

SASKATCHEWAN CONSTRUCTION WEEK

SKCA Sponsorship 2021



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CONSTRUCTION WEEK



AUDIENCE:

General public, members (owners and employees) – Online community engagement.

The media – Targeting local CTV and rock / country radio stations.

Government – Municipal and provincial.

Industry Associations – Partner organizations including over 15 industry and trade specific associations on SKCA's Advisory Council, and their membership.

What is it?

\$3,500

A virtual week-long celebration of the social and economic benefits that construction brings to the quality of life that Saskatchewan residents enjoy. Tentative dates are April 19-23, 2021.

With “support local” being the phrase on everyone’s lips following our economic recovery from COVID-19, this year’s theme will be #SaskBuilt. Everything we showcase this week will focus on celebrating local talent, Saskatchewan success stories, and examples of construction excellence in our communities.

More details on the strategy behind these objectives can be found in the 2021 SCW Plan:

- Highlight the amazing skill sets that the construction industry possesses and showcase the physical structures that Saskatchewan residents get to enjoy as a result.
- Instill the significant impact that local construction companies have on Saskatchewan’s economy to municipal and provincial government.
- Show gratitude to construction professionals.
- Promote Saskatchewan construction professionals’ excellence.
- More sectors in Saskatchewan’s diverse construction industry celebrate SCW.
- Light up social media with SCW.

Benefits to you

- Clear logo, with an optional statement about the partnership, on the SCW website.
- Visible recognition of partnership in any SKCA virtual events during SCW.
- Logo and optional pull quotes in *We Build SCW* feature article(s).
- Logo on all SCW materials (posters, packages, digital ads etc.)
- Joint tags on social media contest, with option to present winner(s) (*1 per contest.*)
- Visual acknowledgement on pop-up construction site surprise meals.
- Logo on Hall of Fame award(s) (*no more than 2 logos per award.*)
- Logo on / in person presentation of Hall of Fame award(s).
- Acknowledgement of partnership on SKCA’s social media channels.

