logo on signage at every SCA and SCA-sponsored event;
- 50% discount on advertisement in the 2017 Membership Roster and Buyer's Guide (up to \$900 value);
- Complimentary full-page advertisement in one issue of We Build (\$1,300 value);
- Complimentary month-long advertisement on the SCA website (\$250 value);
- Two complimentary registrations to the SCA Annual Summer Meeting (\$800 value);
- Invitation to a Thank You Reception with the SCA Board of Directors; and
- Discounts and access to priority choice sponsorship of SCA events (priority only applicable until November 30).

#### Gold

With your investment of \$5,000, you will receive:

- Company logo on front page of SCA website with link to your website;
- Company logo in the SCA annual report;
- Company logo on signage at every SCA and SCA-sponsored event;

- 15% discount on advertisement in the 2017 Membership Roster and Buyer's Guide (up to \$270 value);
- Complimentary half-page advertisement in one issue of We Build (\$840 value);
- Complimentary month-long advertisement on the SCA website (\$250 value);
- Two complimentary registrations to the SCA Annual Summer Meeting (\$800 value);
- Invitation to a Thank You Reception with the SCA Board of Directors; and
- Discounts and access to priority choice sponsorship of SCA events (priority only applicable until November 30).

#### Silver

With your investment of \$3,000, you will receive:

- Company logo on front page of SCA website with link to your website;
- Company logo in the SCA annual report;
- Company logo on signage at every SCA and SCA-sponsored event;
- 10% discount on advertisement in the 2017 Membership Roster and Buyer's Guide (up to \$180 value);
- Complimentary 1/3-page advertisement in one issue of We Build (\$550 value);
- Complimentary two-week long advertisement on the SCA website (\$125 value);
- Invitation to a Thank You Reception with the SCA Board of Directors; and
- Access to priority choice sponsorship of SCA events until November 30.

#### Bronze

With your investment of \$1,500, you will receive:

- Company logo on front page of SCA website with link to your website;
- Company logo in the SCA annual report;
- Company logo on signage at every SCA and SCA-sponsored event;
- Complimentary ¼ page advertisement in one issue We Build (\$450 value);
- Complimentary two-week long advertisement on the SCA Website (\$125 value);
- Invitation to a Thank You Reception with the SCA Board of Directors; and
- Access to priority choice sponsorship of SCA events until November 30.

## EVENT SPONSORSHIP

SCA events are attended by a large and diverse number of SCA members, including general contractors, sub-contractors, engineers, architects, and suppliers. Our attendees include key decision-makers from the major construction companies in Saskatchewan.

Sponsors of SCA events receive premiere visibility and signage, and exclusive networking opportunities, such as presentations to delegates and participation in various events and functions.

### **2017 Annual Summer Meeting May 31-June 2, 2017 – Elk Ridge Resort, Waskesiu, Saskatchewan**

The Annual Summer Meeting is Saskatchewan Construction Association's signature event, offering education sessions, industry meetings, excellent networking opportunities, and premiere golfing. The 2017 meeting will have a new format and agenda, packed with all your favourites – association meetings, education sessions, two golf tournaments, catch-and-release fishing derby, two evening banquets, and more. Don't miss out on this exciting sponsorship opportunity to network with, and get your name in front of, the most influential members of our industry.

Platinum and Gold Sponsors are eligible for a 20% discount for all 2017 Annual Summer Meeting sponsorships of \$2,000 and higher.

### **All Annual Summer Meeting Sponsors will receive:**

- Company logo on event signage, table cards, and in agenda/brochure;
- Company logo on screen at sponsored event;
- Verbal recognition and prominent signage at event;
- Option to include promotional items in delegate registration bags; and
- Special recognition on SCA Website, and in the SCA magazine We Build, monthly newsletter, and social media.

Additionally, the following sponsors will receive:

#### **Full Event Presenting Sponsor - \$7,000 (1)**

- Recognition and prominent signage throughout event;
- Opportunity for ten-minute presentation to delegates or to introduce speakers;
- Two complimentary registrations to the event (\$800 value); and
- Two complimentary golf spots in golf day of your choice (\$190 value).

#### **Evening Sponsor - \$5,000 (2)**

- Opportunity to address delegates at event;
- Recognition and prominent signage throughout evening; and
- Two complimentary golf spots on a golf day of your choice or one complimentary registration to meeting (up to \$375 value).

#### **Welcome Reception Sponsor - \$3,500 (1)**

- Opportunity to address delegates at event;
- Recognition and prominent signage throughout the reception.

**Cocktail Hour - \$2,500 (2)**

- Opportunity to address delegates at event; and
- Recognition and prominent signage through cocktail hour.

**Dinner Wine - \$2,000 (2)**

- Company logo on wine bottles.

**Power Carts - \$2,500 (1)**

- Company logo on each golf cart for all three days of the meeting.

**Delegate Lanyards and Nametags - \$1,500 (1)**

- Company logo printed on lanyards provided to each delegate.

**Lunch Sponsor - \$1,500 (2)**

- Company logo printed on prominent signage at delegate lunch before afternoon activities.  
Sponsor may choose to be present at lunch to greet/address the delegates during lunch.

**Breakfast Sponsors - \$1,000 (2)**

- Opportunity to address delegates at breakfast; and
- Recognition and prominent signage during breakfast.

**Education Session Sponsors - \$1,000 (8)**

- Opportunity to address delegates during session; and
- Recognition and prominent signage during session.

**Delegate Agenda/Event Brochure - \$2,000 (1)**

- Company logo on cover and in the footer on each page of the program.

**Golf Hole Sponsor - \$750 (18)**

- Company logo at tee box for each day of the meeting; and
- Opportunity to host and provide promotional items at the tee box.

**Youth Activity Sponsor - \$1,000 (1)**

- Company logo on activity materials.
- Prominent signage.

**Cocktail Mixology Sponsor - \$1,000 (1)**

- Company logo on activity materials;
- Opportunity to address delegates at sponsored activity; and
- One complimentary registration to sponsored activity.

**Fishing Derby Sponsor - \$1,000 (1)**

- Company logo on activity materials;
- Opportunity to address delegates at sponsored activity; and
- One complimentary registration to sponsored activity.

**Alternate Afternoon Activity Sponsor - \$1,000 (1)**

- Company logo on activity materials;
- Opportunity to address delegates at sponsored activity; and
- One complimentary registration to sponsored activity.

**Bottled Water - \$2,000**

- Company logo on bottles of water to be distributed at all afternoon activities.

# CUSTOMIZED SPONSORSHIPS

Do you have specific marketing objectives that our base sponsorship offerings don't meet? No problem! We're always ready to customize a package tailored to your business' needs. Other potential opportunities include:

1

## **SCA Advantage Construction Savings Program:**

Tap into Saskatchewan's most extensive construction network. This suite of value-added benefits offers members-only access to discounted or specialized products and services that your company provides.

2

## **Peer Exchange Groups:**

These groups bring together individuals from different facets of the construction industry around a common area of focus (such as workforce development, entrepreneurship, or productivity) for dynamic exchanges of information, ideas, insight, and peer mentorship.

3

## **Member Networking Sessions:**

The SCA often hosts additional member networking sessions throughout the year. When dates and locations are confirmed, potential sponsors will be notified. If your company is interested, please let us know and we will put you on our priority contact list.

4

## **Special Initiatives:**

Had an idea you'd like to propose? We'd love to hear from you. Don't hesitate to send us a note or reach out to any SCA staff member.

## **SIGN ME UP**

To learn more about sponsorship opportunities, or to become an SCA partner, contact Derek Lothian at (306) 380-3765 or by e-mail at [dereklo@scaonline.ca](mailto:dereklo@scaonline.ca).

Thank you for your ongoing consideration and support. Together, we will keep building a more prosperous Saskatchewan.

## **Saskatchewan Construction Association**

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