



2017 Premier Sponsor Program

Maximize your AGC statewide event sponsorship budget and participation by purchasing a 2017 Premier Sponsor package.

2017 Statewide Events include: Installation of Officers, Spring Legislative & State Board Meetings, California Chapter Events at National Convention, Awards Banquet, and Annual Conference.

Core Benefits (all levels receive) **VALUE: \$2,500**

- Brief company description, contact info and hyperlinked logo (to your company website) featured on AGC Premier Sponsor Program webpage on the AGC website.
- Logo and recognition listed on homepage of AGC website.
- Recognition as Premier Sponsor in all 2017 event programs, websites, marketing materials, and mobile event app (shared or stand alone signage dependent on selected level)
- Hyperlinked company logo featured in prominent sidebar/banner on a page of each event website
- Dedicated premier sponsor recognition signage at all statewide events placed in Registration, Expo or other high traffic areas
- Approved use of AGC of logo on company marketing and website to publicize affiliation as a Premier Sponsor
- Logo featured on Welcome Slide at all 2017 State Board Meetings
- A two-week feature in the Member's Spotlight section of the AGC website (focus on company program, service, or project selected by Sponsor)
- Quarterly mailing labels for all AGC members for use to distribute company promo/marketing mailers *

*with signed "usage guidelines & agreement" returned to AGC of CA

~~\$25,000 Platinum Sponsor **VALUE: \$35,500**~~

- Recognized on event signage and collateral as \$10,000 level sponsor (headline sponsor) at Annual Conference **or** Awards Banquet and \$5,000 sponsor level at three (3) events
- Three stand alone Premier Sponsor recognition banners/signs at each event
- Four (4) complimentary registrations at all 2017 events**
- Complimentary Expo Booth at Annual Conference***
- Special invitation for two (2) attendees Executive Committee Dinner during Annual Conference
- Complimentary Golf Foursome at Annual Conference
- Core Benefits

SOLD

***Booth benefit subject to availability on date of Premier Sponsor agreement; if Expo is sold out alternative benefit(s) will be discussed and provided

\$15,000 Gold Sponsor **VALUE: \$22,500**

- Recognized as \$5,000 level sponsor at three (3) statewide events and one (1) \$2,500 level sponsorship; receives all related on-site signage and branding.
- Two stand alone Premier Sponsor recognition banners/signs at each event.
- Two complimentary registrations at all 2017 Statewide events**
- Complimentary Golf Foursome at Annual Conference
- Core Benefits

\$10,000 Silver Sponsor **VALUE: \$15,000**

- Recognized as \$2,500 level sponsor at all 2017 statewide events; receives all related on-site signage and branding.
- QR Recognized as \$5,000 level sponsor at choice of two (2) events and as a \$2,500 sponsor at one (1) event
- One stand-alone Premier Sponsor recognition banners/signs at each event.
- One complimentary registration at all 2017 Statewide events**
- Core Benefits

**note about national convention and not covering AGC of America Annual Convention registration; access to AGC of CA chapter events only

\$5,000 Bronze Sponsor **VALUE: \$10,000**

- Recognized as \$1,500 sponsor at all 2017 statewide events; receives all related on-site signage
- Company Logo included on one shared Premier Sponsor recognition banner/signage at each event
- Core Benefits

Maximize the impact and reach of your Premier Sponsorship by *adding on* one of our customized advertising packages!

Package A: \$1,750

- ◆ One (1) **Quarter Page Vertical** ad in a 2017 edition of California Constructor Magazine*
- ◆ One (1) **Digital Toolbar** ad in digital membership directory
- ◆ One (1) **Full Page** article in a 2017 edition of California Constructor Magazine highlighting company product, service or build/project**
- ◆ One hyperlinked company banner ad on two (2) of the 2017 event websites***

Package B: \$3,750

- ◆ One (1) **Third Page Square** ad in a 2017 edition of California Constructor Magazine*
- ◆ One (1) **Digital Edition Sponsor** ad in digital membership directory
- ◆ Sub Page **Spotlight Tile** ad on main AGC Website; 12 months
- ◆ One hyperlinked company banner ad on each event website (total of 4)***
- ◆ One (1) **Full Page** article in a 2017 edition of California Constructor Magazine highlighting company product, service or build/project**

Package C: \$5,500

- ◆ One (1) **Half Page Horizontal** ad in a 2017 edition of California Constructor Magazine*
- ◆ One (1) **Digital Toolbar** ad in electronic membership directory
- ◆ Run-of-Site Horizontal Banner on AGC website/home page (12 months)
- ◆ One hyperlinked company banner ad on each event website (total of 4)***
- ◆ One (1) **Full Page** article in a 2017 edition of California Constructor Magazine highlighting company product, service or build/project**

*subject to availability and publishing deadlines

**subject review and approval by AGC staff and availability based on publishing deadlines

***size/specs provided by AGC staff - artwork provided by company and subject to approval by AGC Staff



Premier Sponsor Registration Form

Please return Sponsor Registration Form with payment to: AGC of California, 3095 Beacon Blvd. West Sacramento, CA 95691
Or email completed form to events@agc-ca.org.

PREMIER SPONSOR REGISTRATION INFORMATION

Company Name:	Type of Company/Product:
Street Address:	
City, State, Zip:	
Company Website:	Company Phone:
Sponsor Contact:	Contact Title:
Contact Phone:	Contact Email:

PREMIER SPONSOR LEVELS & ADD-ONS

Platinum Sponsor—\$25,000

\$10,000 Level at: (choose one)

- Annual Conference or Awards Banquet

and \$5,000 Level at 3 remaining events: (choose three)

- Installation of Officers Spring Legislative & SBOD
 National Convention Annual Conference (unless chosen above)
 Awards Banquet (unless chosen above)

Silver Sponsor—\$10,000

(choose A or B) A) \$2,500 Level at all statewide events

B) \$5,000 Level at 2 events & \$2,500 at 1 event

Option B) \$5,000 Level at 2 events: (choose two)

- Installation of Officers Spring Legislative & SBOD
 National Convention Annual Conference
 Awards Banquet

\$2,500 Level at 1 remaining event: (choose one, not chosen above)

- Installation of Officers Spring Legislative & SBOD
 National Convention Annual Conference
 Awards Banquet

Gold Sponsor—\$15,000

\$5,000 Level at 3 events: (choose three)

- Installation of Officers Spring Legislative & SBOD
 National Convention Annual Conference
 Awards Banquet

and \$2,500 Level at 1 remaining event: (choose one, not chosen above)

- Installation of Officers Spring Legislative & SBOD
 National Convention Annual Conference (unless chosen above)
 Awards Banquet (unless chosen above)

Bronze Sponsor—\$5,000

\$1,500 Level at all events

Advertising Package Add-Ons:

- Package A: \$1,750
 Package B: \$3,750
 Package C: \$5,500

PAYMENT INFORMATION

\$ _____ Total Amount Due

Method of Payment:

- Check made payable to AGC of California Invoice my Company
 (Invoice options for AGC member companies only)

Credit Card: Visa Mastercard American Express

Name on Credit Card:	Expiration Date:
Credit Card Number:	

General Terms: We understand that this application becomes a contract when signed by my company and accepted by AGC of California. We agree to pay 100% of the Total Amount Due today, unless we are an AGC member company and choose to be invoiced; we understand that all balances must be paid in full within 30 days of receiving invoice unless other payment options have been discussed with AGC of CA.

Cancellation Policy: Sponsorship cancellations can be refunded only if cancelled within 72 hours of confirmation. Due to the time and effort that goes into planning each of the statewide events, after 72 hours of signing this registration form, all Premier Sponsorships agreements are final.

Authorized Signature

Date