



**Basic Partnership Menu:**

This should be used as a general menu for state/regional partnerships. Items can be removed or added based on the organizations goals. Keep in mind that items and pricing are subject to change based on the partnership needs and costs.

- Logo and branding permissions
- Website (3-5 pages)
- Customized media with broadcast ready 30 second commercial videos (What if?) and broadcast ready 30 second radio advertisement
- BYF.org website recognition
- Customized logo and tagline (Build Your Future\_\_\_\_\_)
- Customized print ready\* files of posters\*\*, brochures\*\*, fliers\*\*, trading cards\*\*, booth and table cloth and career day trinkets (wristbands, stickers, lanyards, cups, sunglasses, etc.)
- Career day starter kit (includes 100 trading card packs, 200 wristbands, 200 bookmarks, 200 influencer brochures, 50 BYF posters, 200 BYF hard hat decals and 50 sunglasses)
- Careers in Construction Month event promotion and recognition
- Invitation to special marketing projects and career events alongside BYF
- Career day planning assistance with customized career day collateral (Save-the-Date, ads, t-shirt design, fliers...)
- Assistance with state education training programs using NCCER’s network and expertise
- Share best practice models on how to create a successful recruitment campaign

**Cost Analysis:**

40%	Foundation: Design, Logo and Branding Permissions
25%	Management and Production
25%	Website Development (Design included in foundation above)
10%	Overhead and Supplies

**Total: \$40,000**

*\*Partner is responsible for cost of printing and securing media buyer (BYF printer can be used)*

*\*\*Some customized items will be made with the understanding that organization will provide verbiage, images and information as needed in a timely manner*