



# 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

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

**Target Audience**



**155,000**  
by 2022

Projections show that vacant positions in construction will number more than 155,000 by the end of 2022.



PARENTS +  
GUARDIANS  
HIGH SCHOOL AGE  
HOUSEHOLDS



**93%**

93% of companies said this shortage will prevent them from growing over the next year



YOUNG ADULTS

SEEKING WORK,  
CAREER PATHS  
Ages 17-34

With \$2.5 million dollars raised to date, this campaign is slated to last more than three years.

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



STUDENTS  
AGES 17-24

Spanish + English  
Speakers  
Metro-Phoenix,  
Arizona



HIGH  
DEMAND.



HIGH  
SALARY.



HIGH  
POTENTIAL.

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

- Media coverage in AZRE and Contractor's Compass will total at least **1 million** more impressions over the first year
- Over **40 investors** have contributed
- Partnership with **13** 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 7,000 students and counselors engaged at career days so far!**

**Over 13 million impressions in first 4 months**

**50 million media impressions by November 2020**



**HIGH  
LEARNING.**



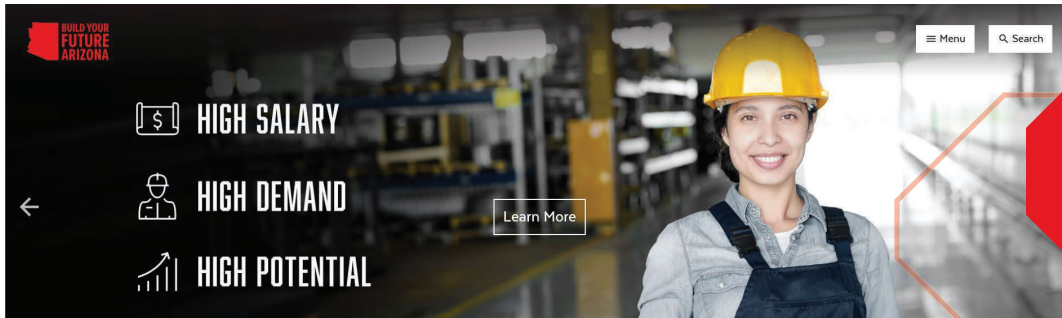
**HIGH  
PRIDE.**



**HIGH  
LEGACY.**

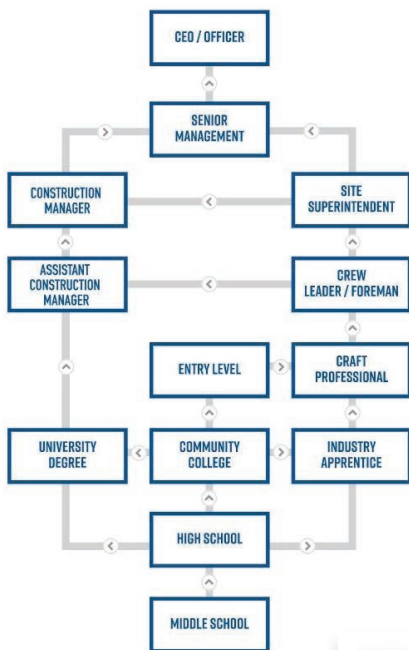
# Build Your Future Arizona Career Awareness Campaign

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.



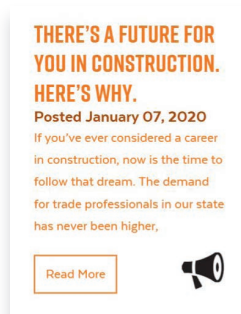
## Demand Map

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 **127,000 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

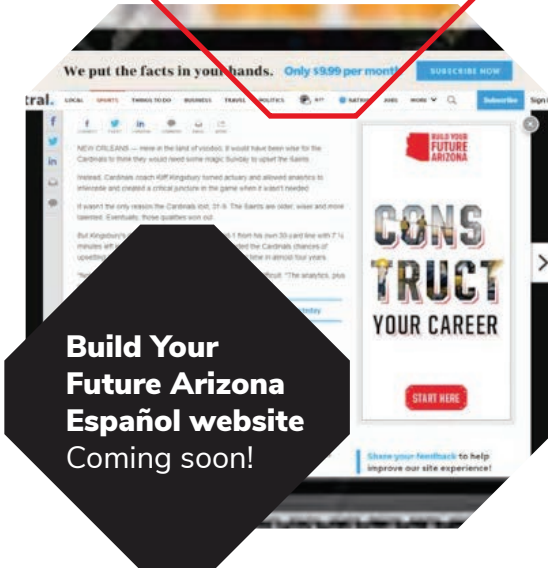


**TV Media Spots**  
 KSAZ FOX 10  
 Nielsen Audience: 46,893  
 Runtime: 5 minutes  
 Ad Value: \$1,200  
 Calculated Publicity Value: \$36,000

## School Counselor Toolkits

Coming soon!

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



**Build Your Future Arizona Español website**  
 Coming soon!

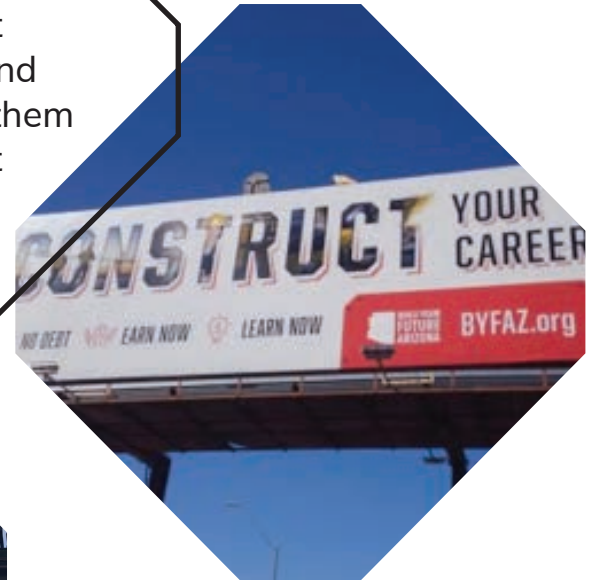


# Build Your Future Arizona Career Awareness Campaign

## 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'



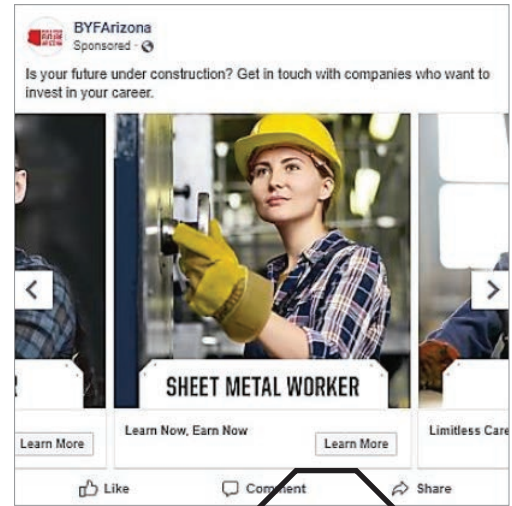
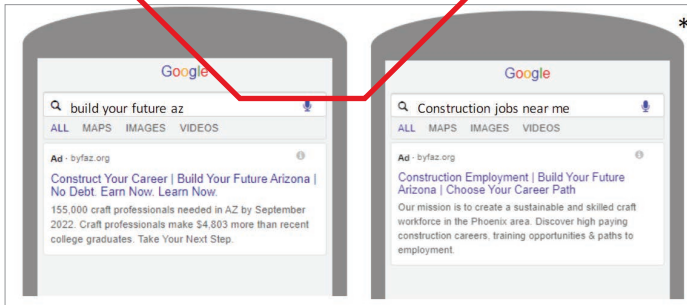
### Spanish Language Event Banners



## Social Media

### Paid Search

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

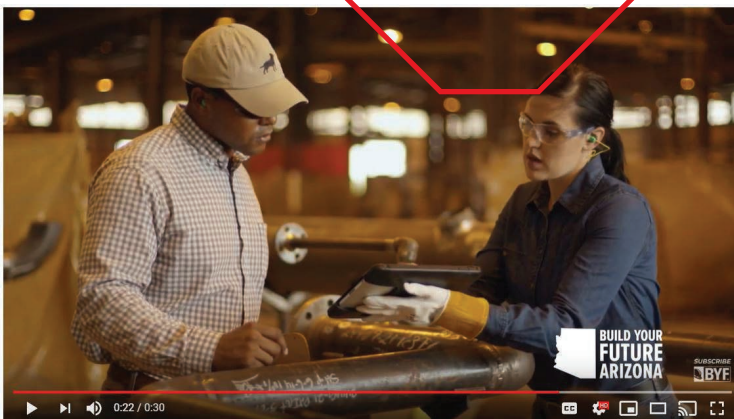


### Paid Social Media Posts

### Videos

"Build You" video with information about the industry

New videos coming soon!



### Targeted Digital Ads

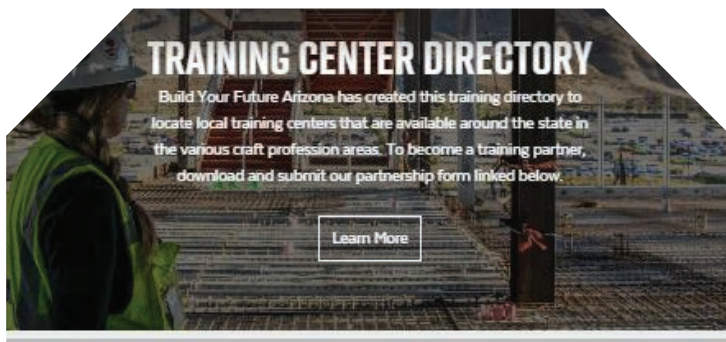
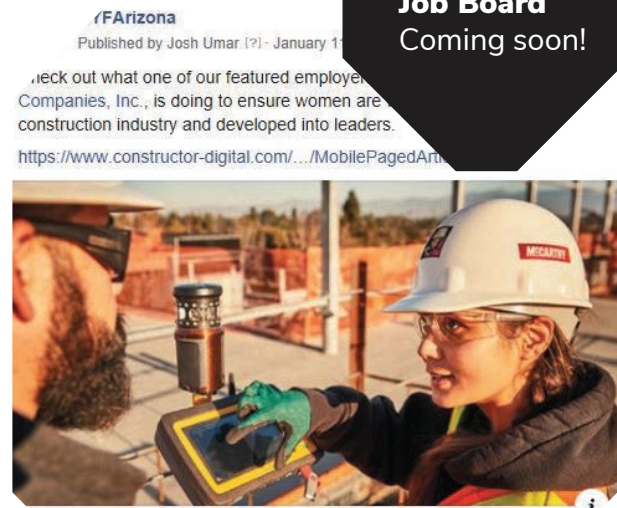
Geo-targeting with digital ads for members of our target audience that drive past one of our billboards

# Call to Action and Investor Benefits

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!

**Job Board**  
Coming soon!



**CONSTRUCTION, INC.**  
1234 E. Camelback Rd., Phoenix, AZ 85024  
Phone: (602) 555-1234  
| [vidal.curiel@3-gconstruction.com](mailto:vidal.curiel@3-gconstruction.com)  
www.3-gconstruction.com  
Carpentry, Trim Carpentry

**HENRY COUNCIL APPRENTICESHIP**  
1234 E. Camelback Rd., Phoenix, AZ 85024  
Phone: (602) 555-1234  
[henry.org](http://henry.org)

**HACI MECHANICAL CONTRACTORS, INC.**  
2108 W. Shangri-la Rd., Phoenix, AZ 85029  
602-944-1555 | [info@hacimechanical.com](mailto:info@hacimechanical.com)  
Training: Pipefitting, Plumbing, Sheet Metal

**MESA COMMUNITY COLLEGE**  
1833 W. Southern Ave., Mesa, AZ 85202  
Bryce Bond  
480-461-7144 | [bryce.bond@mesacc.edu](mailto:bryce.bond@mesacc.edu)  
[mesacc.edu/programs/construction](http://mesacc.edu/programs/construction)  
Training: Construction Management

**Training Center Directory**  
Feature your in-house training and apprenticeships





Investor Benefits				
	Craft Professional (\$5k)	Project Manager (\$10k)	Superintendent (\$20k)	Champion (\$50k)
Company Recognition on Website	<b>Listing</b>	<b>Logo</b>	<b>Logo</b>	<b>Top Billing</b>
Social Media Recognition	<b>Quarterly (Group)</b>	<b>Monthly (Group)</b>	<b>Monthly (Dedicated)</b>	<b>Weekly (Dedicated)</b>
BYFAZ Vehicle Magnets	<b>Included (1 Vehicle)</b>	<b>Included (1 Vehicle)</b>	<b>Included (2 Vehicles)</b>	<b>Included (2 Vehicles)</b>
Co-branded BYFAZ Truck Wrap	<b>Discount Price (1)</b>	<b>Discount Price (1)</b>	<b>Included (1)</b>	<b>Included (2)</b>
BYFAZ Jobsite Banners	<b>2</b>	<b>2</b>	<b>4</b>	<b>6</b>
Potential Speaking Opportunities with Media and at Related Events			<b>X</b>	<b>Priority</b>
Project Highlight Demonstrating Economic Impact of Business			<b>X</b>	<b>X</b>
Customized Trading Card and Online Career Profile			<b>X</b>	<b>X</b>
Employee Spotlight Video				<b>X</b>
Steering Committee Participation*				<b>X</b>
Additional Access to Talent				
BYF Arizona Events Calendar	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Company Profile on Job Board	<b>Listing</b>	<b>Profile</b>	<b>Enhanced Profile</b>	<b>Premium Profile</b>
Direct Access to Candidates Through Online Job Board	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Featured Placement for Job Posts		<b>X</b>	<b>X</b>	<b>Top Billing</b>
Opportunity to List Qualifying Training Programs		<b>X</b>	<b>X</b>	<b>X</b>
Access to Career Days & Guidance Counselors		<b>X</b>	<b>X</b>	<b>X</b>
Opportunity to Guest Blog Re: Workforce Issues			<b>X</b>	<b>X</b>
Featured in Candidate Newsletter and E-blasts			<b>Biannually</b>	<b>Quarterly</b>

\*Limited to 12 members

# 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.”

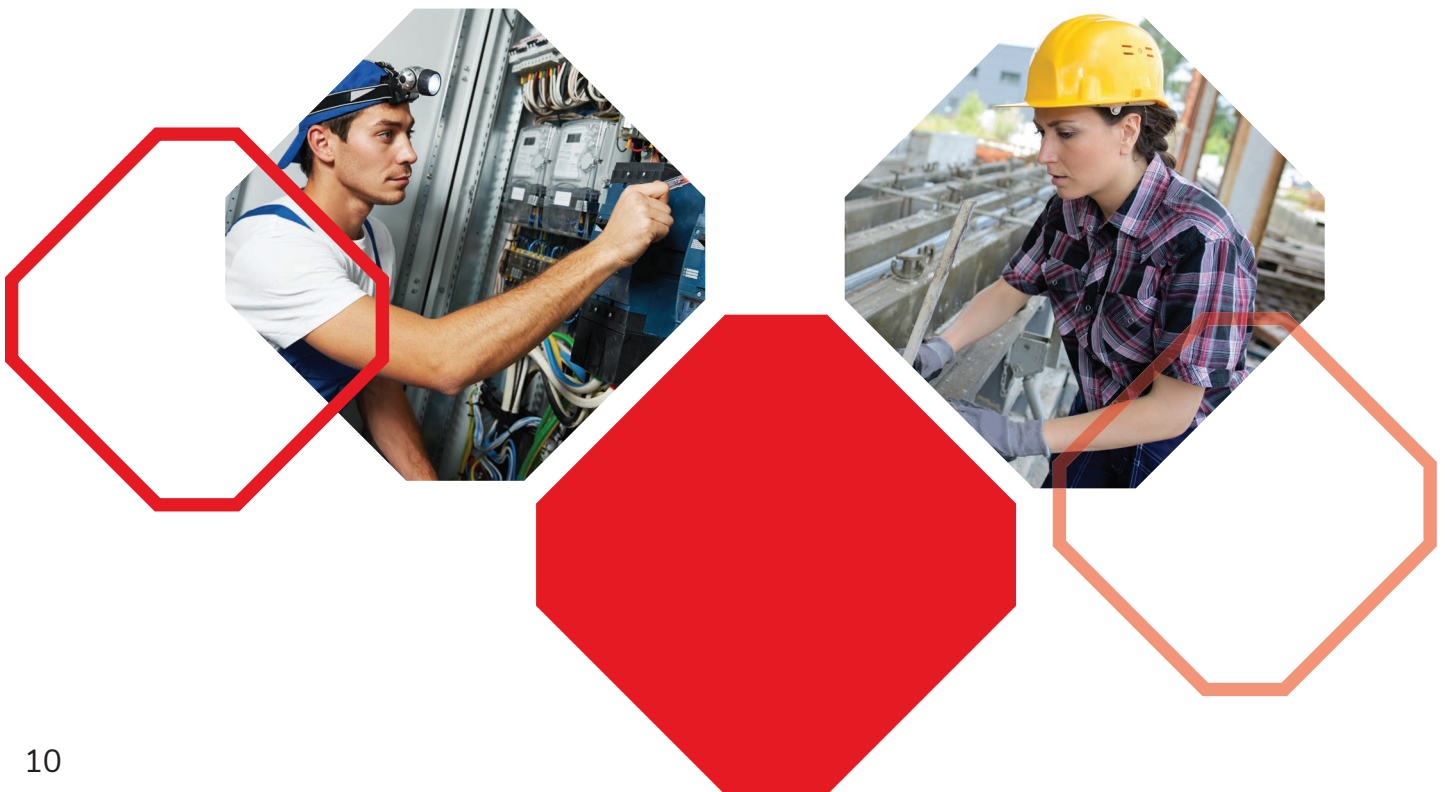
Mike Bontrager, Steering Committee Fundraising Chair, President SW for Adolfson & Peterson Construction

“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 -



## - PROJECT MANAGER -



## - CRAFT PROFESSIONAL -

AMW Construction Supply • Brown & Brown Insurance • Chasse Building Team • Colt Builders Corp • Courtland Communities  
 Delta Diversified Enterprises, Inc. • Enterprise Fleet • Furtmann Bros. LLC • HD Supply Construction & Industrial – White Cap  
 Jeff Fleetham • Jenco Inc. • Moen, Inc. • Pro Steel Erectors II Inc. • Pueblo Lumber • Superstition Companies • 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!

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