



2024 **C.O.R.E.**  
**Sponsorship**  
**PROGRAM**

CONTACTS • OPPORTUNITIES • RESOURCES • EDUCATION

[ABCKEYSTONE.ORG](http://ABCKEYSTONE.ORG)

For nearly 65 years, ABC Keystone has been one of the most influential voices in the Construction Industry.

Today, ABC is a powerhouse with 68 chapters, with over 21,000 members, and represents 33 counties in central Pennsylvania. The Chapter supports the industry and it's members through engaged programming. Discovers a multitude of opportunities to gain exposure to elevate your brand and support the construction industry.



## Contact

Emily Winslow  
Director of Sponsorships & Events

📞 717-653-8106

✉️ [emily@abckeystone.org](mailto:emily@abckeystone.org)

[WWW.ABCKEYSTONE.ORG](http://WWW.ABCKEYSTONE.ORG)



At ABC Keystone, we are committed to offering our members various sponsorship opportunities to assist your business with its networking and marketing needs.

Each C.O.R.E. sponsorship program offers a unique opportunity to increase your brand visibility, connect with ABC community members, and demonstrate your commitment to supporting the construction industry. The program features “FLEX spending credits” and a wide range of sponsorship levels for every company’s size, giving the freedom to meet individual needs and participation goals.

## SIGNATURE EVENTS

### CLAY SHOOTS

**Average Attendance: 220**

Connect with an ABC member audience of clay shoot enthusiasts for two unique outdoor experiences. End the day with a picnic with food, drinks, and networking.

### ECONOMIC BREAKFAST

**Average Attendance: 525**

One of the most anticipated events of the year! With his entertaining delivery, Anirban Basu, the nation's foremost authority on construction economics, speaks about industry trends and market demand.

### EXCELLENCE IN CONSTRUCTION AWARDS

**Average Attendance: 275**

This premier ABC Keystone event brings industry leaders together to celebrate building excellence. This popular event typically sells out quickly, secure your sponsorship today!

### GOLF OUTINGS

**Average Attendance: 240**

Each year ABC Keystone hosts two golf outings, providing the opportunity for exceptional exposure in front of an engaged crowd.

### CONSTRUCTION WARS

**Average Attendance: 175**

Students and educators discover what skills the construction industry needs in its future workforce and how a career in skilled trades is a viable, well-paying alternative career path.

### MEET THE GENERALS

**Average Attendance: 100**

ABC’s Top General Contractors gather and discuss upcoming projects, the bidding process, decision making, and obtain quality subs. Build brand awareness and promote your business!

## GET THE MOST OUT OF YOUR FLEX CREDITS

The ABC Keystone C.O.R.E. Sponsorship Program features FLEXible spending dollars in a convenient, value added, marketing, events, education and training package that allows member companies to increase their exposure in the Chapter while saving money and making sponsorship decisions once for the entire year.

### EXAMPLE:

#### Available Flex Credits (Premier Level) \$4,750

Half Page Ad Spokesman Magazine - 6 Issues .....	\$1,425
Spokesman E-Blast 6 Months .....	\$675
(4) Tickets to Economic Outlook Breakfast .....	\$236
(2) Tickets to EIC Awards Gala .....	\$230
Executive Leader Peer Group - Series of 4 .....	\$695
(2) 30-Hour OSHA Registrations .....	\$1,050

**Total: \$4,311**



## DIAMOND SPONSOR

\$15,000 (\$18,450 Value) (3) Available\* | \$6,500 FLEX Credits

Diamond Level exclusive to one member firm from each classification, General Contractor, Specialty Contractor and Supplier, Associate. Available on a first-come, first-served basis. 2023 sponsors have first right of refusal.

### MARKETING PERKS\*

- Company logo on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company logo on printed programs and table cards
- Social media posts on all social outlets
- Verbal recognition at sponsored events
- Hyperlinked logo on website and digital media
- Option to display company banner at events
- Company provided banner display
- Display area at sponsored events

### WORKFORCE DEVELOPMENT

- Construction Wars (\$1,500)
- MSTRC Scholarship Program\*\* (\$550)

### SPONSORED EVENTS

- Clay Shoot (\$800)
- Economic Breakfast (\$800)
- Excellence In Construction Awards (\$3,000)
- Golf Outing (\$1,500)
- Inaugural (\$800)
- Meet the Generals (\$800)
- Nittany Valley Region Clay Shoot (\$350)
- Nittany Valley Region Golf Outing (\$450)
- Nittany Valley Region Meet the Generals (\$200)
- Bar Sponsor at Mixers (\$1,000)

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

## SAPPHIRE SPONSOR

\$11,000 (\$13,955 Value) Multiple Available | \$5,500 FLEX Credits

### MARKETING PERKS\*

- Company logo on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company logo on printed programs and table cards
- Social media posts on all social outlets
- Verbal recognition at sponsored events
- Hyperlinked logo on website and digital media
- Option to display company banner at events
- Company provided banner display

### WORKFORCE DEVELOPMENT

- Construction Wars (\$950)
- MSTRC Scholarship Program\*\* (\$550)

### SPONSORED EVENTS

- Clay Shoot (\$675)
- Economic Breakfast (\$675)
- Excellence In Construction Awards (\$2,250)
- Golf Outing (\$675)
- Inaugural (\$675)
- Meet the Generals (\$675)
- Nittany Valley Region Clay Shoot (\$275)
- Nittany Valley Region Golf Outing (\$200)
- Nittany Valley Region Meet the Generals (\$175)
- Bar Sponsor at Mixers (\$680)

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

## ★ PREMIER SPONSOR ★

\$7,500 (\$10,860 Value) Multiple Available | \$4,750 FLEX Credits

### MARKETING PERKS\*

- Company name on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company logo on printed programs and table cards
- Social media posts on all social outlets
- Verbal recognition at sponsored events

### WORKFORCE DEVELOPMENT

- Construction Wars (\$500)
- MSTRC Scholarship Program\*\* (\$375)

### SPONSORED EVENTS

- Clay Shoot (\$500)
- Economic Breakfast (\$500)
- Excellence In Construction Awards (\$1,750)
- Golf Outing (\$500)
- Inaugural (\$500)
- Meet the Generals (\$500)
- Nittany Valley Region Clay Shoot (\$200)
- Nittany Valley Region Golf Outing (\$150)
- Nittany Valley Region Meet the Generals (\$125)
- Bar Sponsor at Mixers (\$510)

**BEST  
VALUE!**

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

## PLATINUM SPONSOR

**\$4,875** (\$6,459 Value) Multiple Available | **\$2,750** FLEX Credits

### MARKETING PERKS\*

- Company name on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company name on printed programs and table cards
- Social media posts on all social outlets

### WORKFORCE DEVELOPMENT

- Construction Wars (\$200)
- MSTRC Scholarship Program\* (\$244)

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

### SPONSORED EVENTS

- Clay Shoot (\$325)
- Economic Breakfast (\$325)
- Excellence In Construction (\$1,000)
- Golf Outing (\$325)
- Inaugural (\$325)
- Meet the Generals (\$325)
- Nittany Valley Region Clay Shoot (\$125)
- Nittany Valley Region Golf Outing (\$100)
- Nittany Valley Region Meet the Generals (\$75)
- Bar Sponsor at Mixers (\$340)

## GOLD SPONSOR

**\$2,775** (\$3,754 Value) Multiple Available | **\$1,370** FLEX Credits

### MARKETING PERKS\*

- Company name on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company name on printed programs and table cards
- Social media posts on all social outlets

### WORKFORCE DEVELOPMENT

- Construction Wars (\$175)
- MSTRC Scholarship Program\* (\$139)

### SPONSORED EVENTS

- Clay Shoot (\$200)
- Economic Breakfast (\$250)
- Excellence in Construction Awards (\$750)
- Golf Outing (\$250)
- Meet the Generals (\$250)
- Nittany Valley Region Gold Sponsor (\$200)
- Bar Sponsor at Mixers (\$170)

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

## SILVER SPONSOR

**\$1,750** (\$2,013 Value) Multiple Available | **\$960** FLEX Credits

### MARKETING PERKS\*

- Company name on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company name on printed programs and table cards

### WORKFORCE DEVELOPMENT

- Construction Wars (\$150)
- MSTRC Scholarship Program\* (\$139)

### SPONSORED EVENTS

- Excellence in Construction Awards (\$600)
- Networking Events Silver Sponsor (\$100)
- Nittany Valley Region Silver Sponsor (\$30)
- Bar Sponsor at Mixers (\$85)

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

## BRONZE SPONSOR

**\$1,350** (\$1,433 Value) Multiple Available | **\$725** FLEX Credits

### MARKETING PERKS\*

- Company name on C.O.R.E. Banner
- C.O.R.E. logo on name badges
- Company name on printed programs and table cards

### WORKFORCE DEVELOPMENT

- Construction Wars (\$75)
- MSTRC Scholarship Program\* (\$68)

### SPONSORED EVENTS

- Excellence in Construction Awards (\$350)
- Networking Events Silver Sponsor (\$100)
- Nittany Valley Region Silver Sponsor (\$30)
- Bar Sponsor at Mixers (\$85)

\* Benefits can vary slightly depending on event

\*\* 5% of sponsorship goes to Merit Shop Training and Research Center, Inc.

# 2024 MEDIA KIT



This media kit details a variety of options to connect you to the Chapters audience, ranging from print advertising in The Merit Shop Spokesman magazine to digital marketing opportunities via our website, e-blasts and more.

If you're looking to do more business in 2024, make ABC Keystone part of your marketing program. Contact Rebecca Wolf, Director of Marketing & Communications at [rebecca@abckeystone.org](mailto:rebecca@abckeystone.org).

## DID YOU KNOW?

Take your brand to the next level by using your C.O.R.E. Flex Credits to promote your company. Flex credits can be applied towards print advertisements in The Merit Shop Spokesman Magazine, Course Catalog, banner ads on [abckeystone.org](http://abckeystone.org), and E-blasts that reach over 6500 subscribers!

## Print Advertising Rates

MEDIA	1 ISSUE	6 ISSUES	12 ISSUES
Inside Front Cover (8.5" x 11")	\$450	\$2,565	\$5,130
Inside Back Cover (8.5" x 11")	\$425	\$2,422	\$4,845
Full-Page (8.5" x 11")	\$400	\$2,280	\$4,560
1/2-Page Horizontal (8.5" x 5.5")	\$250	\$1,425	\$2,850
1/2-Page Vertical (4.25" x 11.125")	\$250	\$1,425	\$2,850
1/4-Page (3.25" x 4.25")	\$175	\$997	\$1,995

## Digital Advertising Rates

MEDIA	PLACEMENT	SIZE	1 MONTH	6 MONTHS	1 YEAR
Website	Events & Training Calendar	1875 x 250 Pixels	\$150	\$810	\$1,620
E-Blast	Merit Shop Spokesman	621 x 91 Pixels	\$125	\$675	\$1,350
E-Blast	Weekly E-Blast	621 x 91 Pixels	\$125	\$675	\$1,350
Blog	Merit Shop Spokesman Blog		\$90	\$486	\$972
Blog	Advocacy Blog		\$90	\$486	\$972



Over 7,000 Magazine Audience

\*Includes print and digital subscribers



4,000+ Social Media Followers



6,500+ Email Subscribers



37,000+ Unique Monthly Visitors

Source: Google Analytics

## ADVERTISE TODAY!

Contact Rebecca Wolf, Director of Marketing & Communications at [rwolf@abckeystone.org](mailto:rwolf@abckeystone.org)

# BECOME A SPONSOR TODAY!

Questions? Contact Emily at [emily@abckeystone.org](mailto:emily@abckeystone.org)

Please complete the form below:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please list all individuals to receive C.O.R.E statements:

1. Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

2. Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

3. Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

4. Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

## 2024 Sponsorship Level

Diamond \$15,000       Sapphire \$11,000       Premier \$7,500       Platinum \$4,875

Gold \$2,775       Silver \$1,750       Bronze \$1,350

Please notify me of special sponsorship opportunities outside of C.O.R.E. sponsorship.

**Note:** All events registrations will be automatically deducted from your C.O.R.E. Flex Dollars.

## Payment Information

Form Deadline: December 15, 2023 (For guaranteed inclusion in all C.O.R.E. promotional materials)

C.O.R.E. Payment Deadline: January 3, 2024

Total Due: \_\_\_\_\_  Please Invoice       Check Enclosed Checks payable to  
ABC Keystone

Credit Card Payment:     MasterCard       VISA       AMEX

Cardholder Name: \_\_\_\_\_

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Billing Address Zip Code: \_\_\_\_\_

### Send Form & Payment to:

ABC Keystone  
135 Shellyland Road  
Manheim, PA 17545

Renew Online at:  
[www.bit.ly/2024-core-renewal](http://www.bit.ly/2024-core-renewal)



### For more information contact:

Emily Winslow  
Director of Sponsorships & Events  
[emily@abckeystone.org](mailto:emily@abckeystone.org)

# Secure your sponsorship today!

## Contact

Emily Winslow  
Director of Sponsorships & Events

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**ABCKEYSTONE.ORG**