



2026

**C.O.R.E.**

**SPONSORSHIP**

**PROGRAM**

TAKE YOUR COMPANY TO THE NEXT LEVEL!

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**ABCKEYSTONE.ORG**

# LET'S BUILD SUCCESS TOGETHER

By becoming a C.O.R.E. Sponsor, your organization gains more than just visibility — you align your brand with the values of excellence, integrity, and a forward-thinking commitment to the future of the construction industry. This sponsorship is an opportunity to stand alongside ABC Keystone in driving positive change, supporting workforce development, and investing in the next generation of skilled professionals. Together, we're not just building structures — we're building people, fostering strong partnerships, and creating limitless possibilities for our industry and our communities.



## BENEFITS OF C.O.R.E. SPONSORSHIP

-  High-Value Brand Exposure**  
Your company will be featured throughout the year in front of a targeted audience of industry decision-makers, leaders, and influencers through events, digital media, and publications.
-  Year-Round Visibility**  
Unlike one-time sponsorships, C.O.R.E. Sponsors enjoy continuous promotion across ABC Keystone's calendar of programs, ensuring your brand remains front and center all year long.
-  Exclusive Recognition**  
Enjoy premium logo placement, speaking opportunities, social media highlights, and inclusion in marketing campaigns that position your business as an industry leader.
-  Strategic Networking**  
C.O.R.E. sponsors are given priority exposure at ABC Keystone's most influential networking events, including member mixers, awards ceremonies, and industry roundtables.
-  Support Workforce Development**  
Your sponsorship directly supports ABC Keystone's workforce development programs, helping build the next generation of skilled trades professionals.

**Contact us today to secure your C.O.R.E. Sponsorship and take your visibility to the next level.**  
Laura Chanoski at [laura@abckeystone.org](mailto:laura@abckeystone.org)



## SIGNATURE EVENTS



### ECONOMIC OUTLOOK BREAKFAST Average Attendance: 525

One of the year's most anticipated events features Anirban Basu, the top expert on construction economics. With his engaging delivery, Basu covers industry trends and market demand. Don't miss the chance to network with fellow professionals!



### EXCELLENCE IN CONSTRUCTION AWARDS Average Attendance: 275

Sponsor the Excellence in Construction Awards to gain prominent exposure at this premier event. Your support will highlight your brand as we celebrate and honor innovative Merit Shop projects and industry leaders.



### CLAY SHOOTS Average Attendance: 220

Join ABC members and clay shoot enthusiasts for two exciting outdoor events, and finish the day with a lively picnic full of food, drinks, and great networking.



### GOLF OUTINGS Average Attendance: 240

Each year, ABC Keystone organizes two premier golf outings, offering outstanding opportunities for high-profile exposure to a highly engaged audience.



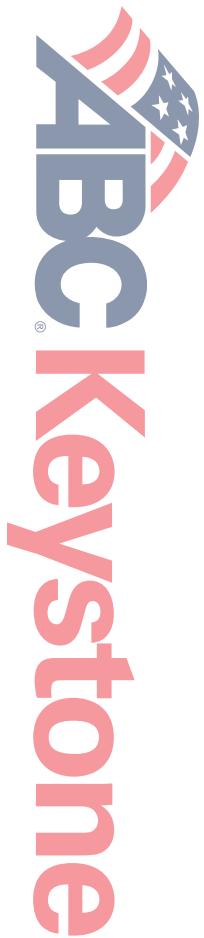
### MEET THE GENERALS Average Attendance: 125

ABC's top general contractors gather to discuss upcoming projects, the bidding process, decision-making, and to find quality subcontractors. Build brand awareness and promote your business!



### CONSTRUCTION WARS Average Attendance: 225

This career awareness program highlights how skilled trades offer a promising career path. Your support provides valuable exposure and connects you with students and educators.



# DIAMOND SPONSORSHIP

## EVENTS

	SPONSORSHIP VALUE
Economic Outlook Breakfast	\$800.00
Excellence in Construction Awards	\$3,000.00
Inaugural Gala and Annual Meeting	\$800.00
North Region Clay Shoot	\$350.00
North Region Golf Outing	\$450.00
North Region Meet the Generals	\$200.00
Southeast Region Clay Shoot	\$800.00
Southeast Region Golf Outing	\$1,500.00
Southeast Region Meet the Generals	\$800.00
Bar Sponsor at Mixers	\$1,000.00

## WORKFORCE DEVELOPMENT

Construction Wars	\$1,500.00
MSTRC Scholarship Program*	\$550.00

\* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.

## TOTAL:

**\$11,750.00**

## MARKETING PERKS\*\*

- Company logo on C.O.R.E. banner
- C.O.R.E. logo on name badges
- Company logo printed in programs and on table cards
- Social Media: One (1) dedicated social media post with a tag.
- Recognition at sponsored events
- Hyperlinked logo on website and digital media
- Option to display company banner at events
- Display area at sponsored events

\*\* Marketing Perks can vary depending on the event.

## FLEX CREDITS:

**\$6,500.00**

## TOTAL VALUE:

**\$18,250.00**

## YOUR INVESTMENT

**\$15,000.00**

Diamond Level sponsorship is limited to one firm per classification (General Contractor, Specialty Contractor, Supplier, Associate) and secured on a first-come, first-served basis. 2025 sponsors hold first right of refusal.

# SAPPHIRE SPONSORSHIP

EVENTS	SPONSORSHIP VALUE
Economic Outlook Breakfast	\$675.00
Excellence in Construction Awards	\$2,250.00
Inaugural Gala and Annual Meeting	\$675.00
North Region Clay Shoot	\$275.00
North Region Golf Outing	\$200.00
North Region Meet the Generals	\$175.00
Southeast Region Clay Shoot	\$675.00
Southeast Region Golf Outing	\$675.00
Southeast Region Meet the Generals	\$675.00
Bar Sponsor at Mixers	\$680.00

WORKFORCE DEVELOPMENT	
Construction Wars	\$950.00
MSTRC Scholarship Program*	\$550.00

\* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.

TOTAL:	\$8,455.00
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MARKETING PERKS**	
Company logo on C.O.R.E. banner	
C.O.R.E. logo on name badges	
Company logo printed in programs and on table cards	
Social Media: One (1) dedicated social media post with a tag.	
Recognition at sponsored events	
Hyperlinked logo on website and digital media	
Option to display company banner at events	

\*\* Marketing Perks can vary depending on the event.

FLEX CREDITS:	\$5,500.00
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TOTAL VALUE:	\$13,955.00
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YOUR INVESTMENT	\$11,000.00
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Contact us today to secure your C.O.R.E. Sponsorship and take your visibility to the next level.  
Laura Chanoski at [laura@abckeystone.org](mailto:laura@abckeystone.org)



# PREMIER SPONSORSHIP

EVENTS	SPONSORSHIP VALUE
Economic Outlook Breakfast	\$500.00
Excellence in Construction Awards	\$1,750.00
Inaugural Gala and Annual Meeting	\$500.00
North Region Clay Shoot	\$200.00
North Region Golf Outing	\$150.00
North Region Meet the Generals	\$125.00
Southeast Region Clay Shoot	\$500.00
Southeast Region Golf Outing	\$500.00
Southeast Region Meet the Generals	\$500.00
Bar Sponsor at Mixers	\$510.00
WORKFORCE DEVELOPMENT	
Construction Wars	\$500.00
MSTRC Scholarship Program*	\$375.00
* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.	
TOTAL:	\$6,110.00
MARKETING PERKS**	
Company name on C.O.R.E. banner	
C.O.R.E. logo on name badges	
Company name printed in programs and on table cards	
Social Media: One (1) dedicated social media post with a tag.	
Recognition at sponsored events	
** Marketing Perks can vary depending on the event.	
FLEX CREDITS:	\$4,750.00
TOTAL VALUE:	\$10,860.00
YOUR INVESTMENT	\$7,500.00

# PLATINUM SPONSORSHIP

EVENTS	SPONSORSHIP VALUE
Economic Outlook Breakfast	\$325.00
Excellence in Construction Awards	\$1,000.00
Inaugural Gala and Annual Meeting	\$325.00
North Region Clay Shoot	\$125.00
North Region Golf Outing	\$100.00
North Region Meet the Generals	\$75.00
Southeast Region Clay Shoot	\$325.00
Southeast Region Golf Outing	\$325.00
Southeast Region Meet the Generals	\$325.00
Bar Sponsor at Mixers	\$340.00
WORKFORCE DEVELOPMENT	
Construction Wars	\$200.00
MSTRC Scholarship Program*	\$244.00
* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.	
<b>TOTAL:</b>	<b>\$3,709.00</b>
MARKETING PERKS**	
Company name on C.O.R.E. banner	
C.O.R.E. logo on name badges	
Company name printed in programs and on table cards	
Social Media: One (1) dedicated social media post with a tag.	
** Marketing Perks can vary depending on the event.	
<b>FLEX CREDITS:</b>	<b>\$2,750.00</b>
<b>TOTAL VALUE:</b>	<b>\$6,459.00</b>
<b>YOUR INVESTMENT</b>	<b>\$4,875.00</b>

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Laura Chanoski at [laura@abckeystone.org](mailto:laura@abckeystone.org)



# GOLD SPONSORSHIP

EVENTS	SPONSORSHIP VALUE
Economic Outlook Breakfast	\$250.00
Excellence in Construction Awards	\$750.00
North Region Clay Shoot	\$67.00
North Region Golf Outing	\$67.00
North Region Meet the Generals	\$66.00
Southeast Region Clay Shoot	\$200.00
Southeast Region Golf Outing	\$250.00
Southeast Region Meet the Generals	\$250.00
Bar Sponsor at Mixers	\$170.00
WORKFORCE DEVELOPMENT	
Construction Wars	\$175.00
MSTRC Scholarship Program*	\$139.00
<small>* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.</small>	
TOTAL:	\$2,384.00
MARKETING PERKS**	
Company name on C.O.R.E. banner	
C.O.R.E. logo on name badges	
Company name printed in programs and on table cards	
Social Media: One (1) dedicated social media post with a tag.	
<small>** Marketing Perks can vary depending on the event.</small>	
FLEX CREDITS:	\$1,370.00
TOTAL VALUE:	\$3,754.00
YOUR INVESTMENT	\$2,775.00

# SILVER SPONSORSHIP

EVENTS	SPONSORSHIP VALUE
Excellence in Construction Awards	\$600.00
North Region Clay Shoot	\$10.00
North Region Golf Outing	\$10.00
North Region Meet the Generals	\$10.00
Southeast Region Clay Shoot	\$33.00
Southeast Region Golf Outing	\$34.00
Southeast Region Meet the Generals	\$33.00
Bar Sponsor at Mixers	\$85.00
WORKFORCE DEVELOPMENT	
Construction Wars	\$150.00
MSTRC Scholarship Program*	\$139.00
* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.	
TOTAL:	<b>\$1,104.00</b>
MARKETING PERKS**	
Company name on C.O.R.E. banner	
C.O.R.E. logo on name badges	
Company name printed in programs and on table cards	
** Marketing Perks can vary depending on the event.	
FLEX CREDITS:	<b>\$960.00</b>
TOTAL VALUE:	<b>\$2,064.00</b>
YOUR INVESTMENT	<b>\$1,750.00</b>

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Laura Chanoski at [laura@abckeystone.org](mailto:laura@abckeystone.org)



# BRONZE SPONSORSHIP

EVENTS	SPONSORSHIP VALUE
Excellence in Construction Awards	\$350.00
North Region Clay Shoot	\$10.00
North Region Golf Outing	\$10.00
North Region Meet the Generals	\$10.00
Southeast Region Clay Shoot	\$33.00
Southeast Region Golf Outing	\$34.00
Southeast Region Meet the Generals	\$33.00
Bar Sponsor at Mixers	\$85.00
WORKFORCE DEVELOPMENT	
Construction Wars	\$75.00
MSTRC Scholarship Program*	\$68.00
* 5% of your C.O.R.E. sponsorship goes to the Merit Shop Training and Research Center, Inc. (MSTRC) Scholarship Program.	
TOTAL:	\$708.00
MARKETING PERKS**	
Company name on C.O.R.E. banner	
C.O.R.E. logo on name badges	
Company name printed in programs and on table cards	
** Marketing Perks can vary depending on the event.	
FLEX CREDITS:	\$725.00
TOTAL VALUE:	\$1,433.00
YOUR INVESTMENT	\$1,350.00

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Laura Chanoski at [laura@abckeystone.org](mailto:laura@abckeystone.org)

# C.O.R.E. SPONSORSHIP FORM

Submission Deadline December 15, 2025 | Payment Deadline: January 5, 2026

First Name

Last Name

Company Name

Job Title

Phone #

Email

**Please select your 2026 C.O.R.E. Sponsorship Level**

<input type="checkbox"/> Diamond (\$15,000)	<input type="checkbox"/> Sapphire (\$11,000)	<input type="checkbox"/> Premier (\$7,500)	<input type="checkbox"/> Platinum (\$4,875)
<input type="checkbox"/> Gold (\$2,775)	<input type="checkbox"/> Silver (\$1,750)	<input type="checkbox"/> Bronze (\$1,350)	

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

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

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

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

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

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

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

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

**Notify me of special sponsorship opportunities outside of C.O.R.E. sponsorship.**

Yes

No

*Billing information next page*

# C.O.R.E. SPONSORSHIP FORM

Submission Deadline December 15, 2025 | Payment Deadline: January 3, 2026

## Total Due

- Send Invoice**
- Check Enclosed** (Payable to ABC Keystone)
- Credit Card**

Visa       MasterCard       AMEX

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

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

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**Mail Form & Payment to:** ABC Keystone  
c/o C.O.R.E. Sponsorship  
135 Shellyland Road  
Manheim, PA 17545

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## Sign Up or Renew Online – It's Easy!

Skip the paperwork! You can sign up or renew in just a few minutes from your phone or computer.

Scan the QR code to get started instantly — it's fast, secure, and hassle-free.

<https://abckeystone.org/sponsorship-core-program/core-program-renewal/>



**Contact us today to secure your C.O.R.E. Sponsorship and take your visibility to the next level.**  
Laura Chanoski at [laura@abckeystone.org](mailto:laura@abckeystone.org)

# ADVERTISE WITH ABC KEYSTONE

## PRINT ADVERTISING

Advertising in *The Spokesman Magazine* puts your message directly in front of a loyal, engaged audience that values trusted voices and local impact. With affordable rates and targeted distribution, your ad gets noticed — and remembered. Reserve your space today and connect with readers who are ready to support businesses like yours.

AD SIZE	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 (8.5" x 5.5")	\$250	\$1,425	\$2,850
1/4-Page (3.25" x 4.25")	\$175	\$997	\$1,995



## ALL ADVERTISING SHOULD BE PROVIDED IN PDF FORMAT

Supply a high-res PDF. Prior to creating the PDF, ensure all elements of the ad are a minimum of 300 dpi in CYMK color format.

## FOR MORE INFORMATION OR TO SEND FILES:

**Rebecca Wolf**

Director of Marketing & Communications

[rebecca@abckeystone.org](mailto:rebecca@abckeystone.org)



## DIGITAL ADVERTISING

Promote your brand and stand out in front of ABC Keystone's highly engaged network! With a digital banner ad in the e-blast of your choice, your message is delivered directly to the inboxes of more than 8,000 members, decision-makers, and industry professionals. Take advantage of this targeted opportunity to showcase your business, strengthen your visibility, and connect with an audience that values trusted partners in construction.

Getting started is easy! Just pick when you'd like to run your ad, choose the month, and decide on your focus—Career Development, Safety, Events, or Workforce Development.

Order form on next page

**Banner Ad: 591 pixels x 89 pixels**



**PROFESSIONAL DEVELOPMENT SERIES**

Advance Your Career

Upcoming Sessions:

May 7 | Successfully Navigating Change

May 14 | Building Accountability

[LEARN MORE](#)

# ADVERTISING ORDER FORM

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

Contact Person: \_\_\_\_\_

Phone #: \_\_\_\_\_

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

## Print Advertisement Size:

Inside Front Cover (\$450)       Inside Back Cover (\$450)       Full Page (\$400)  
 1/2 Page (\$250)       1/4 Page (\$1175)

**Number of Issues**       1 Issue       6 Issues       12 Issues

## Please Choose Month(s): (Select all applicable)

January       February       March       April  
 May       June       July       August  
 September       October       November       December

## E-blast Banner Ad:

Per E-blast (\$95)       6 Months (\$570)       12 Months (\$1,026)

## Number of Issues

Career Development       Events       Safety       Workforce Development

## Please Choose Month(s): (Select all applicable)

January       February       March       April  
 May       June       July       August  
 September       October       November       December

## Total Due

## Email Form to:

Rebecca Wolf at [rebecca@abckeystone.org](mailto:rebecca@abckeystone.org)

**Mail to:** ABC Keystone  
Attn: Rebecca Wolf  
135 Shellyland Road  
Manheim, PA 17545

Send Invoice

Apply Flex Credits

# C.O.R.E. FLEX Credits

The ABC Keystone C.O.R.E. Sponsorship Program offers flexible spending in a convenient, value-added package that combines marketing, events, education, and training opportunities. By taking advantage of this all-in-one program, member companies can boost their visibility within the Chapter, maximize their return on investment, streamline sponsorship decisions for the entire year, and gain priority access to high-visibility opportunities—all while saving time and money.

## Put your FLEX dollars to work for event registrations, exhibit booths/tabletops, and title sponsorships!

Eligible events include:

- Excellence in Construction Awards
- Economic Breakfast®
- Meet the Generals
- Summer Mixers
- Golf Outings
- ...and much more!

## Use your FLEX Credits for Career Development and Safety Training registrations and services!

Eligible events include:

- Dynamic Crew Leadership Series
- First Aid/CPR/AED with Emergency Care & Safety Institute Certification
- Human Resources Management Academy
- Rough-Terrain Forklift Training
- Leadership Development Series
- ...and more!

## GET THE MOST OUT OF YOUR FLEX CREDITS

### EXAMPLE:

Available Flex Credits (Premier Level)	\$4,750
Half Page Ad Spokesman Magazine (6 Issues)	\$1,425
Economic Outlook Breakfast (4) Tickets	\$236
Excellence in Construction Awards (2) Tickets	\$230
Executive Leader Peer Group (1) Registration	\$699
30-Hour OSHA (2) Registrations	\$1,050
Basic Blueprint Reading (1) Registration	\$650
<b>Total:</b>	<b>\$4,290</b>

## Maximize Your FLEX Credits and boost your brand with ABC Keystone.

- Print Advertising in *The Spokesman Magazine*  
– 12 Issues
- Boost Your Reach with E-Blasts Banner Ads!
- Get Noticed with a Print Ad in the Excellence in Construction Awards program!  
– Boost your visibility in front of 300+ industry decision makers!





**Associated Builders and Contractors**

**ABCKEYSTONE.ORG**



**Manheim Office**

135 Shellyland Road  
Manheim, PA 17545  
(717) 653-8106



**Howard Office**

898 N Eagle Valley Road  
Howard, PA 16841  
(717) 653-8106



**Harrisburg Office**

800 North Third St.,  
Suite 407  
Harrisburg, PA 17102  
(717) 653-8106