

**Remodeling  
Done  
Right.™**

**Reaching out. Reaching customers. Reaching goals!**

## **Partnership Opportunities**

**February 15 - 17, 2019**

**NARI Milwaukee, NARI Milwaukee Foundation and Skills USA**

**Team Works Carpentry Competition**





## **Exposure to a great team**

NARI Milwaukee, NARI Milwaukee Foundation and SkillsUSA are partnering to showcase the Team Works Carpentry State Competition on February 16 and 17 at the 57th annual NARI Milwaukee Spring Home Improvement Show. Up to 24 Wisconsin state high school teams consisting of four students will build a small residential structure demonstrating their preparation for employment in the remodeling trades. Teams must analyze project drawings, write an action plan, give a presentation and demonstrate their ability to work as a team performing carpentry, plumbing, electricity and masonry. Teams are judged by NARI Certified Professionals on cleanliness, timeliness, proper inventory of tools and equipment and execution of the project. The winning team will advance to the National Competition June 2019 in Louisville, KY.

The 57th annual NARI Milwaukee Spring Home Improvement Show runs from February 15 – 17 where over 13,000 consumers meet and interact with top industry professionals in the remodeling industry. With 550 booth spaces filled by over 250 exhibitors it is largest member only trade show in the county. Visit [narimilwaukee.org](http://narimilwaukee.org) for more detailed information.





## **Exposure to a great team**

### **About NARI Milwaukee and Milwaukee NARI Foundation**

NARI Milwaukee is an elite association of the best home improvement and remodeling professionals and those in businesses who are affiliated with the industry. As a trusted resource homeowners know and have chosen since 1961, NARI Milwaukee has promoted ethical conduct, professionalism, sound business practices in the remodeling industry, and consumer education. Consumers can have confidence when selecting a NARI Milwaukee member for their project, as all members adhere to a code of ethics that ensures honesty, integrity and responsibility. The NARI Milwaukee Foundation is the educational and charitable arm of the association. They engage in educational programs and activities for the benefit and enlightenment of the public with respect to home remodeling and improvement. For more information, visit [narimilwaukee.org](http://narimilwaukee.org) and [milwaukee.narifoundation.org](http://milwaukee.narifoundation.org).

### **About Skills USA**

SkillsUSA is a partnership of students, teachers and industry representatives, working together to ensure America has a skilled work force. SkillsUSA is a national nonprofit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations, including health occupations. SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of our nation's future skilled workforce through the development of framework skills that include personal, workplace and technical skills grounded in academics. For more information, visit [skillsusa-wi.org](http://skillsusa-wi.org)



## **Exposure to a great team**

**When you support the NARI Milwaukee and SkillsUSA Team Works Carpentry State Competition, you are not only treated to a memorable experience, but you also get the benefits of a strong media and public relations presence!**

- NARI Milwaukee invests over \$85,000 in event specific media buys and \$30,000 in marketing and PR through Local and cable TV, radio, Milwaukee Magazine, Conley Media, M Magazine, Milwaukee Journal Sentinel, mobile targeting, JSOnline, pay per click, Google Ad Words, outdoor digital billboards, WTMJ TV Morning Blend, FOX6 WakeUp News & Real Milwaukee, website - And More!
- E-mail blasts to more than 10,000 NARI Milwaukee members and followers, with an average read rate of 37%
- Supported and promoted through various Milwaukee outlets through press releases and media pitches.
- Regular posts on Facebook and Twitter pages, including cross-promotion with our top sponsors.

### **Take Advantage of the NARI Milwaukee and SkillsUSA Team Works Carpentry State Competition to:**

- Create a custom, only for your business sponsorship.
- Cultivate clients by showing your support of youth and skilled trades in our state.
- Reward employees with a team outing to view this great event and cheer on your favorite high school.
- Expand your brand or product to a key demographic.



## Careers in the Remodeling Trades Sponsor - \$15,000

The Premier Sponsor is treated to all aspects of the NARI Milwaukee and SkillsUSA Team Works Carpentry State Competition. We will work with your team to tailor this sponsorship to your marketing objectives so your brand comes to life in this four-day event. In addition, your name/logo will be included in:

- Print materials distributed through direct mail and at the show
- Exclusive sponsor slide in the time lapse video running entire show featuring the build of the projects
- Digital ad on the event's website with hyperlink to company website.
- Digital ad included in email blasts.
- Full page ad and recognition in NARI Milwaukee e-newsletter in February and March.
- Featured prominently on all event signage.
- Opportunity to brand a unique area of the event as exclusively yours.
- Opportunity to distribute product or giveaways during the event.

Plus:

- Reserved front row seating for the competition.
- 50 tickets to the Spring Home Improvement Show.
- 6 tickets to the opening reception with the opportunity to present to the participating teams
- 6 tickets to each day lunch to mingle with teams and judges





## Skills Sponsor - \$7,500

Name/logo included in:

- Print materials distributed through direct mail and at the show.
- Digital ad on the event's website with hyperlink to company website.
- Featured on all event signage.
- Half page ad and recognition in NARI Milwaukee e-newsletter February and March.
- Opportunity to brand a unique area of the event as exclusively yours.
- Opportunity to distribute product or giveaways during the event.

Plus:

- Reserved seating for the competition.
- 4 tickets to opening reception with the opportunity to speak to the participating teams
- 4 tickets to each lunch to mingle with teams and judges
- 30 tickets to the Spring Home Improvement Show

## Trade Sponsor - \$5,000

Name/logo included in:

- Print materials distributed through direct mail and at the show.
- Digital ad on the event's website with hyperlink to company website.
- Quarter page ad and recognition in NARI Milwaukee e-newsletter February and March.
- Featured on all event signage.

Plus:

- 2 tickets to the opening reception
- 2 tickets to each lunch to mingle with teams and judges
- 20 tickets to the Spring Home Improvement Show



## School Sponsor - \$2,000

Support a participating team! Twenty-four opportunities available. Name/logo included in:

- Print materials distributed at the show.
- Digital ad on the event's website with hyperlink to company website.
- Recognition in NARI Milwaukee e-newsletter.
- Featured on all event signage.

Plus:

- 2 tickets the opening Reception
- 12 tickets to the Spring Home Improvement Show

## Supporting Sponsor - \$1,250

Name/logo included in:

- Print materials distributed at the show.
- Recognition in NARI Milwaukee e-newsletter.
- Featured on all event signage.

Plus:

- 10 tickets to the Spring Home Improvement Show

**NARI Milwaukee Spring Home Improvement Show**  
**Individual ticket - \$12**



## Custom sponsorships for a unique twist!

We look forward to brainstorming with you to activate your brand in a meaningful way to the more than 13,000 show attendees, all the high schools in the state and over 700 NARI Milwaukee members. Examples include, but are not limited to:

- Opening reception sponsor
- Lunch sponsor – per day or for the event
- Breakfast sponsor – per day or for the event
- Non-alcoholic beverage sponsor – all functions
- Dessert sponsor – all functions
- Judge sponsor
- Material sponsor – either per school or all materials for all schools
- Tool sponsor
- Printing sponsor
- Team parking sponsor
- Electrical sponsor
- Safety sponsor

And so much more...



**Contact us to find something that works for you!**

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