



Investor Toolkit



Target Markets



PARENTS & GUARDIANS
HIGH SCHOOL AGE
HOUSEHOLDS



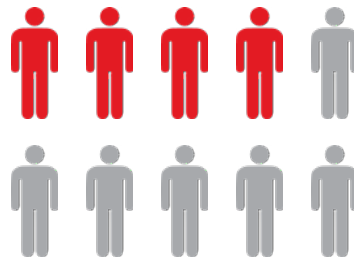
YOUNG ADULTS
SEEKING WORK,
AGES 17-34



STUDENTS
AGES 17-24

**ENGLISH &
SPANISH SPEAKERS**

THE STRUGGLE TO FIND QUALIFIED EMPLOYEES HAS REAL ECONOMIC CONSEQUENCES FOR NOT ONLY CONSTRUCTION FIRMS, BUT THEIR CUSTOMERS AND VENDORS AS WELL.



41%

OF CURRENT CRAFT
PROFESSIONALS
WILL RETIRE BY 2031.

265,000 by 2024

PROJECTIONS SHOW THAT VACANT POSITIONS IN CONSTRUCTION WILL NUMBER MORE THAN 265,000 BY THE END OF 2024.

HELP US INSPIRE THE NEXT GENERATION OF CRAFT PROFESSIONALS TO TAKE ACTION AND ENTER THE INDUSTRY!

MORE THAN **\$3 MILLION** RAISED TO DATE AS WE MOVE INTO YEAR 4 OF THE CAMPAIGN.



HIGH
DEMAND.



HIGH
SALARY.



HIGH
POTENTIAL.



HIGH
LEARNING.



HIGH
PRIDE.



HIGH
LEGACY.

THE FIRST THREE YEARS OF THE CAMPAIGN
HAVE MARKED SEVERAL SUCCESSES.

✓ MARKETING EFFORTS THROUGH
SOCIAL MEDIA, BILLBOARDS AND
VEHICLE WRAPS HAVE GENERATED
109 MILLION IMPRESSIONS

✓ OVER **50 INVESTORS**
HAVE CONTRIBUTED

✓ PARTNERSHIP WITH **20 INDUSTRY**
ASSOCIATIONS AND CHAMBERS

✓ **40 BYFAZ AMBASSADORS**
SCHEDULED FOR **60 SCHOOL VISITS**
IN THE 2022/2023 SCHOOL YEAR.

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.

93%

OF COMPANIES SAID THIS SHORTAGE WILL
PREVENT THEM FROM GROWING OVER THE
NEXT YEAR

EXPOSURE TO **19,000** STUDENTS AND
COUNSELORS THROUGH CLASSROOM
PRESENTATIONS AND CAREER DAYS SO FAR

**Over 109
million**

IMPRESSIONS TO DATE

**Over
450,000**

WEBSITE VISITS

78%

OF WEBSITE VISITORS
ARE YOUNG ADULTS

WE NEED YOUR CONTINUED SUPPORT
FOR THE FUTURE OF OUR INDUSTRY IN ARIZONA.

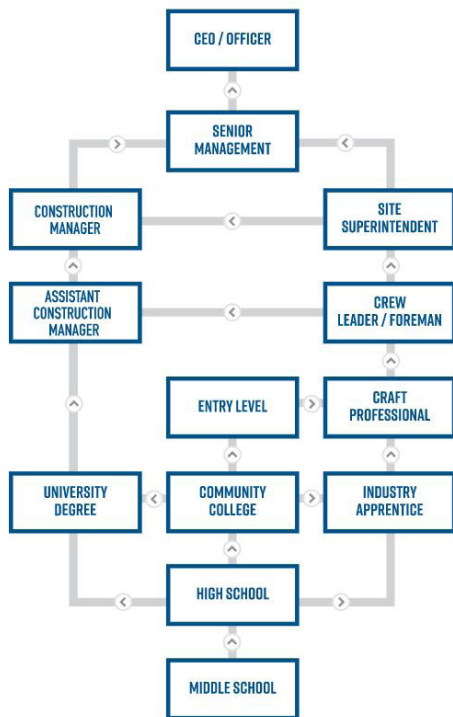
Build a Brighter Future With Us

Build Your Future Arizona Career Awareness Campaign

WITH A COMPREHENSIVE WEBSITE, DIGITAL AND PRINT MEDIA, TARGETED ADS, AND EDUCATIONAL ALIGNMENT, BYF ARIZONA IS CHANGING THE CONVERSATION AROUND CONSTRUCTION AND SHOWING 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.



A CLOSER LOOK AT CONSTRUCTION'S UNSUNG HEROES

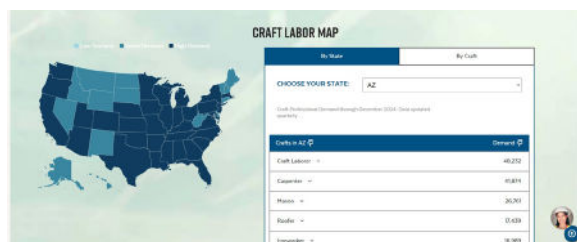
Road repair on a freeway or a new apartment complex in the neighborhood are the kind of construction sites that most people see on a

[READ MORE](#)

August 9, 2022 • No Comments

BLOG

BLOG UPDATES
KEEP CANDIDATES
ENGAGED, INFORMED,
AND INSPIRED!



DEMAND MAP

CANDIDATES AND THEIR FAMILIES CAN EXPLORE INDUSTRY TRENDS AND FIND THE CRAFT PROFESSIONS IN THE HIGHEST DEMAND.

WITH OVER **113,000 MEDIA IMPRESSIONS PER DAY**, YOUR NEXT GENERATION OF TALENT IS FINDING A ONE-STOP HUB TO TAKE THEIR FIRST STEP INTO CONSTRUCTION.

SCHOOL COUNSELOR TOOLKITS

KITS DISTRIBUTED TO 200 COUNSELORS
AND CTE DIRECTORS



BYF ARIZONA HAS BEEN FEATURED IN ARIZONA
COMMERCIAL REAL ESTATE MAGAZINE AND THE
CONTRACTOR'S COMPASS



MEDIA AND PR 2022

28 MENTIONS

NIelsen AUDIENCE:
2.1 MILLION

CALCULATED
PUBLICITY
VALUE: \$98,000



BILLBOARDS

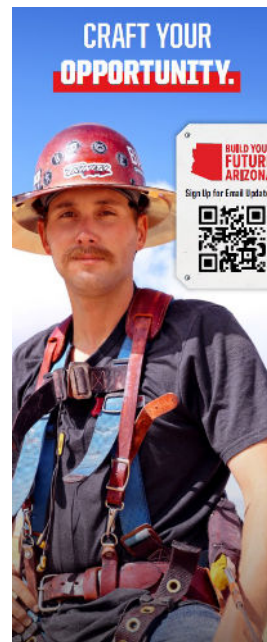
CATCH THE EYE OF YOUR NEXT EMPLOYEE AND ENCOURAGE THEM TO "JOIN THE CREW"!



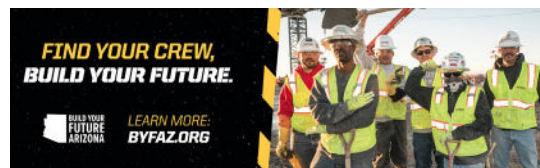
VEHICLE WRAPS



EVENT BANNERS

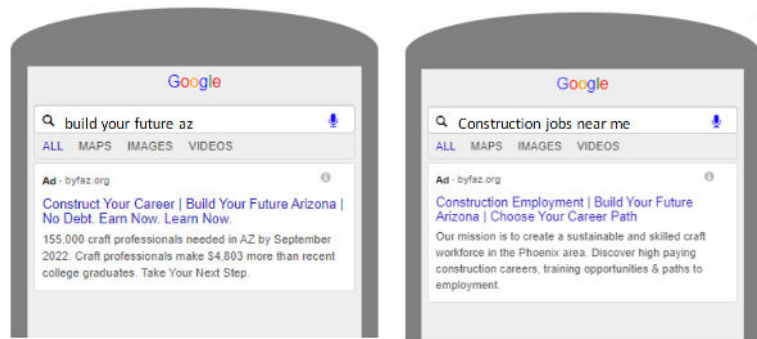


JOBSITE BANNERS

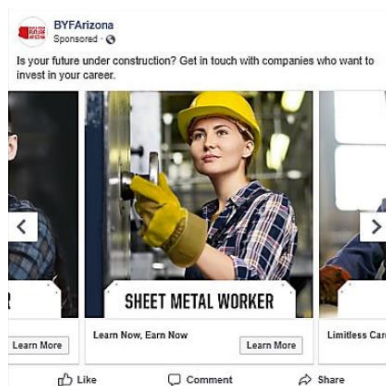


PAID SEARCH

WHEN INDIVIDUALS SEARCH FOR THE MOST COMMON CONSTRUCTION CAREER TERMS, DIGITAL MARKETING WILL LEAD THEM TO OUR WEBSITE

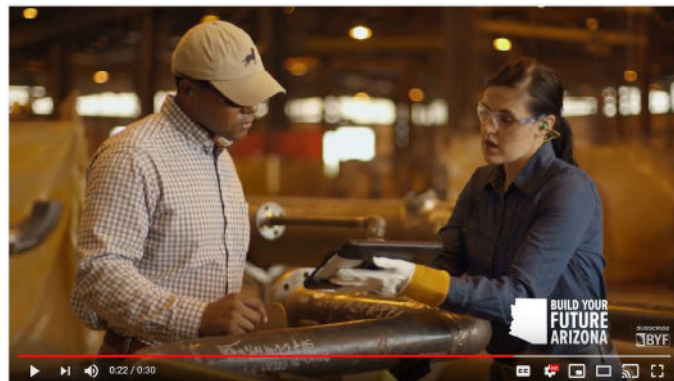


PAID SOCIAL MEDIA POSTS

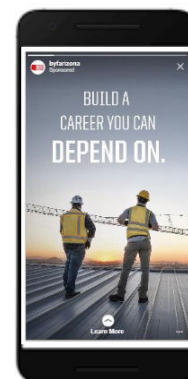
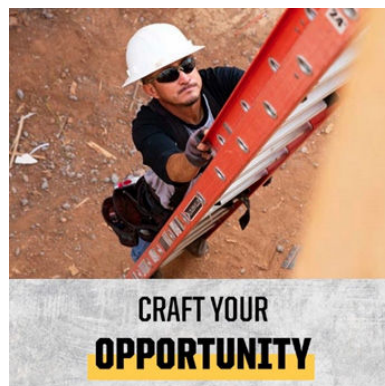


NEW VIDEOS EACH WEEK!

"BUILD YOU" VIDEO WITH INFORMATION ABOUT THE INDUSTRY



TARGETED DIGITAL ADS
GEO-TARGETED WITH DIGITAL ADS FOR OUR TARGET AUDIENCE THAT DRIVE PAST OUR BILLBOARDS AND WAREHOUSE EMPLOYERS



ORGANIC POSTS AND TARGETED ADS
SHOWCASE YOUR COMPANY

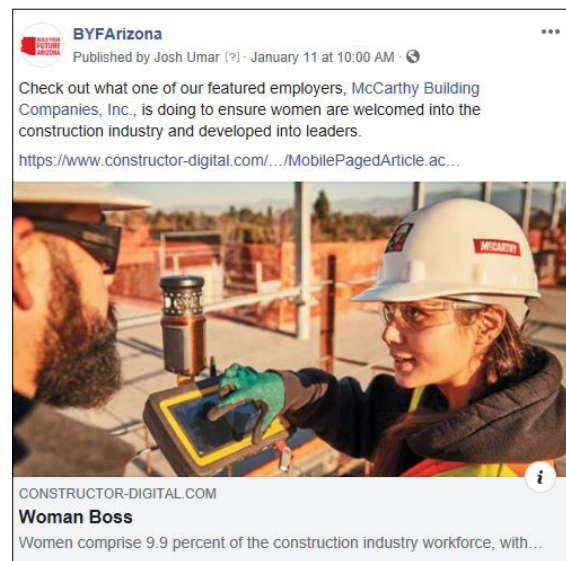
Call to Action

SHOWCASE YOUR COMPANY AS AN
INVESTOR IN BYF ARIZONA AND RECEIVE:

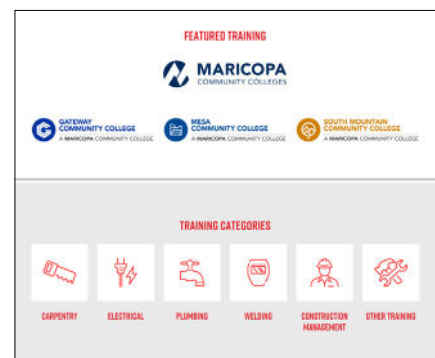
- ✓ **INVESTOR PAGE**
HIGHLIGHT YOUR COMPANY
ON THE BYF ARIZONA WEBSITE
- ✓ **CAREER AWARENESS OPPORTUNITIES**
GAIN ACCESS TO SCHOOL COUNSELORS
AND STUDENTS THROUGH OUR
AMBASSADOR PROGRAM TO CHANGE
THE CONVERSATION AROUND CAREERS
IN CONSTRUCTION FACE TO FACE!
- ✓ **EVENTS CALENDAR**
APPLICATION DEADLINES, OPEN
HOUSES, GRADUATIONS, CAREER
DAYS – YOU CAN LIST THEM ALL
ON OUR EVENTS CALENDAR

CAREER CENTER

FEATURING BYFAZ INVESTOR COMPANY JOBS |
CAREERS.BYFAZ.ORG



EMPLOYEE SPOTLIGHT VIDEOS



TRAINING CENTER DIRECTORY

FEATURE YOUR IN-HOUSE
TRAINING AND APPRENTICESHIPS

Investor Benefits

	Craft Professional \$5K	Project Manager \$10K	Superintendent \$20K	Champion \$30K	Corporate Industry \$50K
Company Recognition on Website	Listing	Logo	Logo	Featured Billing	Parent Company Logo and up to 4 affiliates listed as text
Social Media Recognition	Annual Feature (Group)	Quarterly Feature (Group)	Monthly Feature (Dedicated)	Weekly Feature (Dedicated)	Parent Company included in Champion posts
BYFAZ Vehicle Magnets	1 set	1 set	2 sets	2 sets	4 sets
Co-branded BYFAZ Truck Wrap	Discounted Price (1)	Discounted Price (1)	Included (1)	Included (2)	Included (2)
BYFAZ Jobsite Banners	2	2	4	6	8
Potential Speaking Opportunities with Media and Related Events			X	Priority	Priority
Project Highlight Demonstrating Economic Impact of Business			X	X	X
Customized Trading Card and Online Career Profile			X	X	X
Employee Spotlight video				X	X
Steering Committee Participation				X	X
Additional Access to Talent					
BYF Arizona Events Calendar	X	X	X	X	X
Company Profile on Career Center	Listing	Profile	Enhanced Profile	Premium Profile	Up to 4 Enhanced Profiles
Featured Placement for Job Posts	X	X	X	Top Billing	Champion Level Billing
Opportunity to List Qualifying Training Programs		X	X	X	X
Access to career Days & Guidance Counselors		X	X	X	X
Opportunity to Guest Blog Re: Workforce Issues			X	X	X
Featured in Candidate Newsletter and E-blasts			Biannually	Quarterly	Select Company Quarterly

WWW.BYFAZ.ORG/INVEST

Testimonials



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 Chair, Founder & CEO of DP Electric



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, 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

Investors

CORPORATE LEVEL



Austin Companies
Brewer Companies
Door Sales & Installations
Erickson Framing

CHAMPION LEVEL



SUPERINTENDENT LEVEL



PROJECT MANAGER LEVEL



CRAFT PROFESSIONAL LEVEL

AMW Construction Supply • Brown & Brown Insurance • Buesing • Champion Home Builders Inc.
Chasse Building Team Colt Builders • Courtland Communities • Delta Diversified Enterprises Inc.
Furtmann Bros. LLC • Gothic Landscape • Jenco Inc. • Moen Inc. • Pro Steel Erectors II Inc.
RDS Electric • RestorationHQ • Stevens-Leinweber Construction LLC • TD Industries
Truss Fab LLC • Valley Rain Construction • Younger Brothers



**BUILD YOUR FUTURE ARIZONA IS AN INITIATIVE OF THE
GREATER PHOENIX CHAMBER FOUNDATION.**

**FOR MORE INFORMATION CONTACT A PROJECT MANAGER
PHONE: 602.495.2195
INFO@BYFARIZONA.ORG
2575 E. CAMELBACK ROAD, SUITE 410 PHOENIX, AZ 85016**