

# Annual Platinum Sponsor (\$25,000)

- Logo listed under Platinum Sponsors on the ASA Website ([asaonline.com](http://asaonline.com)), linking to your website or landing page.
- Logo placement on ASA Website's homepage, linking to your website or landing page.
- Logo listed under Platinum Sponsors in the weekly e-news bulleting for ASA members, *ASAToday*, linking to your website or landing page.
- Sponsorship of one ASA educational webinar. Sponsorship included webinar promotion
- 12 full-page color ads in *The Contractor's Compass*, ASA's monthly digital educational journal distributed to more than 11,000 ASA members and nonmembers in the construction industry.
- 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.
- Sponsorship recognition at SUBExcel.
- One complimentary registration to SUBExcel.
- Full-page color ad in SUBExcel Education Program Guide.
- Priority choice of SUBExcel special event to which your company can attach its sponsorship.
- Use of the ASA membership list, up to two times during the sponsorship term. (Sponsor may request mailing label template for traditional mail or provide content for email blast). Sponsor covers all costs of mailing, and all materials, whether for mail or email. 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 be 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](mailto:rbright@asa-hq.com) or (703) 684-3450.**

