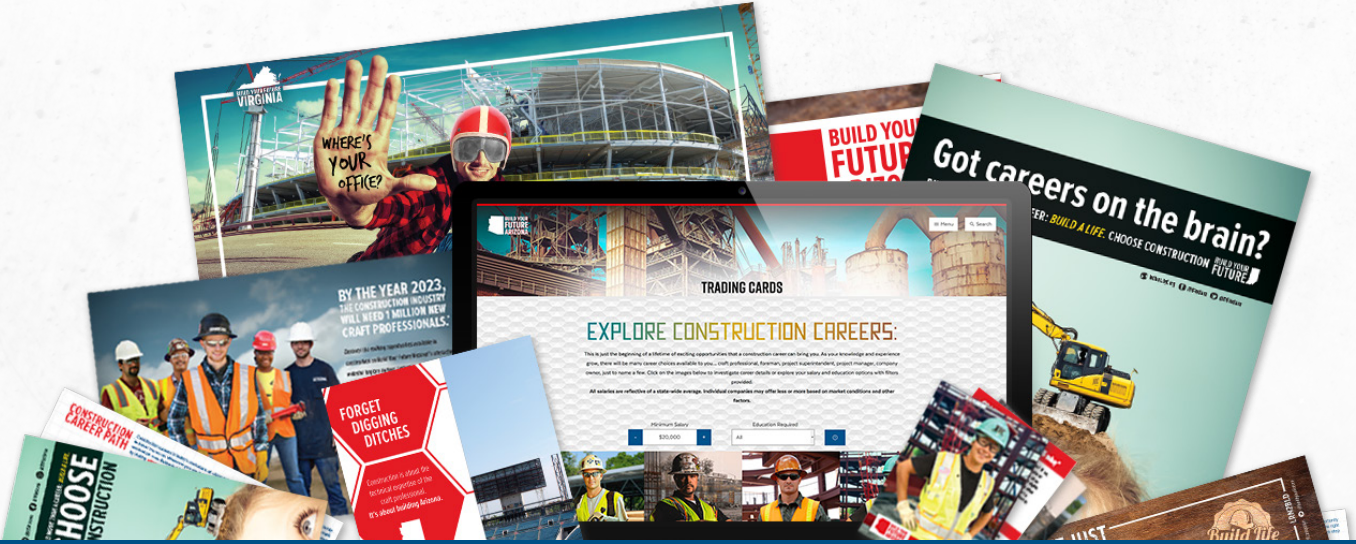




STATE PARTNERSHIP MENU

The following is a general menu for state partnerships and is flexible for customization based on the needs of the organization. Items and pricing are subject to change based on partnership needs and costs.

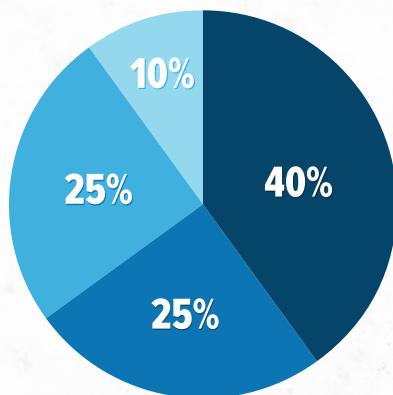
- **Logo and branding permissions**
- **Website** (3-5 pages)
- **Customized media** with three broadcast-ready, 30-second commercial videos
- **BYF.org website recognition**
- **Customized logo and tagline** (Build Your Future _____) – trademark expenses and processing and filed under NCCER
- **Career day starter kit** (includes 400 trading card packs, 200 wristbands, 600 bookmarks, 150 general brochures, 150 influencer brochures, 150 flyers, 500 BYF posters, 600 BYF hard hat decals, 600 temporary tattoos, 600 wristbands, 200 cups and 600 sunglasses)
- **Customized print-ready files*** of posters, brochures, flyers, trading cards, booth, tablecloth, and career day trinkets (wristbands, stickers, lanyards, cups, sunglasses, etc.)
- **Careers in Construction Month** event promotion and recognition
- **Invitation** to special marketing projects and career events alongside BYF
- **Career day planning consultation** with customized career day collateral (Print-ready design files such as a Save-the-Date template, t-shirt design, flyer, etc.)



ADDITIONAL VALUE ADDS

- **Social media and marketing consultation** with the NCCER and BYF marketing team
- **Partnership launch announced** to NCCER and BYF network in a dedicated e-blast and through a press release sent to national contacts
- **Opportunity** to be featured in the Breaking Ground newsroom
- **Access** to community of state partnerships
- **Promotion support** for events, campaigns and/or initiatives

COST ANALYSIS



- Foundation: design, logo and branding permissions
- Management and production
- Website development (design included in foundation above)
- Overhead and supplies

TOTAL: \$40,000

Annual costs are based on a sliding scale: Year one - \$40,000, year two - \$30,000, year three and after \$20,000.

CONTACT US



Interested in learning more about state partnerships and what BYF has to offer?

Contact the Build Your Future Manager, Holly Mathis, at hmathis@nccer.org.

**Partner is responsible for cost of printing (beyond the career day starter kit) and securing media buyer (BYF printer can be used).*