



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

To: AGC San Diego Members

From: Jim Ryan, AGC Executive Vice President
Rae Krushensky, Director of Membership Services

Re: 2009 AGC San Diego Sponsorship Packages

Attached please find a number of opportunities to keep your firm's name in front of over 150 general contractors and 1200 specialty contractors in the San Diego area.

Advertising in our industry is the most effective way to advance your business.

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 2009 advertising budget in the most efficient and effective way possible....sponsor a 2009 AGC event!

For more information on a particular event, or if you have any questions, please contact Rae at 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 2009!

The events listed below are planned for AGC members in 2009 and are described in detail in the enclosed package. Sponsorship opportunities are available for each of these events. Key decision-makers in AGC's 700+ member firms attend these events making sponsorship an outstanding marketing opportunity! If you would like to learn more, 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.

<u>Proposed Events:</u>	<u>Date:</u>	<u>Please Check the Event You are Interested In</u>
1. Installation Dinner (Hyatt La Jolla)	Jan. 29	BARNEY & BARNEY
2. Winter Conference @ Snowbird, UT	Feb. 5-8	<input type="checkbox"/>
3. Membership Mixers	Feb. 24/26 (Affiliates!)	<input type="checkbox"/>
	April	<input type="checkbox"/>
	July	<input type="checkbox"/>
	September	<input type="checkbox"/>
4. AGC Annual Convention in San Diego	March 2-5	<input type="checkbox"/>
5. Spring Golf	May	<input type="checkbox"/>
6. Spring Conference	April 16-19	<input type="checkbox"/>
7. Baseball Bash Mixer	June	<input type="checkbox"/>
8. Day at the Races @ Del Mar	July	<input type="checkbox"/>
9. Affiliate Day Golf (Singing Hills)	August 3	<input type="checkbox"/>
10. AGC Aztec Tailgate	Sept. /Oct.	<input type="checkbox"/>
11. AGC Build San Diego Awards	November 5	<input type="checkbox"/>
12. Holiday Dinner Dance	December 5	<input type="checkbox"/>

Company Name: _____ Contact Person: _____

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

AGC 2009 EVENTS – SPONSOR OPPORTUNITIES & INFORMATION

1. AGC INSTALLATION DINNER – JANUARY 29, 2009

Sponsored by Barney & Barney at the Hyatt Regency La Jolla – 5:00 p.m.

2. MEMBERSHIP MIXERS

AGC Membership Mixers have been held in a private room at Seau's The Restaurant in Mission Valley and other 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), an electronic notification system, 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. 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 2009!

In previous years, the Mixer was held at Dave & Buster's in Mission Valley. This has been a very popular venue and 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 CLIFF LODGE – SNOWBIRD, UTAH

2009 will be the 6th Winter Conference that has fast become another, fun AGC tradition. Key members attend, looking for the total winter playground escape. After an amazing time at the "The Canyons" in Park City in 2008, we will once again venture to Utah for the 2009 event at "The Cliff Lodge" at Snowbird. **Snowbird and Alta have been named the No. 1 ski resort in the United States by SKIING Magazine for five years in a row.** Snowbird, Utah is in the heart of the Wasatch-Cache National Forest in Little Cottonwood Canyon, one mile down canyon from Alta. There will be a variety of fun activities to choose from, including skiing, snowboarding, snowmobiling, cross-country skiing and horse back riding. Two business breakfast meetings will be planned for Friday and Saturday morning.

Sponsorships needed for: Welcome Reception (\$1500), Après Ski (\$750), and Hosted Bars for the Saturday Banquet (\$1500). Sponsorship can be exclusive or shared!

Date: February 5-8, 2009 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: April/May - 12:00 noon

6. SPRING CONFERENCE

The AGC 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: April 16 – 19 at the **Rancho Las Palmas Resort & Spa, Rancho Mirage, CA**

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

The Baseball Bash for the past 4 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 highly needed in order to continue the Baseball Bash's tradition of providing the biggest and best raffle of all the AGC events.

Attendance: 400+

Major Sponsorship: \$3000

Date and time: June TBD, 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 70th year of this very popular event. Affiliate Day is held on the two Singing Hills 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 2009 Affiliate Day is an outstanding opportunity for your firm.

Major Sponsorship: \$5000

Tee Prize Sponsorship: \$6000

Attendance: 400+

Date and Time: 11:30 a.m.- 9:00 p.m. Monday, August 3, 2009 (All players will play in the afternoon...AGC has arranged to use both Singing Hills 18 hole courses in the afternoon)

9. AGC BUILD SAN DIEGO AWARDS

The Build San Diego Awards is the event that honors what AGC members do...build San Diego's vertical and horizontal infrastructures. The event gives AGC an opportunity to showcase the industry and to feature the amazing projects that our members complete.

Over 500 guests, including a number of elected officials, government and educational leaders, owners, developers, architects, and engineers are invited to attend the luncheon and awards program.

In addition, a limited number of advertising sponsorships will be made available again for our 24 page, 4 color magazine featuring the finalists in Build San Diego. This magazine is distributed to thousands of individuals and firms in the San Diego area. It is an excellent promotional piece for our industry.

Sponsorships: \$3000 - \$5000

Date & Time: 11:00 a.m. – 1:00 p.m. November 5, 2009

Location: "The Hilton San Diego Bayfront Hotel"

10. HOLIDAY DINNER DANCE

The AGC Holiday Dinner Dance will be held December 5th 2009, 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+

2009 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 5 - 8, 2009** at the **Cliff Lodge in Snowbird, Utah.**

Please check one of the following:

- \$1,500 – Thursday Welcome Reception Hosted Bar (Can be shared by two sponsors!)
- \$1,500 – Friday Après Ski and Hosted Bar (Can be shared by two sponsors!)
- \$1,500 – Saturday Banquet Hosted Bar (Can be shared by two sponsors!)

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.
- *A banner 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 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: _____



Associated General Contractors of America, San Diego Chapter, Inc.

FEBRUARY 2009 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 February 24 or 26, 2009 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 sponsors receive additional "screen time" for their logos and 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 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: _____

2009 - AGC 20th 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:

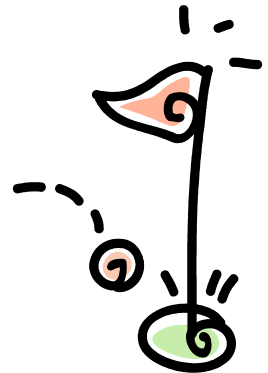
18 - Hole Sponsorships @ \$150.00 each

* **To be a Hole/Exhibitor, Sponsorship is \$300**

8 - Beverage Station Sponsorships @ \$250.00/each

4 - Closest to the Pin Sponsorships @ \$175.00 each

2 - Longest Drive Sponsorships @ \$175.00 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: _____ Date: _____

Pay by: Check ___ Credit ___ (AMX, MC, Visa, Discover) Exp Date: _____

Card # _____ Security Code _____

Signature _____ Billing Address: _____

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

**2009 SPRING CONFERENCE
SPONSORSHIP OPPORTUNITIES**
April 16 – 19, 2009

As an AGC member, you have the unique opportunity to promote your company's services and products at the **San Diego AGC's 41st Spring Conference** scheduled for **April 16-19, 2009** at the **Rancho Las Palmas Resort & Spa in Rancho Mirage, California**. Sponsoring AGC members will contribute to the cost of hosting the Hospitality Suite throughout the conference.

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**, (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 MMQ and 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: _____



SAN DIEGO AGC
2009 BASEBALL BASH
Raffle Prize Sponsor Form

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

June TBD
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 2009 Baseball Bash!**
(Sponsors who donate over \$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: _____ Date: _____

Pay by: Check ___ Credit ___ (AMX, MC, Visa, Discover) Exp Date: _____

Card # _____ Security Code _____

Signature _____ Billing Address: _____

Please mail or fax this form to Rae Krushensky at AGC, 6212 Ferris Square, San Diego, CA 92121
Fax # (858) 558-8444

2009 AGC AFFILIATE DAY GOLF COURSE EXHIBITOR

AUGUST 3, 2009

One of the best ways to promote your company is to become an AFFILIATE DAY GOLF COURSE EXHIBITOR!

Course Exhibitor Package Includes:

- ✓ The tournament will be held again on both the Oak Glen & Willow Glen Course, so you get 2 Holes for the price of 1!
- ✓ 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)

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

Course Exhibitor Sponsorship is \$350.00

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)

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 \$10.00 each.

Prizes must be approved by the AGC before the event. AGC staff will follow-up with each exhibitor explaining the details.

The AGC will provide 1 table and 2 chairs with a pop up tent for your use at your assigned hole on each course.

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

AGC AFFILIATE DAY – AUGUST 3, 2009

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.

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 3, 2009

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!



NEW IN 2008: * Custom made flags for your assigned hole. Extra Purchase of \$60 for 2 Flags! You keep them after golf!

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 warm month...and an ample supply of beverages is 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 the \$60 extra fee for two custom designed flags with your company logo.)

Sign me up as a: ___ Tee Sponsor ___ Beverage Station Amount \$ _____

Company Name: _____ E-Mail: _____

Contact Name: _____ Phone: _____ Date: _____

Pay by: Check ___ Credit ___ (AMX, MC, Visa, Discover) Exp Date: _____

Card # _____ Security Code _____

Signature _____ Billing Address: _____