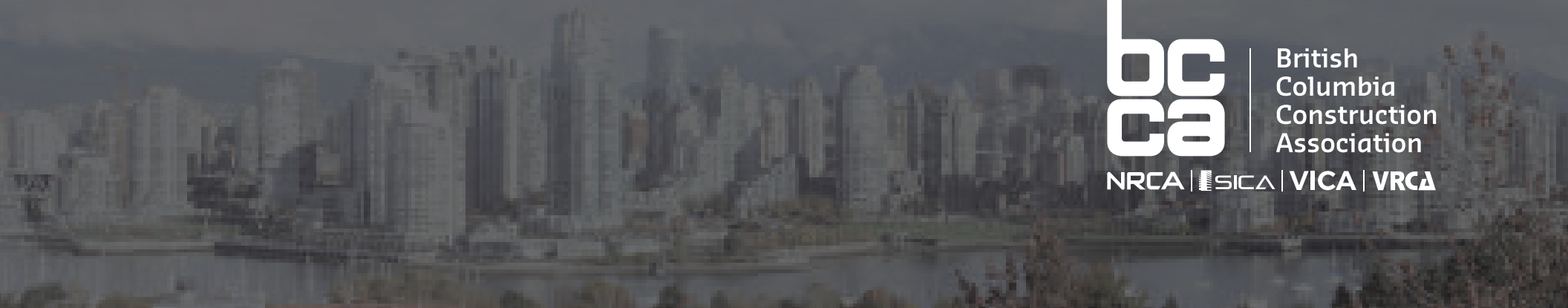
BUILT. RIGHT.
BC CONSTRUCTION MONTH 2020

BC CONSTRUCTION MONTH SPONSORSHIP PROSPECTUS

APRIL 2020



bcca British Columbia Construction Association
NRCA | SICA | VICA | VRCA

Valued Partner,

I probably don't need to tell you that British Columbia is home to a world-class construction sector. But did you know that it employs 9.2% of our provincial workforce and contributes 8.6% of its GDP?

Ours is a hard-working, skilled, proud industry centered on a dynamic community of general and trade contractors who by extension work with a diverse ecosystem of manufacturers, suppliers, architects, engineers, insurers, accountants, lawyers, safety providers, trainers, and many others in every town and city.

In recognition of this essential and vibrant industry, the BCCA is pleased to proclaim April 2020 as the third annual BC Construction Month -- and we invite you to join us, on this, the BCCA's 50th Anniversary Year.

Construction Month is an important opportunity to celebrate the 236,000 workers and 25,736 businesses that build and upgrade the structures in which all British Columbians live, work, learn, and play.

Let's give our industry the recognition it deserves. As a paid sponsor, supporter, event host, or award participant, Construction Month 2020 is a way to show your appreciation and leadership.

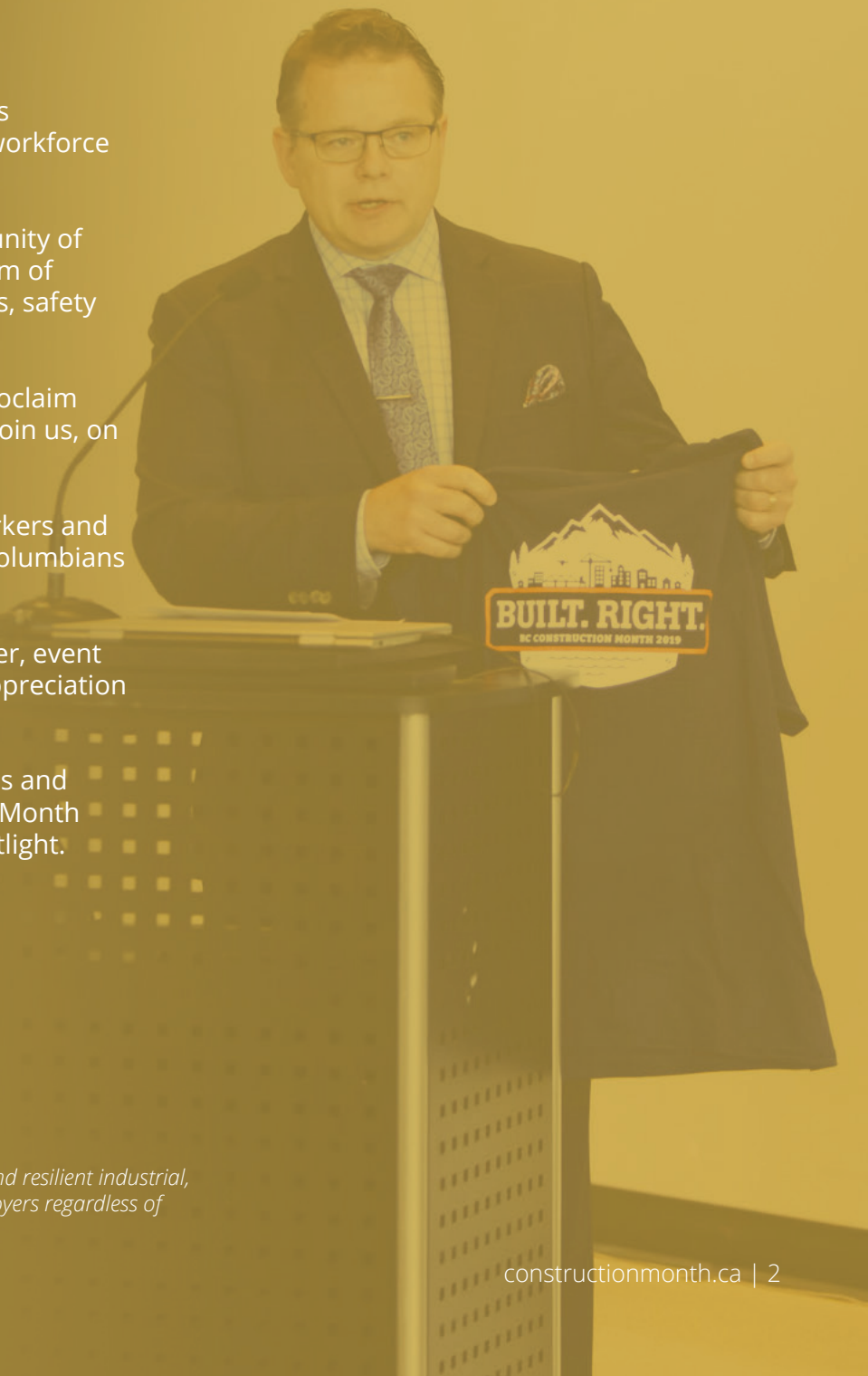
I encourage you to read the details in this prospectus and hope you will join us and other private and public sector stakeholders to actively support Construction Month 2020, giving BC's construction industry its much-deserved moment in the spotlight.

Thank you for your consideration.

Chris Atchison
President, BC Construction Association

The BC Construction Association is a non-profit employer organization working to ensure a productive and resilient industrial, commercial, and institutional provincial construction industry. We are non-partisan and represent employers regardless of labour affiliation, working closely with our Regional Construction Association partners.

www.bccassn.com



Construction Industry Statistics

British Columbia's construction industry is the **#1 employer** in our province's goods sector, with more than **236,000 people** relying entirely on construction for a paycheque.

180,300
Skilled tradespeople

25,736
Construction companies

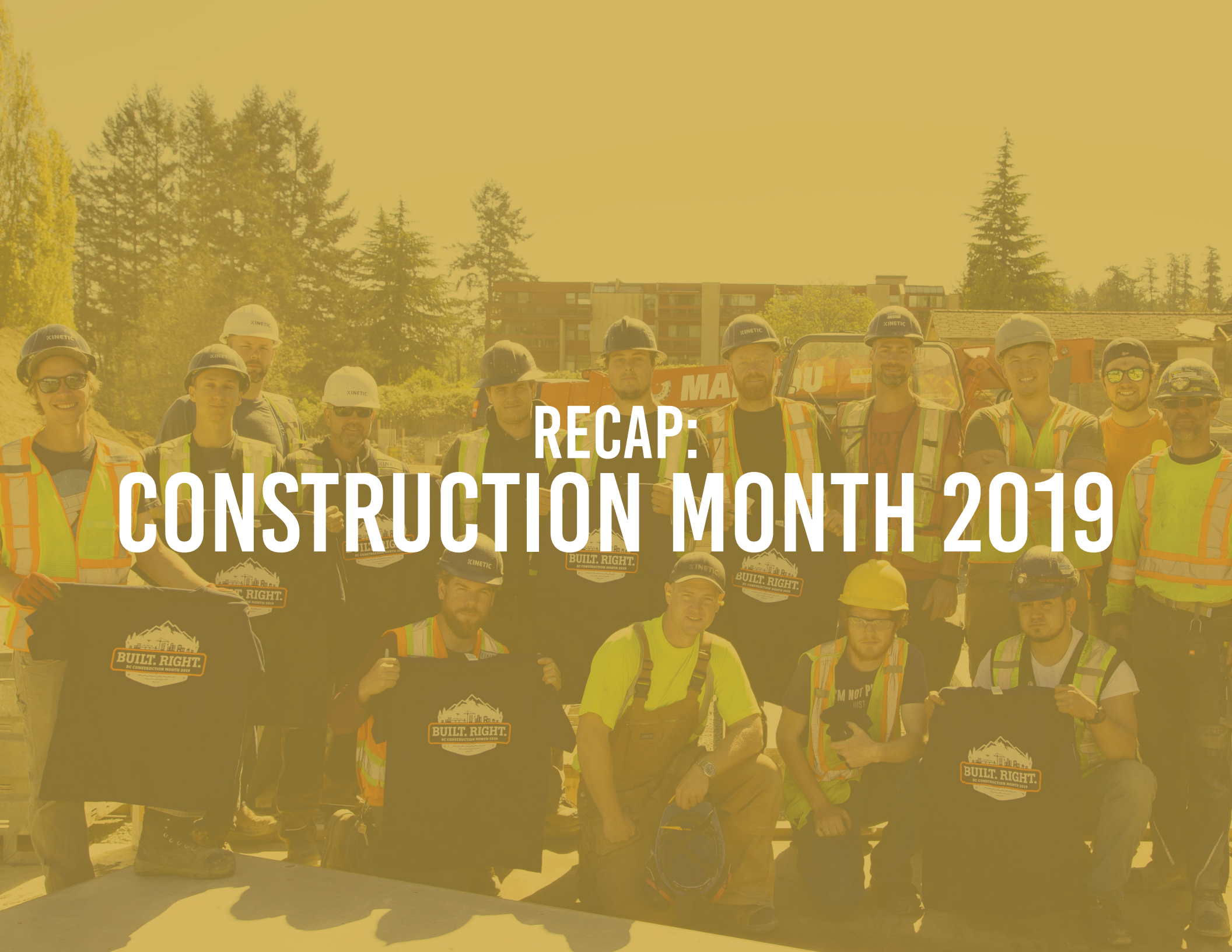
9.2%
Construction as a portion of the total workforce

8.6%
BC Construction Industry contribution to BC's GDP

$115B
Value of current construction projects in BC

$206B
Value of proposed construction projects in BC

Source: BCCA 2019 Fall Stat Pack


RECAP:
CONSTRUCTION MONTH 2019
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XINETIC

2019 Sponsors

Platinum

British Columbia Construction Association

LNG CANADA
Opportunity for British Columbia. Energy for the world
Joint venture companies

Gold

Employee Benefit Trust

BCIT

Coastal GasLink Pipeline Project

WorkSafeBC

Silver

BC HOUSING

BC Hydro

ECABC
Electrical Contractors Association of British Columbia

Chinook Scaffold Systems Ltd

ita
YOUR TICKET.

British Columbia Ministry of Citizens' Services

NRCA
Northern Regional Construction Association
Building Opportunities

SICA
Southern Interior Construction Association

VICA
Vancouver Island Construction Association

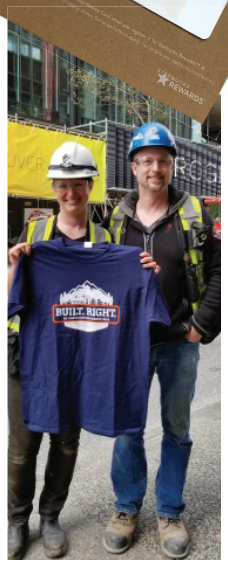
VRCA
Vancouver Regional Construction Association

Contractor Breakfasts 2019 Construction Month Highlights

17 Sponsored breakfasts at construction sites across BC for over 900 workers.

Random Acts of Appreciation 2019 Construction Month Highlights

500 BUILT.RIGHT. T-Shirts and Starbucks Coffee cards distributed on construction sites across the Province.



BCCA Leadership Dinner 2019 Construction Month Highlights

50+ Industry and Government representatives attended the BCCA Leadership Dinner at the Royal BC Museum.

2019 Merchandise Giveaways

Branded T-shirts, Pens, Pins, and Hardhat Stickers were provided to sponsors and distributed to tradespeople across the industry.

2,000
T-Shirt Giveaways

14,000
Pens, Pins, Hardhat Sticker Giveaways

JOIN US FOR
CONSTRUCTION MONTH 2020

Celebrate the Industry that Builds BC

As an official sponsor you will **position your brand** as a leading advocate for the men and women that create and maintain our built environment.

BC's construction industry is 236,000 workers strong. This is your chance to get involved and show your support. From skilled workers and contractors to government and professional services, industry will be **paying attention** in April 2020.

2019 Construction Month Statistics:

7,000
Visitors to constructionmonth.ca

1,000+
Attendees at 18 Sponsored Events

180,000+
Social Media Audience

16,000+
Swag Items Distributed

1,650
Social Media Engagements

500,000+
Print Media Circulation

250,000+
Digital Media Impressions

Construction Month 2020 - One Full Month of Celebrations!

2020 Sponsorship Opportunities

Construction Month is an opportunity for our industry as a whole to celebrate the beneficial impacts that our workforce makes every day, in every community throughout BC.

This is a truly unique opportunity to make sure our workers and their families know they are recognized and valued for their contributions!

SECURE YOUR BRAND PRESENCE TODAY WITH A SPONSORSHIP PACKAGE THAT WORKS FOR YOUR ORGANIZATION

What You Get	Platinum x 1	Gold x 5	Silver x 10	Bronze x 10	Supporter
LOGO PLACEMENT ON constructionmonth.ca	✓	✓	✓	✓	✓
LOGO PLACEMENT AT FLAGSHIP EVENTS ON SIGNAGE	✓	✓	✓	✓	-
MERCHANDISE ITEMS (QUANTITY FOR YOUR USAGE)	175	90	50	35	-
LOGO PLACEMENT AT LOCAL CONTRACTOR BREAKFASTS ON SIGNAGE	✓	✓	✓	-	-
LOGO PLACEMENT ON CONSTRUCTION MONTH T-SHIRTS	✓	✓	✓	-	-
BCCA CONSTRUCTION LEADERSHIP DINNER (VIP EVENT)*	4 tickets	2 tickets	-	-	-
LOGO PLACEMENT ON ADVERTISING ACROSS BC	✓	✓	-	-	-
MENTIONS IN PRINT & DIGITAL ARTICLES ACROSS BC	✓	-	-	-	-
FEATURED ACROSS SOCIAL MEDIA CHANNELS	✓	-	-	-	-
*BCCA 50th Anniversary Gala	$15,000	$7,500	$3,000	$1,000	Free

Platinum Level Sponsorship ($15,000 / 1 available)

As a Platinum Level Sponsor you will enjoy a full month of exposure at the highest level of recognition as the exclusive co-sponsor alongside the BC Construction Association. Included in your package:

VIP Events

- 4 VIP Tickets to BCCA Leadership Dinner*

Brand Presence

- Logo placement on constructionmonth.ca
- Social media features on Facebook, LinkedIn and Twitter
- Logo on signage (and podium mention) at Launch Breakfast on April 1st
- Logo on signage (and podium mention) at BCCA Leadership Dinner* on April 17th
- Logo on signage at up to 20 Contractor Breakfasts
- Logo on Construction Month T-shirts (minimum quantity: 1,500)
- Logo on constructionmonth.ca Contractor Breakfast application forms
- Exclusive co-sponsor of Construction Month Awards alongside BCCA

Print Advertising

- Logo placement in up to 15 markets on print advertising
- Mentions in up to 15 markets on editorial content

Merchandise Package (for use at your discretion)

- 25 Construction Month T-shirts
- 50 Construction Month pens
- 100 Construction Month hardhat stickers

April Calendar of Events Exposure

- Post and promote your organizations events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations support and involvement

Platinum Sponsor

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$15,000

*BCCA 50th Anniversary Gala

Gold Level Sponsorship ($7,500 / 5 available)

As a Gold Level Sponsor you will enjoy a full month of exposure at the second highest level of recognition as part of a select group of 5 Gold Sponsors. Included in your package:

VIP Events

- 2 VIP Tickets to BCCA Leadership Dinner*

Brand Presence

- Logo placement on constructionmonth.ca
- Logo on signage (and podium mention) at Launch Breakfast on April 1st
- Logo on signage at BCCA Leadership Dinner* on April 17th
- Logo on signage at up to 20 Contractor Breakfasts
- Logo on Construction Month T-shirts (minimum quantity: 1,500)
- Logo on constructionmonth.ca Contractor Breakfast application forms

Print Advertising

- Logo placement in up to 15 markets on print advertising

Merchandise Package (for use at your discretion)

- 15 Construction Month T-shirts
- 25 Construction Month pens
- 50 Construction Month hardhat stickers

April Calendar of Events Exposure

- Post and promote your events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations support and involvement

Gold Sponsor

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BC CONSTRUCTION MONTH 2020

$7,500

*BCCA 50th Anniversary Gala

Construction Month 2020 - One Full Month of Celebrations!

Silver Level Sponsorship ($3,000 / 10 available)

As a Silver Level Sponsor you will enjoy a full month of exposure and recognition as part of a select group of 10 Silver Sponsors. Included in your package:

Brand Presence

- Logo placement on constructionmonth.ca
- Logo on signage at Launch Breakfast on April 1st
- Logo on signage at BCCA Leadership Dinner* on April 17th
- Logo on signage at up to 20 Contractor Breakfasts
- Logo on Construction Month T-shirts (minimum quantity: 1,500)
- Logo on constructionmonth.ca Contractor Breakfast application forms

Merchandise Package

- 10 Construction Month T-shirts
- 15 Construction Month pens
- 25 Construction Month hardhat stickers

April Calendar of Events Exposure

- Post and promote your events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations support and involvement

Silver Sponsor

$3,000

*BCCA 50th Anniversary Gala

Bronze Level Sponsorship ($1,000 / 10 available)

As a Bronze Level Sponsor you will enjoy a full month of exposure as part of a select group of 10 bronze sponsors. Included in your package:

Brand Presence

- Logo placement on constructionmonth.ca
- Logo on signage at Launch Breakfast on April 1st
- Logo on signage at BCCA Leadership Dinner* on April 17th

Merchandise Package

- 5 Construction Month T-shirts
- 10 Construction Month pens
- 10 Construction Month hardhat stickers

April Calendar of Events Exposure

- Post and promote your events on the public Construction Month calendar

Use of Construction Month Brand

- Download and utilize digital assets (logo, banners, etc.) to show your organizations support and involvement

Bronze Sponsor

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$1,000

*BCCA 50th Anniversary Gala

If you're a smaller company, participate at the

Supporter Level (Free)

As an official Supporter, your logo will be included on the sponsor page of the Construction Month website. This is intended for contractors, employers, professional service providers - all those small and medium companies who play such an important role in our industry. In your package:

Brand Presence

- Logo placement on constructionmonth.ca

Supporter

Free

This April - Celebrate BC's Construction Industry

We look forward to your partnership in this month-long celebration.

For more information and to secure your sponsorship, please contact:

Tom Gogela
Marketing Manager, BCCA
Email: tom.gogela@bccassn.com
Tel: 250.475.1077
Website: www.constructionmonth.ca

bcca British Columbia Construction Association
NRCA | SICA | VICA | VRCA