

## FIFTH ANNUAL TRI-CITIES CONSTRUCTION CAREER DAY



**OCTOBER 5, 2010 - BENTON FRANKLIN FAIR & RODEO GROUNDS - KENNEWICK, WA**

May 1, 2010

Dear interested employer,

As you may know, the construction industry is predicted to add 1 million new jobs between 2002 and 2012, an increase of 15 percent, and, with the recent approval of the stimulus package, we expect that number to grow. With the average age of today's construction worker at approximately 47, a severe skilled labor shortage is on the horizon. This will affect the quality, safety and overall ability of our industry to meet growing demands.

We are asking you to be a part of the effort to grow the next workforce and address this looming shortage by sponsoring and/or participating in the Fifth Annual Tri-Cities Construction Career Day on Tuesday, October 5, at the Benton Franklin Fair & Rodeo Grounds in Kennewick, Washington. The purpose of this career day is to engage students and educate them about the opportunities within the construction industry today. Last year, approximately 460 students from nine different area high schools attended.

This year, we expect more than 500 students to attend, and we hope you will support us in our efforts. We know that economic times are tough and appreciate any support you are able to offer. If you wish to sponsor and/or participate in this event, please return the appropriate form no later than Tuesday, August 31. This will allow us to include your company information in our advertising and promotional materials.

The primarily outdoor event will take place 8:00 a.m. - 1:00 p.m. and lunch will be provided to exhibitors and volunteers. If you choose to participate/sponsor, we encourage you to be creative and provide exciting, inspiring information or demonstrations that will spark students' interest and actively engage them. To reserve a space, please complete the enclosed registration form and return it to the address indicated by Tuesday, August 31.

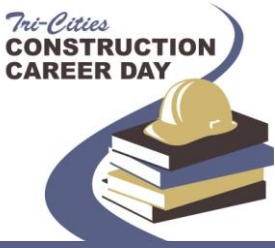
For questions, please contact Erin Repp at (509) 783-2626 or (509) 844-2381. We hope to see you at the Fifth Annual Tri-Cities Construction Career Day on October 5!

Sincerely,

*Erin*

Erin Repp  
Sales Executive – Wells Fargo Insurance Services USA, Inc.  
Committee Chair





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### SPONSORSHIP OPPORTUNITIES

#### Presenting sponsor (0 available – SECURED for 2010): \$8,000

- Company logo featured on front of t-shirt, listed as presenting sponsor
- Company logo prominently featured on information bag
- Company banner hung in prominent place within bus unloading area
- Prominent acknowledgement in local newspaper and business publication, listed as presenting sponsor

#### Platinum sponsor (2 available): \$2,500

- Company logo featured on t-shirt sleeve
- Company logo on bottled water
- Company banner hung in prominent place within orientation area
- Prominent acknowledgement in local newspaper and business publication

#### Gold sponsor (3 available): \$1,500

- Company logo featured on back of t-shirt
- Company logo on lunch box/bag
- Company banner hung in prominent place within lunch area
- Acknowledgement in local newspaper and business publication

#### Silver sponsor (2 available): \$1,000

- Company name featured on back of t-shirt
- Company banner hung in prominent place within hands-on demonstration area
- Acknowledgement in local newspaper and business publication

#### Safety sponsor: \$500

- Company name featured on back of t-shirt
- Acknowledgement in local newspaper and business publication

#### Participating sponsor: “other”

- Acknowledgement in local newspaper and business publication

#### In-kind sponsor

- Company name featured on back of t-shirt
- Acknowledgement in local newspaper and business publication