



## What is “I built this!”?

“I built this!” is an innovative, programmatic approach that bridges the gap between industry and education. ConstructReach executes these events with partner organizations in the cities of new facility builds or remodels. High school students from neighboring school districts gather at the site of an organization’s new build or remodel to learn about the construction industry and participate in elements relating to its design and development.

Industry professionals, corporate partners, educators, and ConstructReach will provide an overview of the industry and discuss career opportunities.

## Why is this essential?

As the construction industry continues to age, we must build a pipeline of young, diverse, driven, engaged, and educated employees to backfill the workforce.

## Why should you get involved?

Since 2018, ConstructReach has helped organizations across the country position themselves as meaningful advocates for underrepresented populations and build a diverse and talented pipeline to keep the industry moving forward. Here are just some of the results we’ve helped our sponsors achieve:

- Media recognition in a variety of local, national, and industry outlets
- Connections with over 40,000 educators nationwide to build awareness and interest among young diverse talent
- Positioning your brand as an innovator in front of students, educators, general contractors, and top organizations
- Building integrated, holistic internship programs to attract more young talent

## How can you get involved?

From co-hosting “I built this!” as a Title Sponsor at an upcoming build or remodel to sponsoring a portion of a local IBT event in your city, there are many ways to get involved. While each strategic partnership is unique, we have three key sponsorship opportunities:

- Title Sponsor – lead sponsor of overarching program or multiple “I built this!” programs across the country
- Trade Sponsor – partner sponsor for specific trade specialty and/or hands-on activity station(s)
- Talent Sponsor – post-secondary program sponsor with booth/table to meet and greet young talent and stakeholders at the event

## What could a partnership look like for your organization?

### Title Sponsorship - Corporation/Enterprise - You'll receive:

- Comprehensive brand exposure through signage, décor, and digitally on ConstructReach social media channels
- Mention in IBT press release as Title Sponsor
- Host the IBT event(s) at or adjacent to your facility/store/project location
- Access to all stakeholders
- Opportunity to highlight your organization’s internship or educational programs
- Logo on event t-shirts
- Dedicated slide in the event presentation
- Executive speaking opportunity
- Opportunity to contribute branded swag to student bags
- More

### Trade Sponsorship - Industry Training Programs, Unions, Large General Contractors, Large Subcontractors

You'll receive:

- Significant brand exposure through signage, décor, and digitally on ConstructReach social media channels
- Mention in IBT press release as a Trade Sponsor
- Access to all stakeholders
- Opportunity to contribute branded swag to student bags
- Opportunity to lead and facilitate a hands-on activity station(s)
- More

### Talent Sponsorship-Post-secondary Educational Organizations, Universities, Trade Schools - You'll receive:

- Brand exposure on booth/table signage to welcome students
- Mention in IBT press release as a Talent Sponsor
- Opportunity to contribute branded swag to student bags
- More