



# Montana Contractors' Association

## 2008 Partners Program

### (Advertising and Sponsorship Information)

#### **Tap into Montana's lucrative construction industry**

Montana's construction industry is a \$2.2 billion a year industry. Wouldn't you like a bigger piece of that pie? The publications of the Montana Contractors' Association (MCA) are the sources of information for the best and largest construction firms across the state. Offering a variety of sizes, formats, and circulation bases, advertising through the MCA's publications guarantees an audience for your business.

# About the Partner Program

## **What is the Partner Program?**

The Partner Program is a benefit program designed to maximize your marketing efforts to MCA/AGC members. Each year the Montana Contractors' Association offers high quality events and advertising opportunities. This brochure outlines all of the opportunities available in 2008.

Simply review the various events and publications that best fit your organization and marketing plan. We have selected a variety of items and packaged them into Partner Sponsorship Levels.

To be eligible for the MCA Partner benefits (i.e. Sponsorship packages), your commitment must be made by January 4, 2008. After that date you will not be able to be an MCA Partner (with all its advantages) until 2009. You will be able to advertise in the monthly newsletter and plans report any time during the year.

Once you have decided your advertising needs and if you would like to participate as a Partner Sponsor, complete the Partner/Sponsor Agreement form in the back of the brochure and return to the MCA prior to January 4, 2008.

# Partner Levels

Standard Membership Benefits included with dues: AGC membership, monthly newsletter, plans room access and directory listing (\$525 value).\*

## **\$2,000**

### **Bronze Partner**

As a Bronze Partner your company will receive the following benefits in addition to the standard benefits\*:

- 1 Company name included on the MCA Partner webpage
  - 2 1/4 page display ad (B/W) in the *Montana Contractor News* for one year. (\$960 value)
  - 3 One complimentary Summer Outing registration. (\$350 value)
  - 4 One complimentary Annual Convention registration. (\$350 value)
  - 5 Opportunity to have company recognized as the sponsor of a Membership Breakfast. (\$500 value)
- Total value \$2,685; total savings \$685

## **\$2,800**

### **Silver Partner**

As a Silver Partner your company will receive the following benefits in addition to the standard benefits\*:

- 1 Company logo included on the MCA Partner webpage
  - 2 1/2 page display ad (B/W) in the *Montana Contractor News* for one year. (\$1,800)
  - 3 Two complimentary Summer Outing registrations. (\$700 value)
  - 4 One complimentary Annual Convention registration. (\$350 value)
  - 5 Opportunity to have company recognized as the sponsor of a Membership Breakfast. (\$500 value)
  - 6 1/4 page ad (B/W) in 2008 Member Directory. (\$400 value)
- Total value \$4,275; total savings \$1,125

## **\$3,500**

### **Gold Partner**

As a Gold Partner your company will receive the following benefits in addition to the standard benefits\*:

1. Company logo included on the MCA Partner webpage
  2. 1/2 page display ad (B/W) in the *Montana Contractor News* for one year. (\$1,800)
  3. One pre-printed insert for the newsletter. (\$100)
  4. Two complimentary Summer Outing registrations. (\$700)
  5. Two complimentary Annual Convention registrations. (\$700)
  6. Opportunity to have company recognized as the sponsor of a Membership Breakfast. (\$500 value)
  7. 1/2 page ad (B/W) in 2008 Member Directory. (\$650 value)
- Total value \$4,625; total savings \$1,475

## **\$4,500**

### **Platinum Partner**

As a Platinum Partner your company will receive the following benefits in addition to the standard benefits\*:

1. Company logo included on the MCA Partner webpage
  2. Full page display ad (B/W) in the *Montana Contractor News* for one year. (\$3,300 value)
  3. Two pre-printed inserts for the newsletter. (\$200 value)
  4. Two complimentary Summer Outing registrations. (\$700 value)
  5. Two complimentary Annual Convention registrations. (\$700 value)
  6. 1/2 page ad (B/W) in 2008 Member Directory. (\$650 value)
  7. Opportunity to have company recognized as the sponsor of a Membership Breakfast. (\$500 value)
  8. Featured article in the MCA annual publication. (Priceless)
- Total value \$6,575+; total savings \$2,075

# Partner Advertising

**MCA Membership Directory:** This publication is the most frequently used, most valuable publication to all facets of the MCA membership. It is indexed by member classification (i.e. Contractor, Specialty Contractor, etc.) The Directory contains contact information for the congressional delegation, Montana plans rooms, architects, engineers and state agencies.

Circulation: 1,000 copies to MCA members

Advertising Deadline: December 31, 2007

Advertising materials deadline: January 15, 2008

Publish date: February 2008

**Ad Rates:**

- Premium Full Page Positions, full color: Size 6.0" wide x 8.75" high
- Back Cover \$1,600
  - Inside Front Cover \$1,450
  - Inside Back Cover \$1,350
  - Page 3 \$1,450
  - Tabbed pages \$1,250

Inside Pages:	B/W	Sizes
• 1/8 page	\$250	2.33" w x 1.66" h
• 1/4 page	\$400	5.0" w x 1.66" h
• 1/2 page	\$650	5.0" w x 3.66" h
• Full page	\$1,000	5.0" w x 7.5" h

**MCA Plans Report:** Published each week, this publication lists all the the plans on file in the MCA physical plans room. It includes descriptions of the projects, who issued the plans, and any notes on the project. The Plans Report also contains upcoming events at the MCA

Circulation: 80 mailed; 740 e-mailed

Advertising Deadline: Every Wednesday at 3 p.m.

Publish date: Friday

Ad Rates:	<u>52 wks</u>	<u>25 wks</u>	<u>12 wks</u>	<u>4 wks</u>	
1/8 page	\$170	\$90	\$50	\$30	(Size: 3.25" w x 2.625" h)
1/4 page	\$275	\$150	\$80	\$50	(Size: 3.25" w x 5.25" h)
1/2 page	\$525	\$275	\$150	\$80	(Size: 8.0" w x 5.25" h)
Full page	\$1,000	\$525	\$275	\$150	(Size: 8.0" w x 10.5" h)

Minimum invoice: \$30

# Partner Advertising continued...

**Excellence Awards Magazine:** Published in conjunction with the MCA Awards Program, the Excellence Awards Magazine in a 28-page, full color magazine. This publication celebrates the best of the best in building highway, and environmental contracting across the state.

Circulation: 1,000 copies

Advertising Deadline: December 31, 2007

Advertising material submission deadline: January 15, 2008

Publish Date: February 2008

Ad Rates:

1/8 page	\$250	(Size: 3.25" w x 2.625" h)
1/4 page	\$400	(Size: 3.25" w x 5.25" h)
1/2 page	\$650	(Size: 8.0" w x 5.25" h)
Full page	\$1,000	(Size: 8.0" w x 10.5" h)

**Montana Contractor News:** This monthly publication is the MCA newsletter. Providing the association's most current information, the editorial content in the Montana Contractor News varies according to the most pressing issues of the month. This 20-page publication has registration for upcoming events, a calendar of events, and political issues concerning Montana's construction industry.

Circulation: 750 copies

Advertising Deadline: 15th of the month

Publish Date: 5th of the month

Ad Rates: Black and White

	1 mo.	3 mos.	6 mos.	12 mos.	
1/6 page (BC)	\$70	\$60	\$55	\$50	(Size: 2.5" w x 2.25" h)
1/4 page	\$100	\$90	\$85	\$80	(Size: 4.75" w x 2.25" h)
1/2 page	\$175	\$165	\$160	\$150	(Size: 7.5" w x 5.0" h)
Full page	\$300	\$290	\$285	\$275	(Size: 7.5" w x 10.0" h)

Color: Please add \$250 per month for full color ads.

Pre-printed Inserts - \$100 per month, 750 copies provided.

# 2008 Calendar of Events

## JANUARY

Annual Convention (Jan. 9-11)  
Young Constructors' Form (Jan. 9)

Red Lion Inn, Kalispell  
Red Lion Inn, Kalispell

## FEBRUARY

February

Membership Breakfast

## MARCH

Young Constructors' Forum  
Membership Social

Tour: Yellowstone Nat'l Park  
(Following Board of Directors' meeting)

## APRIL

Membership Social  
Charlie Russell Choo Choo Mystrey Train

Lewistown  
Lewistown

## MAY

Member Social

(Following Board of Directors' meeting)

## JUNE

Membership Breakfast

Bozeman

## JULY

Member Social

(Following Board of Directors' meeting)

## AUGUST

Summer Outing (Aug. 14-15)

Fairmont Hot Springs

## SEPTEMBER

Membership Breakfast

## OCTOBER

Young Constructors' Forum  
Octoberfest

## NOVEMBER

Cat/Griz Game Tailgate Party

Missoula

## DECEMBER

MCA Christmas Dinner

Helena

\*\*Events will be determine at a later date.

# ANNUAL CONVENTION

January 9, 10 & 11, 2008

The 2008 Annual Convention will be held at the Red Lion Inn, Kalispell. It will be three days packed full of information, which includes national speakers, educational breakout sessions, networking receptions, the Excellence Awards Banquets, and great evening entertainment.

**Presenting Sponsor:** \$2,000, one sponsor

Benefits include:

- Company name to follow “presented by” on convention marketing materials, from point of paid commitment
- Two complimentary registrations (\$700)
- 10 drink tickets for both the Wednesday and Thursday receptions
- Company name on event signage
- Full page ad on back page of convention program book
- Recognition from podium
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

**Kick-Off Luncheon:** \$1,000, one sponsor

Benefits include:

- Introduction of the speaker
- Opportunity to distribute information on tables
- 10 drink tickets for the PAC reception
- Company logo displayed in convention program book
- Company name on sponsor sign
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

**Breakout Session:** \$250, six sponsors

- Company logo in convention program book
- Company name on sponsor sign
- Recognition on signage
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

**Wednesday Welcome/PAC reception:** \$750, one sponsor

- Company logo in convention program book
- Company name on sponsor sign
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

**Wednesday Concrete Excellence Awards Banquet:** \$1,200, one sponsor

- Company logo in convention program book
- Company name on sponsor sign
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

**Thursday Excellence Awards reception:** \$750, two sponsors

- Company logo in convention program book
- Company name on sponsor sign
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

**Thursday Excellence Awards Banquet:** \$1,200, one sponsor

- Company logo in convention program book
- Company name on sponsor sign
- Recognition in *Montana Contractor News*, from point of paid commitment
- Recognition on website event page

# SUMMER OUTING

August 13, 14 & 15, 2008

The August Summer Outing is one event that is not to be missed. This year it will be held at Fairmont Hot Springs. The Old Works Golf Course has been reserved for the two-day golf event. Every year the golf sells out earlier and earlier. Don't wait too long or you'll be watching from the side lines. The trap shooting event, which has taken on a life of its own, has established its own presence at the Summer Outing. There is something for everyone this year, including the families.

Golf Hole: \$500, 18 holes (9-Thursday; 9-Friday)

- Company name on golf program brochure on each cart
- Sign at hole
- Recognition on *Montana Contractor News*, from point of paid commitment

Golf Hole: \$250, 18 holes (9-Thursday; 9-Friday)

- Company name on golf program brochure on each cart
- Sign at hole
- Recognition on *Montana Contractor News*, from point of paid commitment

Summer Nine Golf Holes: \$50-\$500, 18 holes (9-Thursday; 9-Friday)

- Company name on golf program brochure on each cart
- Sign at hole
- Recognition on *Montana Contractor News*, from point of paid commitment

Coffee and Pastries: \$250, two sponsors

- 6-foot table to display information at registration
- Six drink tickets for evening reception
- Company name on sponsor signage
- Sign at coffee and pastries buffet
- Recognition on *Montana Contractor News*, from point of paid commitment

Beverage Carts: \$2,500 exclusive (Thursday) , \$2,000 exclusive (Friday) - two carts will be running

- Logo and recognition in tournament program book
- Company name on sponsor signage on each beverage cart
- Company name on golf program brochure on each cart
- Recognition on *Montana Contractor News*, from point of paid commitment

# YOUNG CONSTRUCTORS FORUM (YCF)

Support our future leaders in the construction industry! Events are specially designed for emerging leaders to meet and network with their peers in the industry. Total YCF membership is 46.

An average of 20-25 YCF members attend each education and networking event.

Education and Networking Event Sponsors: \$250, four sponsors

Benefits include:

- Company name on event signage
- Company acknowledged at each event
- Company name on marketing materials
- Recognition on *Montana Contractor News*, from point of paid commitment

YCF Prize / Raffle Donations - \$150, four sponsors

# 2008 Partner/Sponsor Agreement Form

Check all items your company would like to sponsor in 2008;  
sign and fax the completed form to 406-449-3199.

Company Name: \_\_\_\_\_  
(As you would like it to appear in printed material.)

Contact Name (please print): \_\_\_\_\_

Signature (required): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Partner Levels:

- Bronze Partner; \$2000
- Silver Partner; \$2,800
- Gold Partner; \$3,500
- Platinum Partner; \$4,500

## Partner Advertising:

- 2008 Membership Directory; Size \_\_\_\_\_; Rate \_\_\_\_\_
- Plans Report; Size \_\_\_\_\_; Rate \_\_\_\_\_
- Excellence Awards Magazine; Size \_\_\_\_\_; Rate \_\_\_\_\_
- Montana Contractor News*; Size \_\_\_\_\_; Rate \_\_\_\_\_

## Partner Events:

### 2008 Annual Convention

- Presenting sponsor; \$2,000
- Kick-Off Luncheon sponsor; \$1,000
- Breakout Session sponsor; \$250
- Wednesday Welcome/PAC reception sponsor; \$750
- Wednesday Concrete Awards Banquet sponsor; \$1,200
- Thursday Awards reception sponsor; \$750
- Thursday Excellence Awards Banquet sponsor; \$1,200

### Summer Outing

- Golf Hole; \$500
- Golf Hole; \$250
- Summer Nine Golf Hole; \$\_\_\_\_\_ (\$50-\$500)
- Coffee and Pastries; \$250
- Beverage Cart (Thursday); \$2,500
- Beverage Cart (Friday); \$2,000
- Beverage Cart (Summer Nine or Shooting); \$500

### Young Constructors Forum (YCF)

- Education and Networking Event sponsor; \$250
- YCF Prize and Raffle sponsor; \$150

## Payment Options --

### Make checks payable to:

Montana Contractors' Association  
PO Box 4519  
Helena, MT 59604

### Credit Card Information:

CC Number \_\_\_\_\_  
CC Expiration Date \_\_\_\_\_  
Name on CC \_\_\_\_\_

*Thank you  
for your  
partnership!*

