



BUILD YOUR FUTURE ARIZONA

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



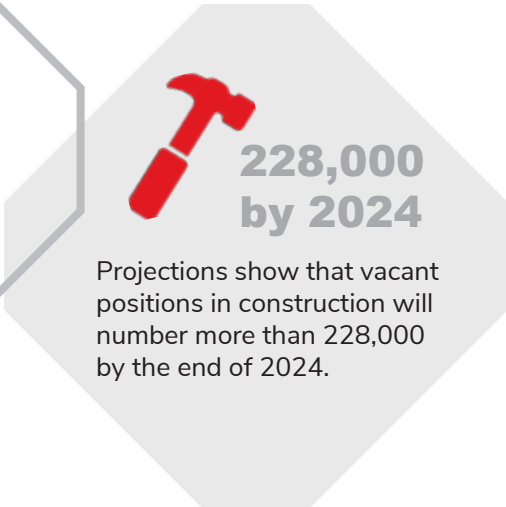
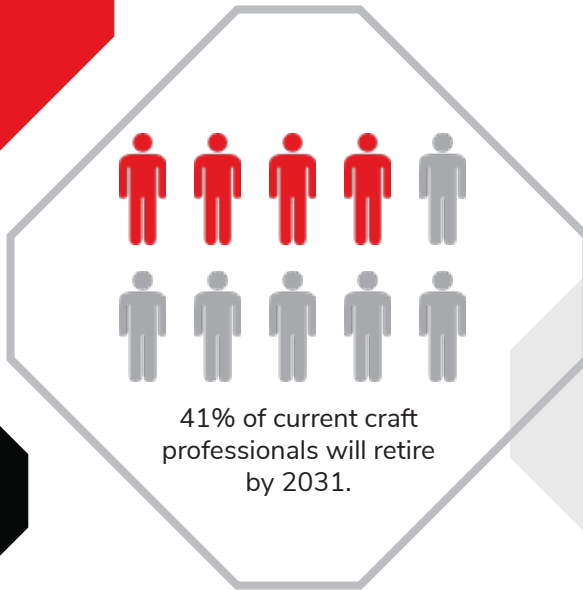
Build your Future Arizona is a **multi-layered, industry led** approach to creating a **sustainable** and **skilled craft workforce**.




Construction Workforce Shortage and Campaign Successes

Target Markets

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




PARENTS +
GUARDIANS
HIGH SCHOOL AGE
HOUSEHOLDS


YOUNG ADULTS
SEEKING WORK,
CAREER PATHS
Ages 17-34


STUDENTS
AGES 17-24

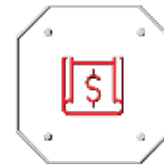
Spanish + English
Speakers
Metro-Phoenix,
Arizona

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

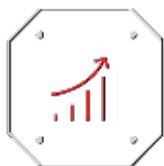
With more than \$2 million raised to date, this campaign is slated to last more than three years.



HIGH
DEMAND.



HIGH
SALARY.



HIGH
POTENTIAL.

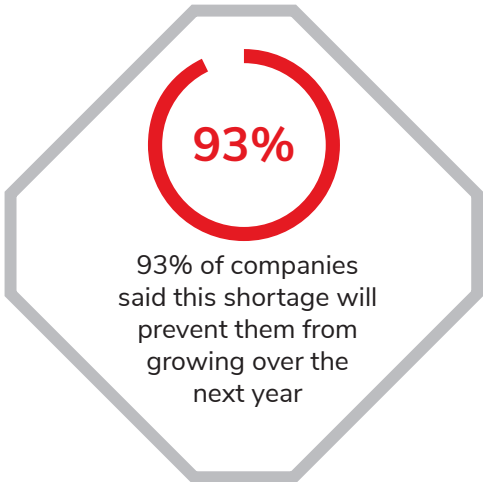
Just eighteen months into this three year campaign, initial success can already be seen.

- Marketing efforts through social media, billboards and vehicle wraps have generated **50 million** impressions
- Over **50 investors** have contributed
- Partnership with **16** 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 9,000 students and counselors engaged at career days so far!



Over 8 million impressions in first 3 months

Over 50 million media impressions by October 2020



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.

Earned Media & Events

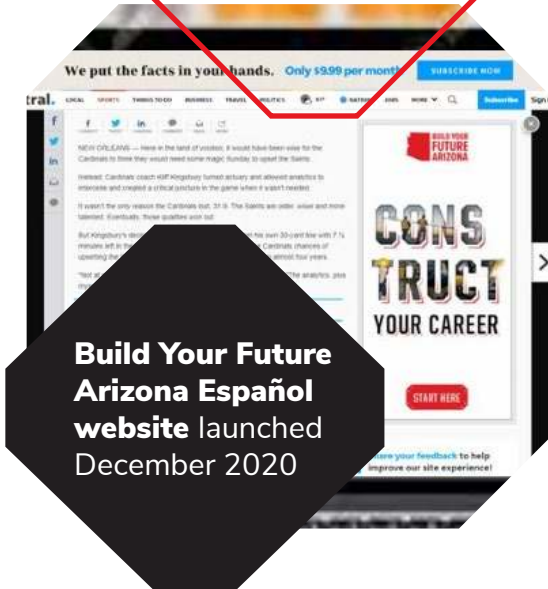


TV Media Spots
 KSAZ FOX 10
 Nielsen Audience: 46,893
 Runtime: 5 minutes
 Ad Value: \$1,200
 Calculated Publicity Value: \$36,000

School Counselor Toolkits

August 2021

BYF Arizona has been featured in Arizona Commercial Real Estate Magazine and The Contractor's Compass



Build Your Future Arizona Español website launched December 2020



Build Your Future Arizona Career Awareness Campaign

Outdoor Media

Billboards

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



Vehicle Wraps



Jobsite Banners

9'x6' and 5'x3'



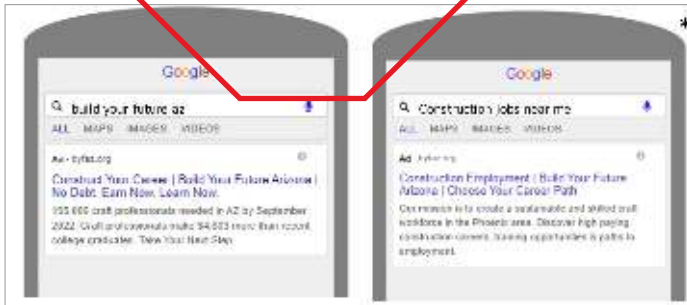
Spanish Language Event Banners



Social Media

Paid Search

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



Paid Social Media Posts

Videos

"Build You" video with information about the industry

New videos coming soon!



Targeted Digital Ads

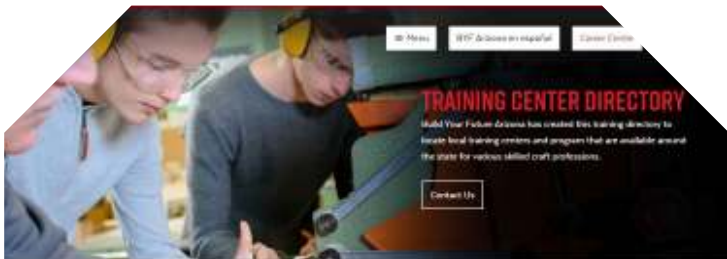
Geo-targeting with digital ads for members of our target audience that drive past one of our billboards

Call to Action

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!

Career Center featuring BYFAZ Investor company jobs careers.byfaz.org



Training Center Directory
Feature your in-house training and apprenticeships



Investor Benefits

	Craft Professional \$5K	Project Manager \$10K	Superintendent \$20K	Champion \$30K
Company Recognition on Website	Listing	Logo	Logo	Featured Billing
Social Media Recognition	Quarterly (Group)	Monthly (Group)	Monthly (Dedicated)	Weekly (Dedicated)
BYFAZ Vehicle Magnets	1 set	1 set	2 sets	2 sets
Co-branded BYFAZ Truck Wrap	Discounted Price (1)	Price (1)	Included (1)	Included (2)
BYFAZ Jobsite Banners	2	2	4	6
Potential Speaking Opportunities with Media and Related Events			X	Priority
Project Highlight Demonstrating Economic Impact of Business			X	X
Customized Trading Card and Online Career Profile			X	X
Employee Spotlight video				X
Steering Committee Participation				X
Additional Access to Talent				
BYF Arizona Events Calendar	X	X	X	X
Company Profile on Career Center	Listing	Profile	Enhanced Profile	Premium Profile
Featured Placement for Job Posts	X	X	X	Top Billing
Opportunity to List Qualifying Training Programs		X	X	X
Access to career Days & Guidance Counselors		X	X	X
Opportunity to Guest Blog Re: Workforce Issues			X	X
Featured in Candidate Newsletter and E-blasts			Biannually	Quarterly

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.”

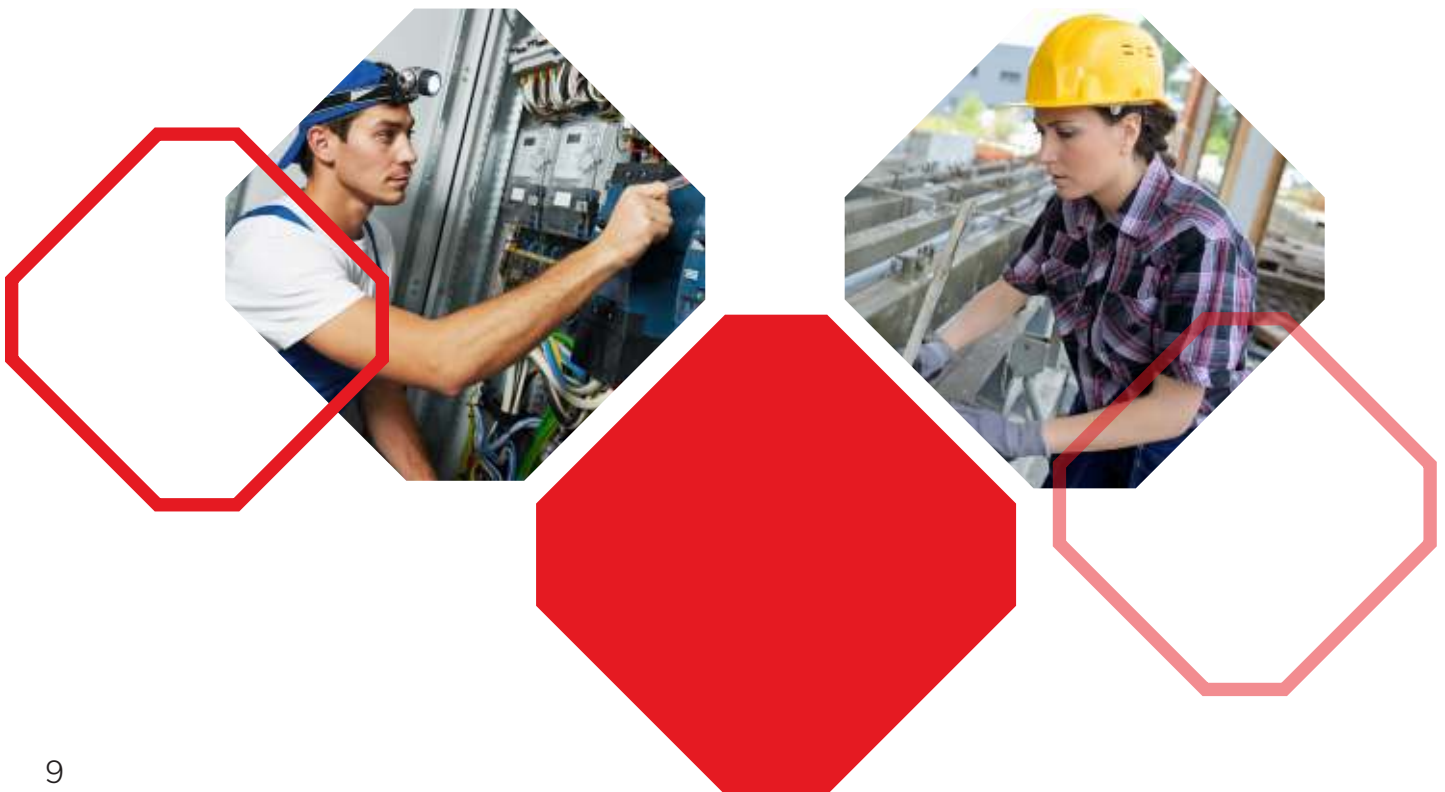
Mike Bontrager, Steering Committee Fundraising Chair, Vice President, General Manager, Alston Construction

“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 Punte, Steering Committee, Founder & CEO of DP Electric



Sponsors

– CHAMPION LEVEL –



– SUPERINTENDENT LEVEL –



– PROJECT MANAGER LEVEL –



– CRAFT PROFESSIONAL LEVEL –

Alta Southwest • AMW Construction Supply • Brown & Brown Insurance • Cavco Durango • Cavco West
 Champion Home Builders Inc. • Chasse Building Team • Clayton Homes • Colt Builders Corp • Courtland Communities
 Delta Diversified Enterprises, Inc. • Enterprise Fleet • Furtmann Bros. LLC • Jenco Inc. • L&L Asphalt • Moen, Inc.
 Pro Steel Erectors II Inc. • Pueblo Lumber • RDS Electric • Restoration HQ • Stevens-Leinweber Construction Inc.
 TD Industries • Truss Fab, LLC • Valley Rain Construction • Younger Brothers Companies

– PARTNERS –





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 a Project Manager
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