

QUICK FACTS:

Goal:	Create awareness of careers in residential remodeling industry.
About:	Students participate in interactive, experiential activity stations.
When:	October 16, 2018
Where:	Bolton Fairgrounds, Bolton, MA
Exposure:	Students from Massachusetts Trade and Technical Schools <i>(500 Attendees in 2017)</i>

BACKGROUND:

Industry wide, 2.3 million construction jobs were lost during the recession. Although most companies now signal a return to normal, there is a lurking crisis unfolding. When companies were forced to make tough staffing choices, it was the seasoned worker that was kept on the rolls. Young workers who needed training to become the skilled workers of today and tomorrow, were left on the sidelines to find careers elsewhere. Now, the industry's graying workforce desperately needs workers and finds very few qualified candidates.

While we cannot undo the shortage that was created, we must work quickly to encourage new workers to explore careers in our industry and discover the wealth of opportunities for high-paying, rewarding jobs. Through the Youth Remodeling Career Day event, students will gain an awareness of the breadth of opportunities in the often-overlooked residential remodeling industry.



EVENT BENEFITS:

- Students learn the breadth of career opportunities available in the residential remodeling industry.
- Students gain hands-on experience with various tools and activities of the trade.
- Businesses connect with students in trade and technical schools who may participate in co-op or internship experiences during their construction program education.
- Sponsors have the opportunity to showcase their products and services to the next generation of builders and remodelers.
- Sponsors receive exposure in pre- and post-event promotion to EM NARI members, participating school partners, and the media and community at large.

GET INVOLVED (NARI member prices listed):

Signature Sponsor (\$5,000): Receive brand exposure with logo recognition in all pre- and post-event promotion, media exposure, and opportunity to host an interactive demo station.

Event Sponsor (\$2,500): Receive name exposure in pre- and post-event promotion, and opportunity to host an interactive demo station.

Event Supporter (\$1,000): Name recognition in event materials, host interactive demo station.

Hard Hat Sponsor (\$850): Include your logo on our hard hats issued to each student.

Registration Sponsor (\$500): Name and logo recognition at the event check in station.

Lunch Sponsor (\$500): Name and logo recognition where students pick up lunch.

Activity Station Host (\$400): Operate one of the interactive activity stations.

Expo Booth Host (\$200): Meet our attendees and share information about your business.

Contact Michelle Glassburn for more information at (508)907-6249 or michelle@emnari.org.