WORKFORCE NOW®

York Builders Association Workforce Now Foundation Inc.







BUILDING OUR FUTURE WORKFORCE

2027 SPONSORSHIP PACKAGES

Learn more about the Foundation and our mission at

WWW.YBAWORKFORCENOW.ORG

(717) 767-2444



MAKING A DIFFERENCE
TOGETHER

The YBA Workforce NOW Foundation offers many ways to align your organization with our mission of investing in the future of the building industry through strategic partnerships and opportunities. A YBA Workforce NOW Sponsorship is a way to join the YBA Workforce NOW Foundation in educating others about the benefits of careers in the skilled trades and build our future workforce.

How YBA Workforce NOW Sponsors & Partners Help Grow Our Future Workforce

- Educate more students & parents about career opportunities in the skilled trades in York County, PA
- Develop programs like the Building Trades Pre-Apprenticeship
- Develop more resources to showcase the benefits of skilled trade careers
- Change perceptions about careers in the skilled trades
- Garner more support from the community and educators
- Connect more students with York County, PA companies offering apprenticeships, internships, mentorships, and job shadowing.
- Partner with legislators and influencers who will advocate for the skilled trades and the building industry
- Cultivate a wider audience for our message

MELISSA LONGENBERGER
Executive Director
melissa@ybaworkforcenow.org
717-767-2444
www.ybaworkforcenow.org



GET INVOLVED TODAY

OUR MISSION

To invest in the future of the building indutstry through strategic partnerships and opportunities.

OUR VISION

Through education, training, and awareness, we will build connections between students and local professionals in the building trades industry.

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2027 SPONSORSHIP PACKAGES OVERVIEW

	Title** *$10,000*	Champion** *$7,500*	Advocate** *$5,000*	Partner *$2,500*	Supportive *$1,500*	Friend *$750*
Website	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓
Annual Reception	✓	✓	✓	✓	✓	✓
Pre-Apprenticeship	✓	✓	✓	✓	✓	
Construction Career Days	✓	✓	✓	✓		
Career Fair	✓	✓	✓			
Other Marketing	✓	✓				
Other Events, Programs	✓					
Scholarship	✓					

*** can pay quarterly in equal installments*

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TITLE SPONSOR

$10,000

Limited to two companies (exclusive to business type)

PACKAGE INCLUDES:

- **Includes top billing on signage at all events and programs:**
  - Pre-Apprenticeship – speaking opportunity included once per semester
  - Construction Career Days – host opportunity included
  - Career Fair – table included
  - Annual Reception
  - Scholarship Program
  - Additional events and marketing opportunities added throughout the year
- **Logo/Name on the website as Title Sponsor with a link**
- **Individual posts on social media (Facebook, Instagram, LinkedIn) once per quarter**
- **One blog post on the website (content approved by WFNF)**
- **Recognized in the quarterly newsletter in the sponsor section as Title Sponsor at top**
- **Recognized on a sponsor board slide during each Workforce NOW Foundation (WFNF) Board meeting**

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CHAMPION SPONSOR

$7,500

Limited to three companies



PACKAGE INCLUDES:

- **Includes second-tier billing on signage at all events and programs currently offered:**
  - Pre-Apprenticeship
  - Construction Career Days – host opportunity included
  - Career Fair – table included
  - Annual Reception
- **Logo/Name on the website as Champion Sponsor with a link**
- **Individual posts on social media (Facebook, Instagram, LinkedIn) twice a year**
- **Recognized in the quarterly newsletter in the sponsor section as Champion Sponsor**
- **Recognized on a sponsor board slide during each Workforce NOW Foundation (WFNF) Board meeting**
- **Included in new marketing opportunities added throughout the year**

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ADVOCATE SPONSOR

$5,000

Limited to four companies



PACKAGE INCLUDES:

- **Includes third-tier billing on signage at all events and programs currently offered:**
  - Pre-Apprenticeship
  - Construction Career Days – host opportunity included
  - Career Fair – table included
  - Annual Reception
- **Logo/Name on the website as Advocate Sponsor with a link**
- **Individual posts on social media (Facebook, Instagram, LinkedIn) once a year**
- **Recognized in the quarterly newsletter in the sponsor section as Advocate Sponsor**
- **Recognized on a sponsor board slide during each Workforce NOW Foundation (WFNF) Board meeting**

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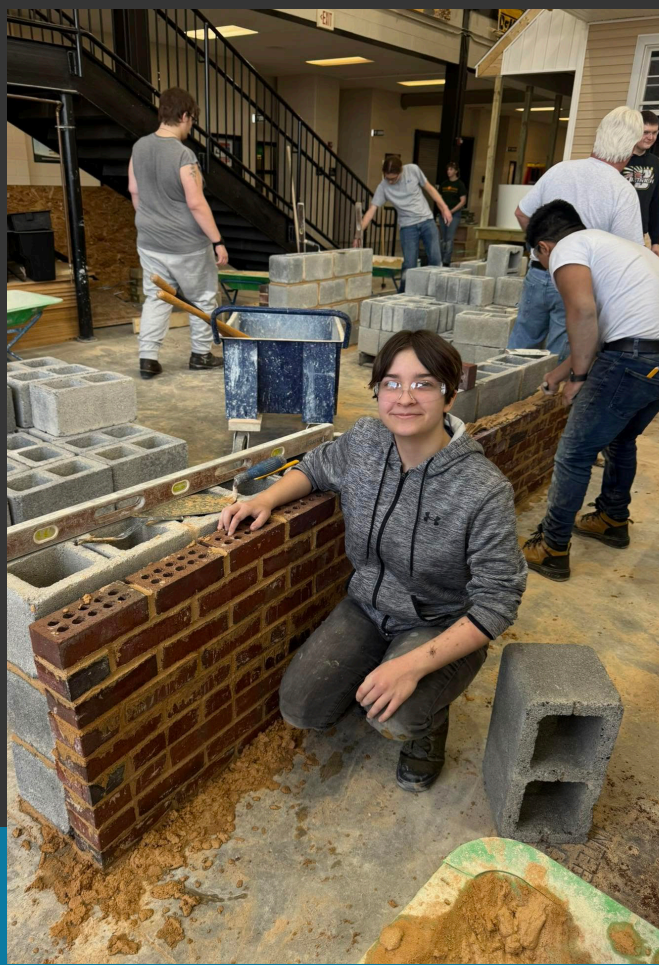
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WORKFORCE NOW
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PARTNER SPONSOR

$2,500

Unlimited companies



PACKAGE INCLUDES:

- **Includes fourth-tier billing on signage at all events and programs listed below:**
  - Pre-Apprenticeship
  - Construction Career Days – host opportunity included
  - Annual Reception
- **Logo/Name on the website as Partner Sponsor with a link**
- **Individual posts on social media (Facebook, Instagram, LinkedIn) once a year**
- **Recognized in the quarterly newsletter in the sponsor section as Partner Sponsor**



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WORKFORCE NOW
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SUPPORTIVE SPONSOR

$1,500

Unlimited companies



PACKAGE INCLUDES:

- **Includes Supportive Sponsor billing on signage at all events and programs listed below:**
  - Pre-Apprenticeship
  - Annual Reception
- **Logo/Name on the website as Supportive Sponsor with a link**
- **Individual posts on social media (Facebook, Instagram, LinkedIn) once a year**
- **Recognized in the quarterly newsletter in the sponsor section as Supportive Sponsor**



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WORKFORCE NOW
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FRIEND SPONSOR

$750

Unlimited companies



PACKAGE INCLUDES:

- **Includes Friend Sponsor billing on signage at all events and programs listed below:**
  - Annual Reception
- **Logo/Name on the website as Friend Sponsor with a link**
- **Included in group post on social media post with other contributor sponsors**
- **Recognized in one newsletter as Friend Sponsor**



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2027 SPONSORSHIP SELECTION FORM

SELECT PACKAGE

Checkmark Your Selection

- ☐ **Title Sponsor - $10,000**
  Limited to Two Companies
  (Exclusive to Business Type)
- ☐ **Champion Sponsor - $7,500**
  Limited to Three Companies
- ☐ **Advocate Sponsor - $5,000**
  Limited to Four Companies
- ☐ **Partner Sponsor - $2,500**
  Unlimited Companies
- ☐ **Supportive Sponsor - $1,500**
  Unlimited Companies
- ☐ **Friend Sponsor - $750**
  Unlimited Companies

SPONSOR INFORMATION

Primary Contact: _____

Company: _____

Email: _____

Phone: _____

Address: _____

_____

_____

OR, SELECT ONLINE

RETURN THE COMPLETE FORM TO:
Melissa Longenberger, melissa@ybaworkforcenow.org

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