

2024



**AGC**  
NEW HAMPSHIRE  
THE CONSTRUCTION ASSOCIATION

# SPONSORSHIP GUIDE

ASSOCIATED GENERAL CONTRACTORS OF NEW HAMPSHIRE





## CONTENTS

### EVENTS

Monthly Luncheons.....	3
Annual Meeting.....	4
Golf Tournament.....	6
Fall Social.....	10
Fisher Cats Family Fun.....	11

### PROMOTE

Social Media & Web.....	14
Bi-Weekly Newsletters.....	15

### ELECTIONS

Sponsorship Elections.....	16
----------------------------	----

### DISCOUNTS

Tier Discounts.....	17
---------------------	----

# WELCOME

Dear Members and Partners of the AGC of NH,

We are thrilled to present you with a comprehensive guide to all of the advertising and sponsorship opportunities available through our organization.

Our goal is to provide our partners with a variety of options to increase visibility and, ultimately, improve your bottom line.

Our 2024 Sponsorship Guide provides a complete overview of the offerings for the upcoming year, which will enable businesses to better plan, budget, and allocate resources. Our focus on creating a more significant return on investment for our community partners starts with this guide.

Please take a moment to review the partnership options for 2024, identify the opportunities that are best suited for your business, and start planning today. We are confident that together we can make 2024 a very successful year!

Sincerely,

Gary Abbott  
Executive Vice President  
Associated General Contractors  
of New Hampshire



# EVENTS

Sponsoring an AGC of NH event provides a great opportunity for businesses to showcase their brand and support the local community. AGC of NH events attract a diverse group of attendees, including industry professionals, government officials, and community leaders. By sponsoring an event, businesses can gain visibility, build relationships, and demonstrate their commitment to the construction industry. In addition, sponsoring an AGC of NH event can be a cost-effective marketing strategy, as it provides exposure to a targeted audience without the expense of traditional advertising. Overall, sponsoring an AGC of NH event is a smart investment for businesses looking to increase their visibility and reputation in the construction industry.

## Why sponsor an event?

- **Relationships.** Sponsoring an event can be a highly effective way to gain access to new business relationships. By sponsoring a relevant event, you are able to put your brand in front of potential partners and customers who may not have been aware of your company before.
- **Create Customer and Community Loyalty.** When people see that your brand is supporting an event they care about, they are more likely to have positive associations with your company and continue to support your business.
- **Valuable Advertising Opportunities.** Your brand will be prominently displayed throughout the event, raising awareness and visibility for your company. Overall, sponsoring an event can be a great way to achieve multiple business goals at once.



# MONTHLY LUNCHEONS

## AT LEAST THREE TIMES PER YEAR

### LUNCHEON SPONSOR - \$750

- Company logo on feather flag
- Recognition during the luncheon event
- Company recognition included on social media
- Company recognition included on the Event's web page

This sponsorship includes at least three luncheons covering hot industry topics. The luncheons have typically been held in April, June and September with past topics that have included:

- Workforce & Paid Family Leave
- Safety
- Davis-Bacon Regulations
- Collaboration with NH Department of Transportation



# ANNUAL MEETING

## AGC OF NH 75TH ANNUAL MEETING

**DECEMBER 2024**  
PROJECTED ATTENDANCE - 250

The AGC of NH Annual Meeting is the social event of the year. The event includes the induction of the 2025 Board of Directors, a keynote speaker and the ceremonial passing of the gavel to our 2025 Chapter President.



### PLATINUM SPONSOR - \$2,500 3 Available

- Reserved Company Table for 8 with Premium Seating
- Opportunity to place promotional materials/gifts on tables
- Advertisement slide in event PowerPoint Display
  - Slide should be 11" W x 8 1/2" H
  - Slide provided by firm by Dec 1 or company logo will be used
- Honorable Mention in the Evening's Speech
- Company recognition included in the Event's Printed Program
- Company recognition included on the Event's web page



## **GOLD SPONSOR - \$1,000**

- Company Advertisement slide in event PowerPoint Display
  - Slide should be 11" W x 8 1/2" H
  - Slide provided by firm by Dec 1 or company logo will be used
- Honorable Mention in the Evening's Speech
- Company recognition included in the Event's Printed Program
- Company recognition included on the Event's webpage

## **LANYARD SPONSOR - \$750**

1 Available

- Company logo or custom text on lanyards worn by all guests
- Honorable Mention in the Evening's Speech
- Company recognition included in the Event's Printed Program
- Company recognition included on the Event's web page

## **SILVER SPONSOR - \$500**

- Honorable Mention in the Evening's Speech
- Company recognition included in the Event's Printed Program
- Company recognition included on the Event's web page

## **VENDOR SPACE - \$750**

8 Available

- 10x10 vendor space outside of the conference center hall
- Opportunity to network with AGC of NH members and guests
- Company recognition included on the Event's web page



# GOLF TOURNAMENT

## AGC OF NH GOLF TOURNAMENT

**AUGUST 2024**

The AGC of NH annual golf tournament is one of our most popular! Enjoy the day connecting with fellow members and businesses on the golf course and promote your business as one of these key sponsors.

### **HOLE IN ONE SPONSOR** 3 Available

- Sponsor the largest prize!
- Company purchased and sponsored insurance should provide prize of \$5,000 in value or more
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page
- Company rep must be present on event day
- Email [blaflamme@agcnh.org](mailto:blaflamme@agcnh.org) for more details and prize and insurance certificate

### **BBQ LUNCH SPONSOR - \$1,000** 1 Available

- Sponsor the Event's BBQ lunch
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page



## **SNACK BEVERAGE CART SPONSOR - \$600**

1 Available

- Sponsor the Event's snack and beverage cart
- Company Name & Logo on cart signage
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

## **GOLF CART SPONSOR - \$600**

1 Available

- Sponsor the Event's golf carts
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

## **COLOR BALL CONTEST SPONSOR - \$600**

1 Available

- Sponsor the Event's color ball contest
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

## **CONTINENTAL BREAKFAST SPONSOR - \$600**

1 Available

- Sponsor the Event's continental breakfast
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

## **TOURNAMENT KEG SPONSOR - \$600**

1 Available

- Sponsor the Event's tournament kegs
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page



## **CONTEST SPONSOR - \$400 EACH**

Straightest Drive - 1 Available

Longest Drive - 1 Available

Closest to the Pin - 1 Available

- Sponsor one of the Event's contests
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

## **DRIVING RANGE SPONSOR - \$275**

1 Available

- Sponsor the Event's driving range
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page



## **SCORECARD SPONSOR - \$600**

1 Available

- Company logo on game day scorecard
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page



## **TOURNAMENT HOLE SPONSOR - \$275**

15 Available

- Sponsor one of the Event's 18 holes
- Signage at one of the course holes
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

## **JOIN THE SWAG TEAM!**

**Everybody loves swag!**

**Have your company logo on one of these promo items.**

**And we will even order the item for you!**

- Sponsor one of the swag items
- Recognition in game day player's guide
- Company recognition on social media
- Company recognition included on the Event's web page

### **SWAG BAG - \$750**

1 Available

### **SLEEVE OF BALLS - \$550**

1 Available

### **TEE SET WITH HOLDER - \$500**

1 Available

### **GOLF TOWEL - \$500**

1 Available

### **CAN KOOZIE - \$350**

1 Available

### **WATER BOTTLE - \$500**

1 Available



# FALL SOCIAL

## AGC OF NH FALL SOCIAL

### FALL 2024

The AGC of NH hosts two dinner socials each year which offer participants the opportunity to learn, network and enjoy dinner with peers. Sponsors can choose to sponsor one or both events.



### GOLD SPONSOR - \$750

- Advertisement slide in event PowerPoint display
  - Slide should be 11" W x 8 1/2" H
  - Slide provided by firm 1 month prior to event or company logo will be used
- Honorable mention in the Evening's speech
- Company recognition on social media
- Company recognition included on the Event's web page



### SILVER SPONSOR - \$500

- Recognition in event PowerPoint display
- Honorable mention in the Evening's speech
- Company recognition on social media
- Company recognition included on the Event's web page

# FISHER CATS FAMILY FUN

## AGC OF NH FAMILY OUTING & EMPLOYEE APPRECIATION BASEBALL GAME

### SUMMER 2024

Take me out to the ballgame! While members and their families enjoy premium pavilion seating and all-you-can-eat buffet dinner on the diamond, you can hit a home run with the sponsorship opportunities available.

### GRAND SLAM - \$1,000

- Logo on upper-tier of feather flag signage
- Recognition during the event
- Company recognition on social media
- Company recognition included on the Event's web page

### HOME RUN - \$500

- Logo on lower-tier of feather flag signage
- Recognition during the event
- Company recognition on social media
- Company recognition included on the Event's web page



## BATTER UP! - \$250

- Recognition during the event
- Company recognition on social media
- Company recognition included on the Event's web page



## THE SWEET SPOT - \$750

1 Available

- Marketing & Swag Sponsor
- Company logo on Souvenir Buttons given to all guests
- Recognition during the event
- Company recognition on social media
- Company recognition included on the Event's web page



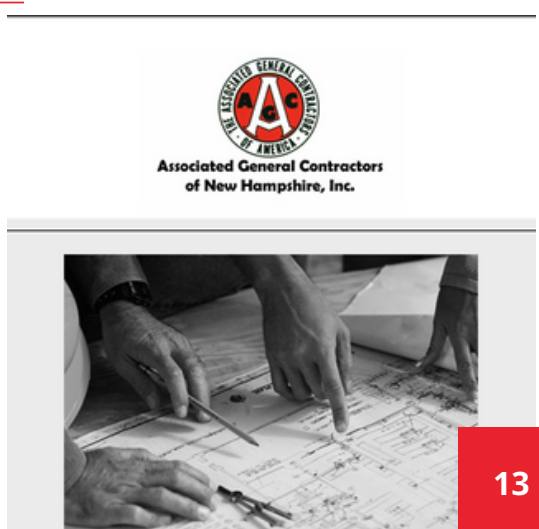
# PROMOTE

AGC of NH, the largest commercial construction trade organization in New Hampshire, invites you to advertise with us. We serve both building and highway contractors, making us a prime platform for your company's visibility.

## Why Advertise With Us?

- **Niche Audience.** Advertising with AGC of NH offers a unique opportunity to reach a niche audience that includes company owners, presidents, high-level project managers, project owners, and top-level executives. These are decision-makers who can directly influence business transactions, making them an ideal audience for your advertising efforts.
- **Competitive Pricing & Great ROI.** We offer competitive pricing options that provide a great return on investment. Your advertisement will not only reach a targeted audience but also generate valuable leads for your business.
- **Range of Media Options.** We understand that every company has different needs and budgets. That's why we offer a range of media options to suit any company's requirements. Whether you're interested in newsletters, website sponsorships, publication ads, or social media ads, we have a solution that fits your budget and meets your marketing objectives.

By choosing to advertise with AGC of NH, you're not just buying ad space; you're investing in a partnership that values your success as much as ours. Let's grow together!





# SOCIAL MEDIA & WEB

## SOCIAL MEDIA SPOTLIGHT - \$150 26 AVAILABLE

- Choose a week to have your company the spotlight of an AGC of NH social media post; limited to 2 members spotlights in one week
- Text limit of 200 words provided by advertiser (subject to edit)
- This advertising opportunity is for AGC of NH members only
- Advertisements must be supplied 14 days prior to the week in which the post will run

## WEBSITE BANNER AD - \$250 12 AVAILABLE

- Choose one month to display your custom banner on the home page of the AGC of NH website
- Banner size limited
- Only one member advertised per month; choice of months is on a first come first serve basis
- This advertising opportunity is for AGC of NH members only
- Advertisements must be supplied 14 days prior to the month in which they will run



# BI-WEEKLY E-NEWSLETTERS

## AGC OF NH CONSTRUCTION CONNECTIONS

The AGC of NH E-Newsletter titled *Construction Connections* is the most popular publication of the Association. This bi-weekly newsletter is sent to a combined readership of approximately 300 individual subscribers. Advertisers can choose from a range of sizes in full color.

### AGC OF NH MEMBER RATES

Full Page	\$325
Half Page	\$225
Quarter Page	\$175

### NON-MEMBER RATES

Full Page	\$375
Half Page	\$275
Quarter Page	\$225

## AGC OF NH PLANS ROOM NEWSLETTER

The AGC of NH has a newsletter to communicate Projects for Bid and Low Bids to select member subscribers. This bi-weekly newsletter is sent to a combined readership of approximately 100 individual subscribers. Advertisers can choose from a range of sizes in full color.

### AGC OF NH MEMBER RATES

Full Page	\$100
Half Page	\$75
Quarter Page	\$50
Annual Logo Sponsor	\$500

### NON-MEMBER RATES

Full Page	\$150
Half Page	\$175
Quarter Page	\$100
Annual Logo Sponsor	N/A

- Advertisements must be supplied 14 days prior to the issue in which the advertisement will run.
- The first issue of the year is January 5, 2024, with the following issues being every two weeks, for a total of 26 issues per year.



# 2024 SPONSORSHIP ELECTIONS

## MONTHLY LUNCHEONS QTY TOTAL

Luncheon Sponsor	\$500		1	
------------------	-------	--	---	--

## GOLF TOURNAMENT QTY TOTAL

Hole in One Sponsor				
BBQ Lunch Sponsor	\$1000		1	
Snack/Bev Cart	\$600		1	
Golf Cart Sponsor	\$600		1	
Color Ball Sponsor	\$600		1	
Continental Breakfast	\$600		1	
Tournament Keg	\$600		1	
Straightest Drive	\$400		1	
Longest Drive	\$400		1	
Closest to the Pin	\$400		1	
Driving Range Sponsor	\$275		1	
Scorecard Sponsor	\$600		1	
Tournament Hole	\$275			
Swag Bag	\$750		1	
Sleeve of Balls	\$550		1	
Tee Set with Holder	\$500		1	
Golf Towel	\$500		1	
Can Koozie	\$350		1	
Water Bottle	\$500		1	

## Company Information

Company Name	
Contact Name	
Phone Number	
Email Address	
<b>Total Sponsorship</b>	\$

Checks made payable to: AGC of NH

Please email Bobbie Laflamme at [blaflamme@agcnh.org](mailto:blaflamme@agcnh.org) with the Sponsorship Election form, or mail to: AGC of NH, 48 Grandview Road, Bow, NH 03304

## ANNUAL MEETING QTY TOTAL

Platinum Sponsor	\$2500			
Gold Sponsor	\$1000			
Lanyard Sponsor	\$750		1	
Silver Sponsor	\$500			
Vendor Space	\$750			

## FISHER CATS FAMILY FUN QTY TOTAL

Grand Slam	\$1000			
Home Run	\$500			
Batter Up!	\$250			
The Sweet Spot	\$750		1	

## CONSTRUCTION CONNECTIONS QTY TOTAL

Full Page	\$325			
Half Page	\$225			
Quarter Page	\$175			

## PLANS ROOM QTY TOTAL

Full Page	\$100			
Half Page	\$75			
Quarter Page	\$50			
Annual Logo	\$500			

## SOCIAL MEDIA & WEB QTY TOTAL

Social Media Spotlight	\$150			
Website Banner	\$250			

## FALL SOCIAL QTY TOTAL

Gold Sponsor	\$750			
Silver Sponsor	\$500			

# TIER DISCOUNTS

## *All 2023 Sponsors Receive First Right of Refusal*

Add up the total for the sponsorship you selected on the Election form, then use the guide below to determine your Tier level.

### **TIER ONE PARTNERS**

Total is a minimum of \$7,500 and receives a 15% discount

### **TIER TWO PARTNERS**

Total is a minimum of \$5,000 and receives a 12% discount

### **TIER THREE PARTNERS**

Total is a minimum of \$2,500 and receives a 10% discount

**TOTAL OF MY SELECTED SPONSORSHIPS:      \$ \_\_\_\_\_**

**TOTAL COST WITH TIER DISCOUNT APPLIED: \$ \_\_\_\_\_**

*Please email Bobbie Laflamme at [blaflamme@agcnh.org](mailto:blaflamme@agcnh.org) with the Sponsorship Election form, or mail to: AGC of NH, 48 Grandview Road, Bow, NH 03304*

**TO QUALIFY FOR THE TIER DISCOUNT, ALL PAYMENTS  
MUST BE RECEIVED BY JANUARY 31, 2024.**

*Thank you for  
your continued  
support!*



**AGC**

**NEW HAMPSHIRE**

THE CONSTRUCTION ASSOCIATION

48 Grandview Road, Bow, NH 03304

[www.agcnh.org](http://www.agcnh.org)

603.225.2701