

# 2010 ANNUAL SPONSORSHIPS



minimize your expenses  
**MAXIMIZE YOUR MEMBERSHIP**

Pay one flat fee and get the benefit of marketing exposure at key industry events at a discounted rate



Dear Members,

We know everyone is planning ahead and here at ABC, we're gearing up for an amazing 2019 by enhancing our events and marketing sponsorship opportunities! This year, we received more event support and had higher attendance at events than ever before and we look forward to continuing this increased engagement in 2019.

This year's sponsorship packages allow you to minimize your expenses while maximizing your membership by **LETTING YOU CHOOSE WHERE YOUR SPONSORSHIP MONEY GOES!** As a membership organization, your support is the foundation in making our membership experience successful. Please take a moment to review the information enclosed in this packet and join your fellow industry leaders by taking advantage of this year's Annual Sponsorship Opportunities!

Sincerely,

**Les DenHerder**  
HPS Mechanical  
2019 Board Chair

**Shandon Harbour**  
ABC San Diego  
President / CEO

### **PREMIER SPONSOR - \$15,000**

- \$10,000 credit to attend / sponsor events
- Logo listed on all event marketing materials
- Sponsorship name badges at all events
- 4 advertisements in newsletter (1 per quarter)
- Company logo listed on ABC website banner for 2019
- Social Media featured post

### **FEATURED SPONSOR - \$10,000**

- \$5000 credit credit to attend / sponsor events
- Logo listed on all event marketing materials
- Sponsorship name badges at all events
- 1 advertisement in newsletter
- Company logo listed on website homepage banner
- Company logo listed on social media post highlighting all annual sponsor

### **SUPPORTING SPONSOR- \$5,000**

- \$1000 credit to attend / sponsor events
- Name listed on all event marketing materials
- Sponsorship name badges at all events
- Company logo listed on website home page banner
- Company name listed on social media post highlighting all annual sponsor

To reserve your 2019  
Sponsorship, contact  
Lisa Holme at  
lisa@abcsd.org  
858.203.0035



# Events Calendar

DATE	EVENT	MINIMUM SPONSORSHIP
Friday, April 12th	Golf Tournament	\$500
Friday, June 7th	Apprenticeship Graduation	\$500
Friday, October 4th	Bowling Tournament	\$500
Friday, November 1st	EIC Awards	\$1,000
Saturday, December 7th	Craft Championships	\$300

**Member Mixers, Seminars & other events will be added throughout the year and you can apply annual sponsorship funds towards these events as well!**

## Advertising Opportunities

**See your company logo & advertisements on our...**

- newly redesigned **Website**
- Social Media - **Facebook, Instagram, Twitter**
- weekly **Newsletter**

The collage displays the ABC San Diego Chapter's digital presence. The website screenshot includes a navigation bar with links to Home, Our Mission, Apprenticeship, Journeyman & Safety Training, Subscribe, Archive, and Advertise. The main content area features a large image of a welder, a section for 'Annual Sponsors' listing I.E. Pacific Inc., Coast Group Benefits, Helix Electric, and Finch Thornton Baird, and a section for 'Our Upcoming Events' including the ABC National Convention (Mar 18-21, 2018) and the ABC Convention 2018. The social media profiles show the chapter's Facebook page with 27 posts, 60 followers, and 54 following, and an Instagram profile with 27 posts. The newsletter snippet highlights the 'San Diego Craft Championships Crown 2017 Winners' and includes a photo of the winners.