

# Merit Week Sponsorships



Associated Builders and Contractors will bring together the top leaders in the North American construction industry at the Grand Wailea, in Maui, Feb. 8-15, for a week of networking and learning called Merit Week. This event holds many opportunities for you to increase your brand exposure and interact with these key decision makers, including ABC Board of Director members and attendees at BizCon, the Excellence in Construction (EIC) awards, and Merit Canada's International Open Shop Conference. The earlier you secure your sponsorship, the more chances you will have to get your brand in front of these influential thought leaders.

Merit Week holds opportunities for you to sponsor these individual events:

## **BizCon**

More than 250 construction executives from across the nation will participate in a high-level, thought-provoking summit that will help them strategically position their companies for future success. BizCon will ensure construction executives are prepared to withstand marketplace challenges, proactively take advantage of emerging markets and upcoming trends, and transform their businesses into more profitable powerhouses by building a roadmap to success. Attendees will walk away with forward-thinking content they can use.

## **Excellence in Construction Awards**

The annual EIC ceremony brings together more than 500 industry leaders from around the country to honor the nation's most innovative and highest quality merit shop construction projects, safety and diversity programs.

## **ABC Board Meeting**

The ABC Board is comprised of 150 industry leaders who will convene in Maui during this week.

# Merit Week Sponsorships

OR reach all of these audiences throughout the week by taking advantage of any of the following opportunities:

## HOTEL

---

### **Hotel Key Cards: \$5,000**

Attendees will be carrying around your logo all week!

- ☐ Company logo on back cover

### **Welcome Gift at Hotel Registration: \$2,000**

To be presented to attendee at hotel check-in.

- ☐ Include literature or a premium item of your choice, upon ABC approval.

### **Lanyard Sponsor: \$5,000**

Attendees will be wearing your logo all week!

- ☐ Company name or logo on lanyards

### **Coupon for Shops at Hotel: \$1,000 – Five co-sponsorship opportunities**

Have your logo printed on coupon that attendees will receive when they check into the hotel.

- ☐ 15% discount for attendees at the following Grand Wailea shops during the conference:
- ☐ Beach & Pool Retail
- ☐ Grand Image
- ☐ Wailea Hearts
- ☐ Wailea Gift Shop (excludes tobacco and alcohol)
- ☐ Pineapple Patch
- ☐ Wailea Breezes
- ☐ Tradewinds Boutique
- ☐ Quiksilver
- ☐ Wailea Men's Shop

## LUAU SPONSORSHIPS Tuesday, February 11, 2014

---

*All Merit Week attendees will be invited to attend this event.*

### **Title Sponsor / The Big Kahuna: \$25,000**

One \$25,000 sponsorship opportunity!

- ☐ Speaking opportunity to address attendees (2 minutes) and comments to be approved by ABC.
- ☐ Includes napkins with logo and distributed at bars and buffet.
- ☐ Includes logo on specialty souvenir Mai Tai or nonalcoholic glass.
- ☐ Includes logo on menu.
- ☐ Company logo and "Title Sponsor / The Big Kahuna" displayed in advanced marketing material: Website, Newsline, Attendee Emails broadcasts.
- ☐ "Title Sponsor / The Big Kahuna" designation with company logo displayed on Luau signage, onsite and program guide
- ☐ Full-color Full-page ad in onsite program guide
- ☐ Inclusion of promotional materials at Luau registration area.
- ☐ 10 complimentary Luau tickets.

### **Hospitality Sponsor/ The Ho'okipa: \$10,000**

Four \$10,000 co-sponsorship opportunities!

- ☐ Includes napkins with logo and distributed at bars and buffet.
- ☐ Includes logo on menu .

- ☐ Company logo and "Hospitality Sponsor/The Ho'okipa" displayed in advanced marketing material: Website, Newsline, Attendee Emails broadcasts.
- ☐ "Hospitality Sponsor/The Ho'okipa" designation with company logo displayed on Luau signage, onsite and program guide.
- ☐ Full-color quarter-page ad in onsite program guide.
- ☐ Inclusion of promotional materials at Luau registration area.
- ☐ 4 complimentary Luau tickets.

### **Entertainment Sponsor/ The Hula: \$5,000**

Four \$5,000 co-sponsorship opportunities!

- ☐ Company logo and "Entertainment Sponsor" displayed in advanced marketing material: Website, Newsline, Attendee Emails broadcasts.
- ☐ "Entertainment Sponsor" designation with company logo displayed on Luau signage, onsite and program guide.
- ☐ Full-color quarter-page ad in onsite program guide.
- ☐ Inclusion of promotional materials at Luau registration area.
- ☐ One complimentary Luau ticket.

# Merit Week Sponsorships



## GOLF TOURNAMENT

---

Members of ABC and Merit Canada will be playing a Ryder Cup-style tournament (shotgun) at the Wailea Golf Club at 1pm on Wednesday, February 12. This is your chance to network and get your brand in front of North America's most influential thought leaders in the construction industry...on the golf course.

### **Title Sponsor: \$10,000**

- ☐ Logo will be featured on the golf shirts given to all participating golfers (\$7500 value)
- ☐ One large banner (provided by sponsor) with your logo displayed prominently at the tournament
- ☐ Two 22"x28" signs with your logo placed on the course at prominent areas
- ☐ Provide registration gift item
- ☐ 4 complimentary players

### **Golf Towel Sponsor: \$5,000**

- ☐ Logo will be placed on the golf towels given to all participating golfers
- ☐ One large banner (provided by sponsor) with your logo displayed prominently at the tournament
- ☐ One sign 22"x28" with your logo placed on the course at prominent areas
- ☐ 2 complimentary players

### **Box Lunch Sponsor: \$5,000**

- ☐ Host lunch prior to golf for up to 96 players
- ☐ Display banners and marketing materials (provided by sponsor)
- ☐ 2 complimentary players

### **Create your own unique experience/interactions with this highly engaged group for \$5,000! Ideas include:**

- ☐ Par 3 Promo – Have one or two of your company's representatives positioned at one of four Par 3's (tee, green or both). This allows them to interact with EVERY player in the tournament and be the foursomes "fifth man" on that hole.
- ☐ Tiki Bar/Beverage Station – Brand the bar/cart/station with your logo and hand out Mai Tais to each golfer as they pass
- ☐ Closest to the pin/Longest Drive – Have one or two of your company's representatives positioned at the hole to measure closest to the pin/longest drive.
- ☐ OR create your very own unique activity



Contact Angela Kernan, (703) 812-2025, [Kernan@abc.org](mailto:Kernan@abc.org) for more information.

[bizcon.abc.org](http://bizcon.abc.org)