



## **Trades Day Sponsorship Package Guidelines**

Thank you for your support of Trades Day. Trades Day introduces high school youth to industry career opportunities in construction, design, sub-contracting, heavy equipment, engineering, and other skilled trades. As you are aware, it is more important than ever to introduce our youth to the trades and help fill the pipeline of future leaders in the industry.

As part of your sponsorship package, we will include social media promotion of your organization on our pages.

### **Presenting Sponsorship:**

- Your organization will receive two individual branded posts shared on our social media pages (Facebook, LinkedIn, Instagram, and Twitter: 5k+ following.) These posts will include a shout-out to your company with an image(s) + caption of your choice ***provided by you*** to be shared on our platforms.
- *We will also post an individual story to our Facebook + Instagram promoting your brand at the event.*
- You will also receive a banner ad linked to your site ***provided by you*** on our CIEF (Construction Industry Education Foundation) website (2,250 avg. monthly unique visits + 4,274 avg. monthly page views) for one entire month. (Dimensions: 600x300 pixels)
- At the end of the event, we will post a thank-you to our sponsors post you will be included in as well.
- Post-event, we will coordinate a date for a social media takeover in which your company will be able to post content live on our social media channels either directly or by submitting a selection of posts of your choosing that we will then post on your behalf (whichever you choose).

**Please be sure to send your (1) social media usernames, (2) images, (3) captions, and (4) banner ad to be shared on our pages/website to our social media coordinator Taryn Manciu at [tmanciu@cie.foundation](mailto:tmanciu@cie.foundation) at least two weeks before the event. It is the responsibility of the Sponsor to submit these items; otherwise they will forfeit this benefit.**

### **Cornerstone Sponsorship:**

- Your organization will receive two individual branded posts shared on our social media pages (Facebook, LinkedIn, Instagram, and Twitter: 5k+ following.) These posts will include a shout-out to your company with an image(s) + caption of your choice ***provided by you*** to be shared on our platforms.
- *We will also post an individual story to our Facebook + Instagram promoting your brand at the event.*
- At the end of the event, we'll post a thank-you to our sponsors post you will be included in as well.

**Please be sure to send your (1) social media usernames, (2) images, and (3) captions to be shared on our pages to our social media coordinator Taryn Manciu at [tmanciu@cie.foundation](mailto:tmanciu@cie.foundation) at least two weeks before the event. It is the responsibility of the Sponsor to submit these items; otherwise they will forfeit this benefit.**

### **Gold Sponsorship:**

- Your organization will receive one individual branded post shared on our social media pages (Facebook, LinkedIn, Instagram, and Twitter: 5k+ following.) This post will

include a shout-out to your company with an image + caption of your choice ***provided by you*** to be shared on our platforms.

- *We will also post an individual story to our Facebook + Instagram promoting your brand at the event.*
- At the end of the event, we'll post a thank-you to our sponsors post you will be included in as well.

**Please be sure to send your (1) social media usernames, (2) image, and (3) caption to be shared on our pages to our social media coordinator Taryn Manciu at [tmaniu@cie.foundation](mailto:tmaniu@cie.foundation) at least two weeks before the event.** It is the responsibility of the Sponsor to submit these items; otherwise they will forfeit this benefit.

### **Silver Sponsorship:**

- Your organization will receive one individual branded post shared on our social media pages (Facebook, LinkedIn, Instagram, and Twitter: 5k+ following.) This post will include a shout-out to your company with an image + caption of your choice ***provided by you*** to be shared on our platforms.
- At the end of the event, we'll post a thank-you to our sponsors post you will be included in as well.

**Please be sure to send your social media usernames to our social media coordinator Taryn Manciu at [tmanciu@cie.foundation](mailto:tmanciu@cie.foundation) at least two weeks before the event.** It is the responsibility of the Sponsor to submit these items; otherwise they will forfeit this benefit.

We hope you--our partners from the trades, industry, training and post-secondary programs, and others--will join us to inspire local students to pursue careers in construction. Bring a hands-on activity for students to explore all the industry has to offer; teach them how to swing a hammer, try their hand at mixing cement, scale a wall for roofing, or throw on some PPE and get them welding. Anything to get their hands and minds moving!

***Take part in an exciting opportunity to pass along what excites you about your profession!***