It’s time to attract the talent that’s going to help build Arizona’s future.

Build your Future Arizona is a multi-layered, industry led approach to creating a sustainable and skilled craft workforce.
The struggle to find qualified employees has **real economic consequences** for not only construction firms, but their customers and vendors as well.

**Target Audience**

- **Parents + Guardians**
- **High School Age Households**
- **Young Adults**
- Seeking work, career paths
  Ages 17-34
- **Students**
  Ages 17-24
- **Spanish + English Speakers**
  Metro-Phoenix, Arizona

**Projections**

- **41%** of current craft professionals will retire by 2031.
- **93%** of companies said this shortage will prevent them from growing over the next year.
- **155,000** vacant positions in construction expected by the end of 2022.
- **155,000** by 2022

**With $2.5 million dollars raised to date, this campaign is slated to last more than three years.**

Let’s inspire the next generation of craft professionals to take action and enter the industry!
Just four months into this three year campaign, initial success can already be seen.

- Media coverage in AZRE and Contractor’s Compass will total at least 1 million more impressions over the first year
- Over 40 investors have contributed
- Partnership with 13 industry associations and chambers
- BYF Arizona has partnered with the Arizona Office of Economic Opportunity and their “I Built That” and “Level Up” campaigns to reach middle school students and their parents across the state.

BYF Arizona is looking for construction owners, hiring managers, and HR representatives that are ready to pool resources and work together to build a more robust talent pipeline.

Almost 7,000 students and counselors engaged at career days so far!
Build Your Future Arizona Career Awareness Campaign

With a comprehensive website, digital and print media, targeted ads, and educational alignment, BYF Arizona will change the conversation around construction and show people that construction and the craft professions are successful career pathways.

Career Path Mapping
Job seekers and parents can explore an interactive career pathway that takes them from middle school all the way to CEO of their own construction company.

Career Profiles
Profiles of each craft profession are available and contain job descriptions, salaries, education options, and qualifications.

Demand Map
Candidates and their families can explore industry trends and find the craft professions in the highest demand.

Blog
Blog updates keep candidates engaged, informed, and inspired!
With almost **127,000 media impressions per day**, your next generation of talent is finding a one-stop hub to take their first step into construction.

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**Earned Media & Events**

**TV Media Spots**
KSAZ FOX 10  
Nielsen Audience: 46,893  
Runtime: 5 minutes  
Ad Value: $1,200  
Calculated Publicity Value: $36,000

**School Counselor Toolkits**
Coming soon!

**Build Your Future Arizona Español website**
Coming soon!
Vehicle Wraps

Billboards
Catch the eye of your next employee and encourage them to construct their career!

Outdoor Media

Jobsite Banners
9’x6’ and 5’x3’

Spanish Language Event Banners

Build Your Future Arizona Career Awareness Campaign

BYFAZ.org
New videos coming soon!

**Paid Search**
When individuals search for the most common construction career terms, digital marketing will lead them to our website.

**Videos**
“Build You” video with information about the industry.

**Targeted Digital Ads**
Geo-targeting with digital ads for members of our target audience that drive past one of our billboards.

**Social Media**
 Paid Social Media Posts
Call to Action and Investor Benefits

Showcase your company as an investor in BYF Arizona and receive:

- **Investor Page** | Highlight your company on the BYF Arizona website
- **Career Awareness Opportunities** | Gain access to school counselors and students to change the conversation around careers in construction face to face!
- **Events Calendar** | Application deadlines, open houses, graduations, career days – you can list them all on our events calendar!

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**Employee Spotlight Videos**

**Organic Posts & Targeted Ads**

**Training Center Directory**

**Job Board**
Coming soon!
## Investor Benefits

<table>
<thead>
<tr>
<th></th>
<th>Craft Professional ($5k)</th>
<th>Project Manager ($10k)</th>
<th>Superintendent ($20k)</th>
<th>Champion ($50k)</th>
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</thead>
<tbody>
<tr>
<td>Company Recognition on Website</td>
<td>Listing</td>
<td>Logo</td>
<td>Logo</td>
<td>Top Billing</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>Quarterly (Group)</td>
<td>Monthly (Group)</td>
<td>Monthly (Dedicated)</td>
<td>Weekly (Dedicated)</td>
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<td>BYFAZ Vehicle Magnets</td>
<td>Included (1 Vehicle)</td>
<td>Included (1 Vehicle)</td>
<td>Included (2 Vehicles)</td>
<td>Included (2 Vehicles)</td>
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<td>Co-branded BYFAZ Truck Wrap</td>
<td>Discount Price (1)</td>
<td>Discount Price (1)</td>
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<td>BYFAZ Jobsite Banners</td>
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<td>Potential Speaking Opportunities with Media and at Related Events</td>
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<td>Priority</td>
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<td>Project Highlight Demonstrating Economic Impact of Business</td>
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<tr>
<td>Customized Trading Card and Online Career Profile</td>
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<tr>
<td>Employee Spotlight Video</td>
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<tr>
<td>Steering Committee Participation*</td>
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### Additional Access to Talent

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<td>BYF Arizona Events Calendar</td>
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<td>Company Profile on Job Board</td>
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<td>Profile</td>
<td>Enhanced Profile</td>
<td>Premium Profile</td>
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<td>Direct Access to Candidates Through Online Job Board</td>
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<td>Featured Placement for Job Posts</td>
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<td>Top Billing</td>
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<td>Opportunity to List Qualifying Training Programs</td>
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<td>Access to Career Days &amp; Guidance Counselors</td>
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<td>Opportunity to Guest Blog Re: Workforce Issues</td>
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<td>Featured in Candidate Newsletter and E-blasts</td>
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<td></td>
<td>Biannually</td>
<td>Quarterly</td>
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*Limited to 12 members

[www.byfaz.org/invest](http://www.byfaz.org/invest)
Testimonials

“BYF Arizona is our industry’s effort to inform Arizona about what many of us have known for quite some time: that individuals can make a great living and build a lifelong career in construction.”
Mike Brewer, Steering Committee Chair, CEO of Brewer Companies/Benjamin Franklin Plumbing

“BYF Arizona will lead the way in educating people on how rewarding it is to be a craft professional, and restore respect and pride to those wearing hard hats and building Arizona.”
Mike Bontrager, Steering Committee Fundraising Chair, President SW for Adolfson & Peterson Construction

“We need new tradespeople to enter the industry and begin learning now. That’s why we’ve invested in BYF Arizona.”
Marcia Veidmark, Steering Committee, President of SSC Underground

“I wanted to be in a role that I could help shape the campaign, and the only way to do that is to invest...I don’t hesitate to buy a truck if it’s needed, so why would I be concerned about investing in my industry?”
Dan Puente, Steering Committee, Founder & CEO of DP Electric
Build Your Future Arizona is an initiative of the Greater Phoenix Chamber Foundation.

Join us in this effort to attract the talent that’s going to help build Arizona’s future!

For more information contact Josh Umar, Project Manager
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