

Workforce Development 2026 Careers in Construction (CIC) Month Sponsorship

Sponsor Investment: \$25,000

This public awareness campaign takes place each October to promote the opportunities available in construction trades professions. CIC will focus on student chapter engagement, mentorship and inspiring the next generation of industry professionals. A sponsor's logo/brand and, when possible, message would be integrated into the CIC campaigns.

Careers in Construction (CIC) Month Benefits:

- Sponsor logo and recognition on one NAHB blog article each week during the month of October
- Recognition in NAHB social media posts on CIC month
- Weekly social media posts about Sponsor's workforce development efforts; Sponsor will supply creative and text, subject to review by NAHB staff before posting
- Branding on collateral surrounding CIC month to be used at NAHB's local level
- Listed as the exclusive sponsor on NAHB.org CIC month page

Year-Round Workforce Development (WFD) 2026 Benefits:

- Listed as a sponsor on nahb.org/workforce-development
- Logo and promotion of sponsorship at NAHB WFD meetings (3x)
- Social media posts about Sponsor's WFD efforts (4x); Sponsor will supply creative and text, subject to review by NAHB staff before posting
- Participate in the Workforce Development Advisory Council meetings with other leaders in the industry at NAHB's IBS, spring and fall meetings

