



*Associated General Contractors of America, San Diego Chapter, Inc.  
6212 Ferris Square, San Diego, CA 92121*

Date: November, 2010  
To: AGC San Diego Members  
From: Jim Ryan, AGC Executive Vice President  
Rae Krushensky, Director of Membership Services  
Re: 2011 AGC San Diego Sponsorship Packages

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Attached please find a number of opportunities for 2011 to keep your firm's name in front of over **163 general contractors and 1200 specialty contractors** in the San Diego area.

**Advertising in our industry is the most effective way to advance your business! Sign up now to get first shot at the most choice events to sponsor. Please note, prior sponsors will receive first right of refusal. We will then go to the companies that reply to this notification in the order in which we receive them.**

Our promotional system for each of the listed events gives your firm outstanding exposure during the promotion of the event, while the event is taking place, and in our post event coverage.

You are also listed on our website as a sponsor throughout the year!

There are still numerous opportunities in the San Diego construction market. Use your 2011 advertising budget in the most efficient and effective way possible....**sponsor a 2011 AGC event!**

For more information on a particular event, or if you have any questions, please contact Rae at [raek@agcsd.org](mailto:raek@agcsd.org) or at 858-731-8157.



Associated General Contractors of America, San Diego Chapter, Inc.  
6212 Ferris Square, San Diego, CA 92121

# AGC Sponsorship Opportunities!

## Promote your company and help sponsor AGC Events for 2011!

The events listed below are planned for AGC members in 2011 and are described in detail in the enclosed package. Sponsorship opportunities are available for each of these events. Key decision-makers in **AGC's 800+ member firms** are usually in attendance, making sponsorship an outstanding marketing opportunity! Despite the economy, most of the events sold out in 2010. Check the event(s) you are interested in and fax this "Sponsorship Opportunities Form" and the related sponsor form attached to Rae Krushensky at (858) 558-8444. If you would like to find out more about a particular event, contact Rae at [raek@agcsd.org](mailto:raek@agcsd.org) or call her at 858-731-8157.

<u>Proposed Events:</u>	<u>Date:</u>	<u>Please Check the Events You Want to Sponsor</u>
1. Installation Dinner (Hyatt La Jolla)	Jan. 27	BB&T John Burnham Ins. Zurich Insurance Services
2. Winter Conference @ Lake Tahoe	Feb. 3-6	<input type="checkbox"/>
3. Membership Mixers	Feb. (Affiliates)	<input type="checkbox"/>
	April	<input type="checkbox"/>
	July	<input type="checkbox"/>
	September	<input type="checkbox"/>
5. Spring Golf Major Sponsor	May 9	<input type="checkbox"/>
6. Spring Conference @ Fairmont Sonoma	May 18-23	<input type="checkbox"/>
7. Baseball Bash Mixer Major Sponsor	June	<input type="checkbox"/>
8. Day at the Races @ Del Mar	July	<input type="checkbox"/>
9. Affiliate Day Golf (Singing Hills)	August 8	<input type="checkbox"/>
10. AGC Aztec Tailgate	Sept. /Oct.	<input type="checkbox"/>
12. Holiday Dinner Dance	December 3	<input type="checkbox"/>

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Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone # \_\_\_\_\_ E-Mail: \_\_\_\_\_ Sponsorship \$ \_\_\_\_\_

# **AGC 2011 EVENTS**

## **SPONSOR OPPORTUNITIES & INFORMATION**

### **1. AGC INSTALLATION DINNER – JANUARY 27**

Sponsored by BB&T John Burnham Insurance & Zurich Insurance Services

### **2. MEMBERSHIP MIXERS**

AGC Membership Mixers are held at various locations throughout San Diego. Members and potential members are invited to attend as guests of the AGC and the sponsor. **Mixer Sponsors** are promoted several times in the AGC MMQ (Monday-Morning-Quarterback), and on faxed notices numerous times before the event. Sponsors are also given the opportunity to promote their goods and services with banners and displays during the event. The mixers are held from 5:00-7:00 p.m. Guests are provided 3 complimentary drinks and appetizers. Between 200 and 300 AGC members and guests attend each Mixer. Normally over 50 AGC general construction firms are represented. In addition, a framed picture collage of the event with the sponsor's logo is given to each sponsor.

Attendance: 200-300      Time: 5:00 – 7:00 p.m.

Sponsorship: The sponsorship involves the direct cost of the event which is \$2000-3000 depending on attendance. Events may be co-sponsored by 2 or more sponsors.

### **3. AFFILIATE'S ANNUAL MIXER**

**The Affiliate Council is once again hosting the first AGC Mixer of the year for 2011!**

The first AGC mixer of the year typically has the best turnout! Attendance was over 300 last year! This will be the perfect opportunity to feature your products and services to the key decision-makers in the industry. Sponsors are recognized on all promotional materials, on the AGC MMQ, on banners and presentation tables at the mixer, and in a running presentation shown during the mixer. This mixer is scheduled for the last week in February from 5:00 – 7:00 p.m.

Sponsorship: There are various levels of sponsorship participation. A sponsor form is attached!

### **4. WINTER CONFERENCE – THE HYATT RESORT IN INCLINE VILLAGE, LAKE TAHOE**

2011 will be the 8<sup>th</sup> Winter Conference that has fast become another, fun AGC tradition. Key members attend, looking for the total winter playground escape. There will be a variety of fun activities to choose from, including skiing, snowboarding, tubing, ice skating, snowmobiling, cross-country skiing, etc... A business breakfast meetings will be planned for Friday morning.

Sponsorships needed for: Welcome Reception (\$2000), Après Ski (\$1500), and Hosted Bars for the Saturday Banquet (\$2500). **Sponsorship can be exclusive or shared!**

Date: February 3-6

Attendance: 100-150

## 5. AGC SPRING GOLF

Spring Golf is one of two golf outings held by the AGC every year. Spring Golf is held at one of San Diego's outstanding private or semi private golf clubs. The event includes golf, refreshments, lunch, prizes, and a reception dinner at the conclusion of play. Spring Golf is limited to 152 players and has **always** sold out.

Attendance: 152

Sponsorship: Various levels of Sponsorship are available  
Major Sponsorship is \$3000

Date and time: May 9, 12:00 noon

## 6. SPRING CONFERENCE

We are excited to have the annual AGC Spring Conference this year at the Fairmont Sonoma Mission Inn & Spa. Of the luxury hotels and resorts in Sonoma Valley and neighboring Napa Valley, the Fairmont Sonoma Mission Inn is the ultimate Wine Country destination oasis with spa, **golf** and a Michelin award winning restaurant, blessed by natural mineral hot springs in Sonoma Valley, Sonoma County, California. The Spring Conference is an AGC tradition that draws the key players in the San Diego construction industry for a weekend of exciting events, meetings etc. **Long lasting business relationships have been formed at the AGC Spring Conferences!** The Board of Directors also will hold their annual retreat for strategic planning on the Thursday before the conference begins.

Sponsorships needed for: Private Welcome Reception, Attendees Gift, and Private Saturday Banquet as well as hosted bars. Sponsorships range from \$250 - \$3000

Attendance: 200

Date: May 18-23 at the **Fairmont Sonoma Mission Inn & Spa**

## 7. PADRES BASEBALL BASH MIXER.....JUNE

The Baseball Bash for the past 6 years has been held at Dick's Last Resort in downtown San Diego, just a couple of blocks from Petco Park. In addition to the "Major Sponsors" for this event, "Raffle Prize" sponsors are particularly needed in order to continue the Baseball Bash's tradition of providing one of the largest and best raffle of all the AGC events.

Attendance: 400+

Major Sponsorship: \$3000

Date and time: June \_\_\_\_, 5:00 p.m. Mixer, Game 7:05 p.m.

## **8. AFFILIATE DAY GOLF**

The Affiliate Day Golf Outing is one of San Diego's oldest and largest golf outings. This year will be the 72<sup>nd</sup> year of this very popular event. Affiliate Day is held on the two Sycuan Resort Country Club courses and includes 320 golfers and another 80-100 members that attend the after golf dinner. Nearly all major General Contracting firms and key-subcontracting firms are represented. An exhibit is located on each hole that features the goods and services of a variety of firms from large equipment dealers to truck dealers to new products that are of interest to the industry. Affiliate Day also features exciting food and beverage stations throughout the course. The 2011 Affiliate Day is an outstanding marketing opportunity for your firm.

Major Sponsorship: \$5000

Tee Prize Sponsorship: \$6000

Attendance: 400+

Date and Time: 11:30 a.m. - 3:00 p.m. Monday, August 8. (All players will play in the afternoon... using both of the 18 hole courses at Sycuan Resort)

## **9. HOLIDAY DINNER DANCE**

The AGC Holiday Dinner Dance will be held December 3, at the Hotel Del Coronado. This holiday party is a tradition like no other in the San Diego construction industry. Over 400 members will attend this "Black Tie" event that always features the finest entertainment and cuisine. This event presents a unique sponsorship opportunity to reach the key players in the San Diego construction market.

Sponsorship: \$5000

Attendance: 400+

# **2011 WINTER CONFERENCE SPONSORSHIP OPPORTUNITIES**

TO: ALL AGC MEMBERS:

As an AGC member, you have the unique opportunity to promote your company's services and products at the **San Diego AGC's Winter Conference** scheduled for **February 3 - 6, 2011** at the **Hyatt Resort in Incline Village, Lake Tahoe.**

Please check one of the following:

- \$2,000 – Thursday Welcome Reception Hosted Bar (Can be shared by two or more sponsors!)
- \$500 – To be contributed to the Welcome Hosted Bar Expense**
- \$1,500 – Friday Après Ski and Hosted Bar (Can be shared by two or more sponsors!)
- \$500 – To be contributed to the Apres Ski & Hosted Bar Expense**
- \$2,500 – Saturday Banquet Hosted Bar (Can be shared by two or more sponsors!)
- \$500 – To be contributed to the Saturday Banquet Hosted Bar Expense**

As a sponsor your company will benefit in a variety of ways:

- Sponsors will be recognized on promotions in the AGC Monday Morning Quarterback, on the AGC Website, in the Welcome Packages to all attendees and throughout the conference.
- You can display brochures, product samples, promotional materials, etc.
- *Signage with your company logo will be displayed at the function you are sponsoring*

To become a sponsor complete this form and mail it with the sponsorship fee to the AGC, 6212 Ferris Square, San Diego, CA, 92121. If you have any questions regarding the AGC Spring Conference feel free to contact Rae at [raek@agcsd.org](mailto:raek@agcsd.org) or (858) 731-8157

**YOUR EARLY RESPONSE IS GREATLY APPRECIATED!!!**

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Check or CC enclosed for: \$ \_\_\_\_\_

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

AMEX, MC or Visa #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_ CC Security Code: \_\_\_\_\_



# FEBRUARY 2011 AFFILIATE MIXER

## TO: ALL AFFILIATE MEMBERS

The Affiliate Council is once again hosting the first AGC Mixer of the year! This has been a very popular event and the first AGC mixer of the year typically has the best turnout! Attendance was nearly 300 last year! This will be the perfect opportunity to feature your products and services to the key decision-makers in the industry.

**This mixer will be scheduled for the last Tuesday in February at 5:00 p.m.**

The AGC Mixers are a great way for you and your employees to meet the general contractors, superintendents and project managers working on San Diego's biggest construction projects.

We would like to have as many Affiliates involved in this event as possible. The sponsorship format below allows you to choose your level of participation. Please check one of the following boxes:

\$250.00 - Silver Level

\$500.00 - Gold Level

\$1,000.00 - Platinum Level

### All sponsors will receive:

- ✓ Your company name will be prominently displayed on a banner in the Showroom
- ✓ You can display product samples, promotional materials, etc. **Platinum level sponsors will be given a full table with choice placement by the entrance and bar areas.**
- ✓ All sponsors will have the opportunity to incorporate their company logos into a running visual presentation slideshow. **Gold s ponsors r eceive addi tional "s creen t ime" f or t heir l ogos an d Platinum sponsors receive "full screen" ads.**

To become a sponsor complete this form and fax or mail it with the sponsorship fee to the AGC, 6212 Ferris Square, San Diego, CA 92121 or Fax to (858) 558-8444. If you have any questions feel free to contact Rae at [raek@agcsd.org](mailto:raek@agcsd.org) or at (858) 731-8157.

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Check or CC enclosed for: \$ \_\_\_\_\_

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

AMEX, MC or Visa #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_ CC Security Code: \_\_\_\_\_

# 2011 - AGC 22<sup>nd</sup> ANNUAL SPRING GOLF TOURNAMENT

## SPONSORSHIP FORM

Be one of the proud 18 members to sponsor a hole on the course or one of the following other sponsorships:

18 - Hole Sponsorships @ \$150.00 each (includes signage only)

\* **To be a Hole/Exhibitor, Sponsorship is \$350**  
*(Includes signage & a table at the hole for your presentations)*

8 - Beverage Station Sponsorships @ \$250.00/each

4 - Closest to the Pin Sponsorships @ \$200.00 each

2 - Longest Drive Sponsorships @ \$200.00 each  
(1 men's, 1 lady's)



**\*\*\* Needed – Raffle Prize Donations (Cash or items, \$100+ Value)**

**YES, I WILL BE A SPONSOR! ENCLOSED IS MY CHECK FOR \$ \_\_\_\_\_**

Please check each item that you will be sponsoring.

Hole Sponsor \_\_\_\_\_ Hole/Exhibitor \_\_\_\_\_ Bev. Station \_\_\_\_\_

Closest to the Pin \_\_\_\_\_ Longest Drive \_\_\_\_\_ Cash/Raffle Prize \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Pay by: Check \_\_\_ Credit \_\_\_ (AMX, MC, Visa, Discover) Exp Date: \_\_\_\_\_

Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

If you have any questions regarding sponsorships or the tournament, please contact  
Rae Krushensky at [raek@agcsd.org](mailto:raek@agcsd.org) or (858) 731-8157.



**AGC SPRING CONFERENCE  
SPONSORSHIP OPPORTUNITIES  
May 18-23, 2011**

As an AGC member, you have the unique opportunity to promote your company's services and products at the **San Diego AGC's 43<sup>rd</sup> Spring Conference** scheduled for **May 18 - 23** at the **Fairmont Sonoma Mission Inn & Spa**. Sponsoring AGC members will contribute to the cost of hosting the Hospitality Suite throughout the conference. The Hospitality Suite is an essential part of the Spring Conference, providing a meeting place for members to congregate and socialize.

There are different levels of participation. Please check one of the following:

- |  |   |
|--|---|
| <input type="checkbox"/> \$250.00 - Bronze Level     | <input type="checkbox"/> \$1,500.00 - Titanium Level        |
| <input type="checkbox"/> \$500.00 - Silver Level     | <input type="checkbox"/> \$2,000.00 - Welcome Reception Bar |
| <input type="checkbox"/> \$750.00 - Gold Level       | <input type="checkbox"/> \$2,000.00 - Awards Banquet Bar    |
| <input type="checkbox"/> \$1,000.00 - Platinum Level |   |

As a sponsor your company will benefit in a variety of ways:

- **Major Sponsors**, (Platinum Level, Titanium Level & Bar Hosts) will be promoted on the AGC website and in all promotional materials as a Spring Conference Major Sponsor. Major Sponsors will also have their own banner displayed in the Hospitality Suite.
- All sponsors company's name will be prominently listed on a banner in the Hospitality Suite throughout the conference and on the AGC Monday Morning Quarterback & promotional notices.
- You can display brochures, product samples, promotional materials, etc.
- *You will be instrumental in providing conference attendees with a central gathering place, where they can meet, enjoy refreshments and talk with friends and business associates.*

To become a sponsor complete this form and mail it with the sponsorship fee to the AGC, 6212 Ferris Square, San Diego, CA, 92121. If you have any questions regarding the AGC Spring Conference feel free to contact Rae at (858) 731-8157

**YOUR EARLY RESPONSE IS GREATLY APPRECIATED!!!**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Billing Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Pay By: Check  Credit Card:  Total \$ \_\_\_\_\_  
(AMX – Visa – MC) Credit Card # \_\_\_\_\_  
Signature: \_\_\_\_\_ Security code \_\_\_\_\_ Exp. Date: \_\_\_\_\_

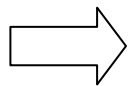
# 2011 AGC BASEBALL BASH RAFFLE PRIZE SPONSOR FORM

Your company's name will be on a large banner at the event on

June \_\_\_\_  
Dick's Last Resort  
5:00 – 6:45 p.m.  
(Game time is at 7:05 p.m.)



Yes, we want to be a RAFFLE PRIZE SPONSOR for the 2011 Baseball Bash!



*(Sponsors who donate \$200+ for Raffle Prizes  
will receive 25-Raffle Tickets!)*

We will sponsor a raffle prize in the amount of:  \$150,  \$200, or \$ \_\_\_\_\_

We will donate \_\_\_\_\_ as a raffle prize. (To be worth at least \$150.00)

**\*\*Please deliver to the AGC office at 6212 Ferris Sq, San Diego the Friday before the event\*\***

Company Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Pay by: Check \_\_\_ Credit \_\_\_ (AMX, MC, Visa, Discover) Exp Date: \_\_\_\_\_

Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Please mail or fax this form to Rae Krushensky at AGC, 6212 Ferris Square, San Diego, CA 92121

Fax # (858) 558-8444

# 2011 AGC AFFILIATE DAY GOLF COURSE EXHIBITOR

AUGUST 8, 2011

**One of the best marketing opportunities with the AGC is to become an  
AFFILIATE DAY GOLF COURSE EXHIBITOR!**

Course Exhibitor Package Includes:

- ✓ 2 Holes for the price of 1! The tournament will be held on both the Oak Glen & Willow Glen Courses!
- ✓ Exhibit your Company's Products and Services on Each Course.
- ✓ Tee Prize Give-A-Way to 350 players featuring your Company Logo or Slogan (provided by you)
- ✓ The AGC provides 1 table, 2 chairs, a 10-10 pop-up tent, and lunch for 2 at each assigned hole.

Course Exhibitors can display an array of Equipment, Company Trucks, and Promotional Products at their assigned hole on each course.

**Course Exhibitor Sponsorship is \$350.00**

*Prize Awarded  
for Best Give-A-Way!*

Sign me up!

Company Name: \_\_\_\_\_

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

Description of Company: \_\_\_\_\_

Please list your give-a-way item: \_\_\_\_\_

What will your company display: \_\_\_\_\_

*i.e., Type of Equip., Trucks, Promotional Items, etc.*

Enclosed is my check:

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

(Visa, Master Card, American Express)

Billing Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Signature \_\_\_\_\_ 3-4 Digit Code: \_\_\_\_\_

*Course Exhibitors are required to have one give-a-way prize per golfer (Estimate 350), with a minimum retail value of \$8 - \$10.00 each. Prizes must be approved by the AGC before the event. AGC staff will follow-up with each exhibitor explaining the details.*

# AGC AFFILIATE DAY – AUGUST 8, 2011

## CONTEST SPONSORS

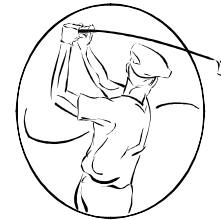
### 2 – Hole-In-One Sponsorships

(For specific information, see our special flyer attached)

### 7 – Closest to the Pin Sponsorships

### 4 – Longest Drive Sponsorships

(2 Ladies, 2 Men's)



### 2 – Straight Drive Sponsorships

### 1 – Putting Contest Sponsor

The AGC, in conjunction with Traffic Control Service, Inc. will provide each sponsor with a sign displaying your company name that will be posted at the sponsored contest. **Sponsors are also recognized in front of all the dinner attendees when announcing the contest winner.** (Two areas of exposure for one low price!)

**Sponsorships are only \$300 each!**

Sign me up as a sponsor for the following contest:

Contest: \_\_\_\_\_

Company Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Enclosed is my check:  Amount: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

*Visa, Master Card, American Express*

Signature: \_\_\_\_\_ Security Code: \_\_\_\_\_

# AGC AFFILIATE DAY – AUGUST 8, 2011

## TEE (HOLE) SPONSORSHIPS & BEVERAGE STATION SPONSORS

**No Hassles, No Worry....**

**The Affiliate Day Committee does all the work.**

If you choose to sponsor a tee, the AGC, in conjunction with Traffic Control Services, will provide a sign displaying your company name at a hole on each course. (Willow & Oak)

**2 signs for the price of 1!**

**It's that simple!**



Custom made flags for your assigned hole are available for an **extra purchase of \$75 for 2 Flags!** You keep them after golf and can reuse them each year! Contact Frank Gerberding for custom set up using your company logo, etc. at 619-825-6841.

If you choose to sponsor a beverage station, we provide the beverages and a sign displaying your company name on each course. August is a very warm month...and an ample supply of beverages is always needed!

**Everyone that plays visits these stations and they are aware of your support for the success of this tournament!**

**Sponsorships are only \$275 each!**

*(Note: Does not include the \$75 extra fee for 2 custom flags with your company logo.)*

Sign me up for: \_\_\_ Tee Sponsor, \_\_\_ Add Flag, \_\_\_ Beverage Station

Company Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Enclosed is my check:  Amount: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

*Visa, Master Card, American Express*

**Signature:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_