



SPONSORSHIP PROGRAM 2018

Increase your opportunities! For all sponsors, ASA helps cultivate relationships with members—industry decision-makers and leaders—through inspiration, information, and interaction.

American Subcontractors Association, Inc.

1004 Duke St., Alexandria, VA 22314

(703) 684-3450 | rbright@asa-hq.com

www.asaonline.com | www.subexcel.com

Education & Webinar Offerings

- Opportunity to present an education workshop or session during ASA's national convention, SUBExcel, or local chapter meeting.
- Opportunity to present an ASA webinar for members and nonmembers.

Collaborative Possibilities

- Opportunity to develop and host focus groups with ASA members.
- Opportunity to develop user groups with ASA.
- Opportunity to provide exclusive discounts or special pricing on your products and services for ASA members through ASA's Sponsor Marketplace and ASA's affinity program, the ASAdvantage.

Local ASA Chapters

- Opportunity to connect with and develop valuable business relationships through local ASA chapter involvement, such as committee/task force work or participation in chapter meetings and initiatives.
- Opportunity to replicate national ASA activities at the local ASA chapter level.

Other Opportunities

- Opportunity to gain extensive visibility before the ASA membership through a variety of vehicles, including the ASA Web site, asaonline.com; ASA's weekly e-news bulletin, *ASAToday*; and ASA's monthly educational journal, *The Contractor's Compass*; as well as preferred pricing for Web and magazine advertising.
- Opportunity to meet and collaborate with ASA staff and leaders, including the national ASA Board of Directors.
- Opportunities for additional promotion or sponsorship initiatives.

Sponsorship Goals

- Create a long-term relationship with significant mutual value.
- Develop a collaborative platform that creates a benefit for subcontractors and in turn drives new product/service development.
- Add revenue to both organizations' bottom lines.

Sponsorship Level Benefits \$2,500 Minimum Investment

- Use of the ASAdvantage logo.
- Access to ASA's member mailing/email list (restrictions apply; mail/email campaigns subject to ASA prior review and approval).
- Your logo (linked to your Web site or landing page) featured on the ASA Web site, asaonline.com, and in the weekly member e-news bulletin, *ASAToday*.
- Your corporate profile and company logo featured in ASA's Sponsor Marketplace and ASA's affinity program, the ASAdvantage located at asaonline.com.
- A 200- to 250-word news article about your company and its products and/or services featured in *ASAToday*.
- Placement of your company logo on sponsor signage at ASA's annual convention, SUBExcel.
- Preferred pricing for Web and magazine advertising, as well as additional sponsorship opportunities.
- Preferred Sponsorship Benefits (package offers the same previously mentioned benefits, plus can be specifically tailored to suit your needs to provide maximum value).

Opportunities for negotiation may include:

- SUBExcel registration.
- SUBExcel display/exhibit table.
- Room, meeting or hospitality space during SUBExcel.
- Advertising in SUBExcel Education Program Guide.
- Preferred choice of additional events to sponsor.
- Additional usage of ASA membership mailing/email list.

For information regarding sponsorship opportunities with ASA, please contact ASA Chief Operating Officer Richard Bright at rbright@asa-hq.com or (703) 684-3450, Ext. 1335.

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%)

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