



# PROFESSIONAL PARTNER OF THE MONTH

This partnership focuses on highlighting the opportunities available in residential construction **right now** by giving students, veterans and returning citizens an inside look into what a career in each trade would look like.

## \$100

### **BENEFITS INCLUDE:**

- Name recognition on the supporter page at [www.skilledtobuildmichigan.com](http://www.skilledtobuildmichigan.com) for the entire year of your sponsorship
- Recognition in the Skilled to Build Monthly E-Newsletter for the entire year of your sponsorship
- Weekly recognition on our social media outlets, Facebook and Instagram, during your selected month
- Recognition at any and all events we host during the timeframe of our partnership

### **NEEDED FROM PARTNER:**

- High resolution .jpg or .png of your company's logo
- Video testimonial and/or video of your day to day - see next page
- Written testimonial - see next page
- Any photos you would like us to share on our social media



# TIPS FOR CREATING VIDEO CONTENT

- Remember to film your videos horizontally
- Video length can vary but try to keep them under 5 minutes
- Use WeTransfer or Google Drive to transport large video files
- Don't worry about making a mistake or having it perfect in one take - everything will be edited before it goes out and clips might be turned into multiple pieces of content
- It's best to focus on the specific trade of the month but feel free to also speak on residential construction trades in general or what your company is doing to bring more employment opportunities to students, vets and/or returning citizens

## TALKING POINTS

You can use the talking points below as a guide for your content but feel free to get creative. The more content you are able to send us the more visibility you will have on our social media.

- Why someone should consider going into this trade(s)
- Advice for people considering this trade
- Favorite parts about working in this trade
- How you ultimately decided to go into this trade and what made it stand out among the others
- Highlight apprentices if your company employs any
- What the day to day is like working in this trade
- What are the possible opportunities for someone who decides to go into this trade

# MONTHLY SCHEDULE

## 2024

ARCHITECTS	jan	CARPENTERS & CARPET INSTALLERS	jul
CTE MONTH	feb	DRYWALL INSTALLATION, PAINTING & TRIM	aug
ELECTRICIANS	mar	INSULATION, FLOOR, CEILING & WALL	sept
BUILDERS & CONSTRUCTION LABORERS	apr	HVAC/REFRIGERATION	oct
CONSTRUCTION MANAGER & COST ESTIMATORS	may	PLUMBERS	nov
CEMENT MASONS/ CONCRETE FINISHERS & GLAZIERS	jun	ROOFERS & EXCAVATORS	dec

## CONTACT

If you have questions or need assistance, contact Elizabeth at the HBA of Michigan.

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