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.
Construction Workforce Shortage and Campaign Successes

The struggle to find qualified employees has **real economic consequences** for not only construction firms, but their customers and vendors as well.

**Target Markets**

- **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

41% of current craft professionals will retire by 2031.

155,000 by 2022

Projections show that vacant positions in construction will number more than 155,000 by the end of 2022.

Let’s inspire the next generation of craft professionals to take action and enter the industry!

With more than $2 million raised to date, this campaign is slated to last more than three years.
Just ten months into this three year campaign, initial success can already be seen.

- Marketing efforts through social media, billboards and vehicle wraps have generated **22 million** impressions
- **Over 50 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.

- Over 8 million impressions in first 3 months
- Over 50 million media impressions by October 2020
- Almost 9,000 students and counselors engaged at career days so far!

93% of companies said this shortage will prevent them from growing over the next year

HIGH LEARNING.  HIGH PRIDE.  HIGH LEGACY.
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 **89,000 media impressions per day**, your next generation of talent is finding a one-stop hub to take their first step into construction.

**Build Your Future Arizona Español website** Coming October 2020!

**School Counselor Toolkits** Coming soon!

**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

BYF Arizona has been featured in Arizona Commercial Real Estate Magazine and The Contractor’s Compass
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
Paid Search
When individuals search for the most common construction career terms, digital marketing will lead them to our website.

Social Media

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

Paid Social Media Posts

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

New videos coming soon!
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!
### Investor Benefits

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<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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<tbody>
<tr>
<td>Company Recognition on Website</td>
<td>Listing</td>
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<td>Logo</td>
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<td>Monthly (Dedicated)</td>
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<td>Included (1 Vehicle)</td>
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<td>Included (2 Vehicles)</td>
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<td>Co-branded BYFAZ Truck Wrap</td>
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<td>Customized Trading Card and Online Career Profile</td>
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<td>Employee Spotlight Video</td>
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<td>Steering Committee Participation*</td>
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### Additional Access to Talent

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*Limited to 12 members

[www.byfaz.org/invest](http://www.byfaz.org/invest)
“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, Vice President, General Manager, Alston 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
Sponsors

- CHAMPION LEVEL -

- SUPERINTENDENT LEVEL -

- PROJECT MANAGER LEVEL -

- CRAFT PROFESSIONAL LEVEL -

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

For more information contact a Project Manager
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