

Annual Platinum Sponsor (\$25,000)

- Logo listed under Platinum Sponsors on the **ASA website** (asaonline.com), linking to your website or landing page.
- Logo placement on **ASA website homepage**, linking to your website or landing page.
- Logo listed under Platinum Sponsors in the weekly e-news bulletin for ASA members, **ASAToday**, linking to your website or landing page.
- Sponsorship of one **ASA Educational Webinar**. Sponsorship includes webinar promotion.
- 12 full-page color ads in *The Contractor's Compass*, ASA's monthly digital educational journal distributed to more than 12,000 ASA members and nonmembers in the construction industry.
- National membership included. (National portion of dues waived at each chapter you decide to join. (Savings of \$425 per chapter.))
- Advertisement placement in six (6) issues of **ASAToday**.
- Additional advertising opportunities available on a discounted schedule.
- Article about your company and products/services in **ASAToday**.
- Possible opportunities to contribute educationally focused editorial content for *The Contractor's Compass* and/or an ASA webinar.
- Opportunity to participate in ASA's affinity program, **ASAdvantage**, to offer special discounts or exclusive pricing on products/services for ASA members.
- A complimentary display table at ASA's annual convention, **SUBExcel** with prime location.
- National Sponsorship recognition at **SUBExcel**.
- One complimentary registration to **SUBExcel**.
- XL logo listed under Platinum Sponsors on the **SUBExcel** website.
- Priority choice of available **SUBExcel** special events available for additional sponsorship.
- **Three (3) promotional emails** sent by ASA on behalf of sponsor and targeted to the ASA membership list during the sponsorship term. (Sponsor may provide content for email blast or use ASA-designed template. Content must be pre-approved by ASA.)
- Sponsor has the right to become a National Member and have all national dues related to local chapter involvement waived. Local chapter dues remain.
- Sponsor will receive premier customer service and an enduring commitment to connect sponsor's goals with the goals of ASA and its membership.

Sponsorship Packages

ASA is a national organization representing the interests of about 4,700 subcontractor members whose companies provide labor and materials on construction projects throughout the United States. Subcontractors commonly perform 80 percent to 90 percent of the work on commercial construction projects.

Founded in 1966, ASA amplifies the voice of, and leads, trade contractors to improve the business environment for the construction industry and to serve as a steward for the community. The ideals and beliefs of ASA are ethical and equitable business practices, quality construction, a safe and healthy work environment, and integrity and membership diversity. The top construction specialty trades in the ASA membership are:

- Drywall (12.3%)
- Electrical (9.5%)
- Steel (9.1%)
- Concrete (8.6%)
- Masonry (6.8%)
- Paving (6.3%)
- Excavating/Earth Moving (6.3%)
- Sheet Metal/Metal Fabricating (6.3%)
- Mechanical/HVACR (5.9%)
- Doors/Hardware (5.4%)
- Carpentry (5.4%)
- Glass/Glazing (5.0%)
- Communications (4.1%)
- Painting/Wallcovering (4.1%)
- Plumbing (4.1%)

For more information regarding sponsorship opportunities with ASA, please contact ASA Chief Operating Officer Richard Bright at rbright@asa-hq.com or (703) 684-3450.

