

JOIN US AS WE CELEBRATE

NEW YORK BUILDING CONGRESS

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CENTENNIAL COMMISSION CO-CHAIRS

Frank J. Sciame Chairman & CEO, Sciame Construction LLC Dominick M. Servedio Chairman, STV Group Inc.

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ABOUT US

Since its founding in 1921, the New York Building Congress has served as a productive forum for those entrusted to build New York City. The Building Congress remains an industry-directed membership organization. Its committees, task forces and events are designed to galvanize an action agenda, based on the involvement and interests of all sectors of the building community.

Thanks in large part to the women and men of the construction, design and real estate professions, New York City has grown by leaps and bounds over the past 100 years. So too has the building community. This growth, and the challenges it presents, combined with the modernization and globalization of the industry, serves only to intensify the need for a devoted and active congress of architects, engineers, skilled labor, contractors, real estate managers and other professionals. The Building Congress remains committed to its role as a conduit for all sectors of the industry and looks forward to many successful and productive years ahead.





OUR STORY

In April 1921, 25 architects, engineers, contractors and "labor men" met in the office of world-renowned architect Robert D. Kohn. These men were concerned that the building and construction industry was disorganized. They left that meeting with the goal of creating an organization of owners, bankers, architects, engineers, contractors, subcontractors, manufacturers, suppliers and labor representatives.

In the words of Mr. Kohn: "We started out with the idea that the only hope for effective improvement in the industry was to render through cooperation of all of its elements some measure of service which the public had the right to demand of us."

Out of this meeting was born the New York Building Congress.



BUILDING CONGRESS NEWS

Better Building is Greatest Step for sext Decade in Construction Industry of United States, Hen. Franklin D. Rossereh, President of American Construction Council, tells New York Building Congress members

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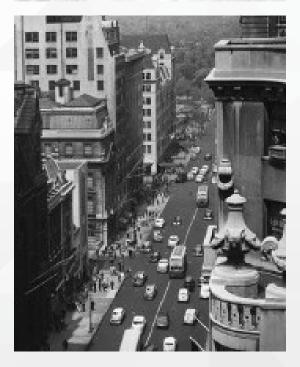
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CREDIT: E-J Electric Installation Co.

CHARTER MEMBERS

100 years after the founding of the Building Congress, ten of the original members still remain an active part of the organization.



CREDIT: STV Group, Inc.



100 YEARS

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CENTURY SPONSORS





SKYLINE SPONSORS



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NEW YORK BUILDING CONGRESS TOOYEARS A YEAR OF CENTENNIAL CELEBRATIONS

To commemorate this moment in history, we invite you to participate in a year of Centennial celebrations. We host events throughout the year to acknowledge and honor important milestones and individuals that shaped the Building Congress and the industry. From our highly anticipated signature events to the new "What We Build" gallery exhibit, documentary and commemorative book, we are excited to come together to celebrate the past, present and future of the building industry. You can <u>click here</u> for the current calendar of events.

Monday, July 19, 2021 ANNUAL GOLF OUTING AND TENNIS TOURNAMENT*

Includes live Auction to benefit the New York Building Foundation

September 2021 BUILDING FOUNDATION ANNUAL PREMIER WINE DINNER*

Thursday, September 9, 2021 **EXHIBIT LAUNCH RECEPTION: "WHAT WE BUILD"** AIA New York | Center for Architecture

Monday, September 13, 2021

100 YEARS OF DESIGN AND CONSTRUCTION PANEL DISCUSSION AIA New York | Center for Architecture

Friday, September 17, 2021 YOUNG PROFESSIONALS RECEPTION AIA New York | Center for Architecture Thursday, October 14, 2021 CONSTRUCTION INDUSTRY BREAKFAST New York Hilton Midtown

Thursday, November 18, 2021 CENTENNIAL INDUSTRY RECOGNITION BALL Jacob K. Javits Convention Center

December 7, 2021 CHAIRS LUNCHEON Metropolitan Club

January 27, 2022 ANNUAL MEMBERSHIP MEETING AND CONSTRUCTION INDUSTRY LUNCHEON The Pierre Hotel

March 2022 **ASCEND INNOVATION CONFERENCE** TheTimesCenter

*not included in Centennial sponsorship packages

This list of dates published: 07/01/21



To view a copy of 100 Years in 365 Days, the New York Building Congress 2021 calendar, <u>click here</u>.

*ALL BUILDING CONGRESS EVENTS WILL FOLLOW AND ENFORCE ANY GUIDELINES SET IN PLACE BY THE STATE AS IT RELATES TO COVID-19. SHOULD ANY CHANGES TO THE FORMAT OF THE EVENT BE MADE, REGISTRANTS WILL BE NOTIFIED IN ADVANCE. The Building Congress has never been anything without its members. We have advocated for the policies, projects and industry standards based on the unique experiences our members have had on the ground. More than ever, your engagement is important to shaping the message and activities planned for the Centennial, as we laud the historical achievements of not only our organization, but the entire building community. We once again need your help to preserve and continue that legacy.

100 YEARS HOW YOU CAN HE

The key to any successful anniversary commemoration is the committee behind it. We are grateful to have Frank Sciame and Dominick Servedio, two longtime members and former Chairs of the Building Congress, co-chair the Centennial Commission. With your energy and enthusiasm, we will be able to produce a phenomenal story about the industry's history and its bright future.

Here's how you can help:

NEW YORK Building

CONGRESS

FINANCIAL SUPPORT

The New York Building Congress is committed to offering our members valuable sponsorship opportunities for our Centennial Celebration. A customized sponsorship package can be developed to fit your company's specific needs and objectives. Current packages can be <u>found here</u>. Opportunities to participate in individual events will still be available.

SPREAD THE WORD

- Provide contact information for potential guests, friends and business associates whom you feel would support the events. Our office will add them to our mailing lists to make sure they are kept up to date with the latest information on our Centennial year. You can assist us by making personal follow-up calls to provide the extra reminder that many people need. The Building Congress is ready to assist you with outreach, follow-up calls and coordination of your efforts.
- 2. <u>Promote the Building Congress</u> using your social media platforms, in-house message boards, or our logo in your e-mail signature.
- 3. <u>Advertising</u>: Do you have a <u>storefront</u> or <u>prime window space</u>? Reach out to our team to see how you may be able feature our "What We Build" advertising vinyls on one of your properties.

We are producing commemorative <u>New York Building Congress Centennial stickers</u> for members to feature on hard hats at building sites or anywhere else you'd like to show your Building Congress pride. If you would like a supply, please email <u>nybc100@buildingcongress.com</u>.

TELL YOUR STORY

Share your story, images, projects, artifacts. We will incorporate into an appropriate way- social media campaigns, book, exhibit, documentary. Send your files to nybcl00@buildingcongress.com with a brief write up and contact information.

JOIN A COMMITTEE

Throughout the year there will be several opportunities for our members to assist our efforts. (e.g. Fundraising, Social Media Campaigns, Marketing & Communications, Historical Research)

DONATION OF SERVICES

We welcome donations such as space usage for the exhibit, fabrication, archival material, printing, mailing, video production, etc.



CENTENNIAL CELEBRATION SPONSORSHIP PACKAGES

The New York Building Congress is committed to offering our supporters valuable and effective sponsorship opportunities for our Centennial Celebration.

What follows are various sponsorship packages for the Centennial year.

A customized sponsorship package can be developed to fit your company's individual needs and objectives. Packages range from \$250,000 to \$50,000.

* Opportunities to participate in individual events will still be available.

VISIT US ONLINE

All future updates for the centennial can be found at <u>www.NYBC100.com</u>



Exclusive Benefits

- Recognition as Excelsior Sponsor on marketing and event related materials
- Company logo included on step and repeat, used at events throughout the year
- Company logo pop-up on Building Congress website for one month
- Recognition on social media platforms throughout the year
- Spotlight interview in an issue of Member Monday
- · Mention in Centennial year press related material
- · Speaking roles at events throughout the year
- One month of Building Beat header and footer advertisements
- One month sponsored content in Building Beat

Centennial Ball

- Logo recognition as Platinum Sponsor on collateral event material, including on Centennial Ball Committee
- Two premier tables for 12, plus two seats at the Head Table
- · Access to Chair's Reception, prior to general reception
- 12 additional invites to Young Professionals After Party
- Verbal recognition during the program
- Listing as Young Professionals After Party Sponsor
- Prominently placed, full-page, color advertisement in the printed and digital journal and on video screens at the event

Construction Industry Forums

- Recognition as a Co-Host on marketing material, web page, social media posts and promotional emails for Construction Industry Forums
- 10 tickets to each
- Verbal recognition during program
- Logo display throughout program

ASCEND Innovation Conference

- Listing as Ground Breaker across media, publications, signage and online content
- Listing as Refreshment Sponsor at all refreshment spaces in the exhibition space
- Prominent one-page advertisement in the post-event recap report
- Opportunity to distribute branded merchandise
- 15 Guest Passes

Documentary

- Opening commercial spot (up to 30 seconds)
- Interview segment in Centennial Documentary
- Company and project feature in Documentary
- Name and logo included in credits as sponsor

Commemorative Book

- · Company logo on back cover of commemorative book
- Company logo included as Benefactor in acknowledgment listing
- Inclusion in foreword letter
- · Company and project feature in commemorative book
- 10 copies of book

Centennial Exhibit: "What We Build"

- Logo representation on all promotional materials and at the exhibit
- 20 tickets to reception
- Listing on donor wall
- · Ability to host a Traveling Exhibit
- "What We Build" Feature at Exhibit and Ball
- Company Feature
- Map Pin

Publication: "100 Year Report Series"

- Sponsor logo listed under Excelsior on the back cover
- The policy team will work with Excelsior Sponsors on opportunities as the series is finalized



CENTURY PACKAGE \$100,000

Centennial Ball

- Listing as a Gold Sponsor on collateral event material, including Centennial Ball Committee
- One premier table for 12, plus one seat at the Head Table
- Access to Chair's Reception, prior to general reception
- Eight additional invites to Young Professionals After Party
- Verbal recognition during the program
- Full-page, color advertisement in the printed and digital journal and on video screens

Documentary

- Listing as sponsor in credits
- Company mention and project feature in Documentary

Commemorative Book

- Listing as book sponsor
- Testimonial inclusion
- Five copies of book

Centennial Exhibit: "What We Build"

- Listing on donor wall
- 15 tickets to reception
- Ability to host a Traveling Exhibit
- "What We Build" Feature at Exhibit and Ball
- Spotlight Feature
- Map Pin

Publication: "100 Year Report Series"

- Sponsor logo listed under Century on the back cover
- The policy team will work with Century Sponsors on opportunities as the series is finalized

One Construction Industry Forum

- Listing as a Co-Host for remaining forums in 2021
- One premier table of 10, plus one seat at the Head Table

ASCEND Innovation Conference

- Listing as Trend Setter across media, publications, signage and online content
- 1-page advertisement in the post-event recap report
- Opportunity to distribute branded merchandise
- 10 Guest Passes



EMPIRE PACKAGE \$75,000

Centennial Ball

- Listing as a Silver Sponsor on collateral event material, including on Centennial Ball Committee
- One premier table for 10, plus one seat at the Head Table
- Access to Chair's Reception, prior to general reception
- Six additional invites to Young Professionals After Party
- Full-page black-and-white advertisement in the printed and digital journal and on video screens

Documentary

- Listing as sponsor in credits
- Project image included in documentary

Commemorative Book

- Listing as book sponsor
- Three copies of book

Centennial Exhibit: "What We Build"

- · Listing on donor wall
- 10 tickets to reception
- "What We Build" Feature at Exhibit and Ball
- Section Sponsor
- Map Pin

Publication: "100 Year Report Series "

- Sponsor logo listed under Empire on the back cover
- The policy team will work with Empire Sponsors on opportunities as the series is finalized

ASCEND Innovation Conference

- Listing as Pioneer Sponsor on signage
- Name listing on the postevent recap report
- Four Guest Passes

Construction Industry Forum

- Listing as a Co-Host for one forum in 2021
- One preferred table of 10, plus one seat at the Head Table at determined forum



SKYLINE PACKAGE \$50,000

Centennial Ball

- Listing as a Bronze Sponsor on Centennial Ball Committee
- One prime table for 10
- Access to Chair's Reception, prior to general reception
- Four additional invites to Young Professionals After Party
- Half-page black-and-white advertisement in the printed and digital journal

Construction Industry Forums

- Listing as a Co-Host for one forum in 2021
- One preferred table of 10, plus one seat at the Head Table at determined forum

Commemorative Book

- Listing as book sponsor
- One copy of book

Documentary

• Listing as sponsor in credits

Centennial Exhibit: "What We Build"

- Listing on donor wall
- 10 tickets to reception
- "What We Build" Feature at Ball
- Map Pin

Publication: "100 Year Report Series "

- Sponsor logo listed under Skyline on the back cover
- The policy team will work with Skyline Sponsors on opportunities as the series is finalized



OUR EXHIBIT: WHAT WE BUILD

This fall, we will launch our signature Centennial exhibit, *What We Build*, to celebrate the people, places and structure that have created the New York City we know and love today. *What We Build* will feature a timeline and displays to document our unique eras, from the skyscraper wars of the 1920s to the present-day superdevelopment boom.

This public-facing exhibit will begin with a ribbon cutting and cocktail reception. Traveling exhibits will be located throughout the five boroughs, at places with deep ties to our history, that also represent the future of our industry.

What We Build shares how the industry took the idea of New York and turned it into a brick-and-mortar reality. It will honor the legacy and the people from over the last 100 years.

All of this will culminate with an elaborate display at the Centennial Ball at the Jacob K. Javits Convention Center on November 18. The newly expanded space will be a fitting final venue to highlight *What We Build* as we gather to celebrate the last 100 years and prepare for the next century.

Sponsors will have the opportunity to integrate projects and achievements into the exhibit. Individual options are available to host a traveling exhibit. All participants will work in collaboration with the curator to ensure seamless integration with the exhibit.

MAKES YOUR HEART RACE

MOVES

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 OUR

 PAST





Hosted at AIANY | Center for Architecture, audiences will have three floors to explore various facets of our industry over the past 100 years. There are various ways your company can be featured in the exhibit, depending on your sponsorship package:

1) COMPANY FEATURE

• Exclusive to Excelsior Sponsors, this is a section dedicated to your organization's history and impact on the industry.

2) WHAT WE BUILD FEATURE

- Our team will work with you to create a featured section on a topic relating to your organization.
- Prominent feature with photo(s), title and descriptive text.

3) SECTION SPONSOR

• Your organization logo accompanies a section of the exhibit that explores a topic/period of time.

4) SPOTLIGHT

• Our team will work with you to develop a callout somewhere within the exhibit, including text, a project image and your logo.

THE BUILDING INDUSTRY HAS SHAPED NEW YORK ACROSS ALL FIVE BO

NEW YORK Building Congress

100 YEARS

All sponsors receive one Project Pin on the "What We Build" Map wall. Nearby on a legend will list your organization name, project title, and a thumbnail image.



Sponsor Wall Section



NOTE: These exhibit designs are still in development and subject to change.



Traveling Exhibits

In addition to the main exhibit, we are producing Traveling Exhibits that can move anywhere in the five boroughs. Excelsior and Century sponsors will have the opportunity to host this mobile exhibit at a venue they have access to (e.g. office lobbies). The hosting of a traveling exhibit is also available as an individual sponsorship.

The Traveling Exhibits are created using five double-sided sign stands. The first three stands are a condensed version of the What We Build exhibit, and the remaining two panels can be used to tell the story of your organization.

Our team will collaborate with yours to seamlessly integrate your material into the style and theme of our exhibit.









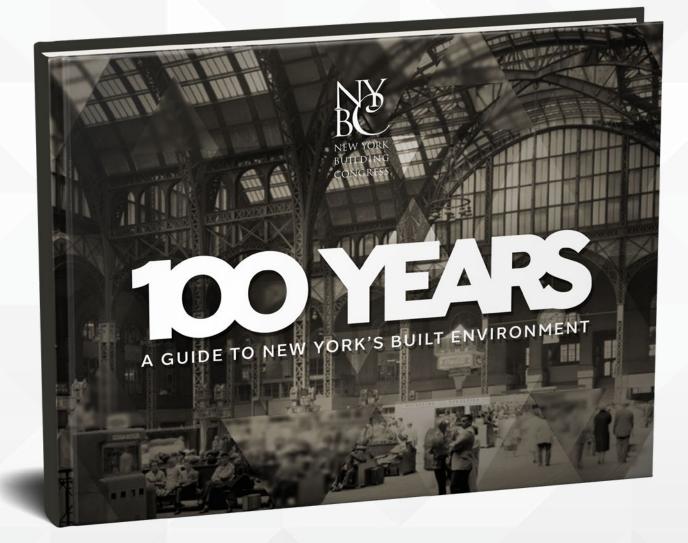


NOTE: These designs are still in development and subject to change.



COMMEMORATIVE BOOK

This is your chance to be a part of our 100-year anniversary. To commemorate our Centennial year, we are producing a beautifully designed coffee table book that tells our story from 1921 through today, and looks forward to what our future holds.



INDIVIDUAL SPONSORSHIP OPORTUNITIES





This is your chance to be a part of our 100th Anniversary. To celebrate our Centennial, we are producing a commemorative book that tells the stories of our history, our members and the industry. The book will travel from 1921 through today, and look ahead to what our future holds. Sponsorship opportunities include:



COMMEMORATIVE BOOK PRINTING - \$15,000 each

Limited availability - logo included on title page of book.



WHAT WE BUILD PROJECT HIGHLIGHT - \$5,000 each

This section of the book will feature member projects over the last century. For an example of how this page would look, <u>click</u> <u>here</u>. Note that the design of the book is still on-going, and while the layout and graphics may change, you can expect your page to include: One background image spanning the entire page • Three photos of your choosing • Project details and credits • Approximately 90 words of text as summary • Your logo featured prominently on the bottom left corner

I would like to make a \$ ______ contribution to the production of the commemorative book at a level not listed above. Donations above \$1,000 will be acknowledged in the closing of the book and on the Centennial wall in the office of the New York Building Congress.

CENTENNIAL EXHIBIT

In September 2021 we will launch our signature Centennial Exhibit: "What We Build," celebrating 100 years of New York's built environment and the people, places and structures that have created the City we know and love today. The exhibit will include a timeline and displays documenting the eras of New York's construction story and highlighting notable achievements.

While most exhibit benefits are exclusive to our <u>Centennial package sponsors</u>, we have the following opportunities available for those who would like to be part of this special exhibit:



MAP PIN - \$2,500 each

Feature a project location of your choosing on the prominently displayed five-borough map.



TRAVELING EXHIBIT - \$10,000 each

Host a micro exhibition at your property! Includes delivery, set up and breakdown of 5-6 panels in a space of your choosing. One of the panels will be a custom, promotional piece for your organization and the Building Congress will work with you on the design and features of the panel so that it seamlessly integrates with the exhibit.

I would like to make a \$______ contribution to the production of the exhibit at a level not listed above. Donations above \$1,000 will be acknowledged on the donor wall, at the exhibit and on the Centennial wall in the office of the New York Building Congress.

Please contact Jeanine M. Badalamenti, Executive Vice President, with any questions you may have or to discuss your involvement in more detail: <u>jmb@buildingcongress.com</u> • 212-481-9099

NAME	COMPANY	
EMAIL	TELEPHONE	
ADDRESS PAYMENT I Check made payable to New York Building Congress	NFORMATION American Express D Ma	sterCard 🔲 Visa
CREDIT CARD NO.	EXP. DATE	SEC. CODE
NAME ON CARD	SIGNATURE	



DOCUMENTARY

A 30-minute documentary highlighting the history and work of the New York Building Congress, in celebration of our Centennial will be produced, in conjunction with the commemorative book. The video will highlight industry milestones, interviews, testimonials and historical footage. The documentary will be widely distributed and a portion will be shown during the Centennial Ball.







REPORT SERIES

In 2022, we will launch a three-part series exploring the next 100 years of the Building Congress and the building industry.





SPONSORSHIP OPPORTUNITIES

CENTENNIAL SPONSORSHIPS BREAKDOWN	Excelsior \$250,000	Century \$100,000	Empire \$75,000	Skyline \$50,000
EXCELSIOR EXCLUSIVE				
Recognition as exclusive Excelsior sponsor on marketing and event related materials	Х			
Company logo included on step and repeat, used at events throughout the year	Х			
Company logo pop-up on Building Congress website for one month	х			
Recognition on social media platforms throughout the year	х			
Spotlight interview in an issue of Member Monday	Х			
Mention in Centennial year press related material	Х			
Speaking roles at events throughout the year	Х			
Sponsored content in Building Beat	3 Stories in a selected month			
Header and footer in one month of the Building Beat Newsletter (2 eblasts weekly as well as 1 additional Government Affairs Newsletter monthly)	х			
Logo recognition on collateral event material	Х			

Please contact Jeanine M. Badalamenti, Executive Vice President, with any questions you may have or to discuss your involvement in more detail: jmb@buildingcongress.com, 212-481-9099



SPONSORSHIP OPPORTUNITIES

CENTENNIAL SPONSORSHIPS BREAKDOWN	Excelsior \$250,000	Century \$100,000	Empire \$75,000	Skyline \$50,000
CENTENNIAL BALL	7230,000	\$100,000	<i>973,000</i>	\$30,000
Logo recognition on collateral event material, including on Centennial Ball Committee	Platinum Listing	Gold Listing	Silver Listing	Bronze Listing
Tables and Seats at the event	2 Tables of 12 & 2 Head Table Seats	1 Table of 12 & 1 Head Table Seat	1 Premier Table 10 & 1 Head Table Seat	1 Prime Table for 10
Access to Chair's Reception, prior to general reception	x	х	х	х
Invites to Young Professionals After Party	12	8	6	4
Verbal recognition	Х	Х		
Listing as Young Professionals After Party sponsor	Х			
Journal Advertisment Benefits, Printed and Digital also seen on video screens at the event	Prominent Placement, Full- page, color	Full-page, color	Full-page black and white	Half-page black and white
CONSTRUCTION INDUSTRY FORUMS				
Underwriter Listing	All Forums			
Co-Host Sponsor Listing		Remaining 2021 Forum	Remaining 2021 Forum	Remaining 2021 Forum
Tables and Seats at the event	1 Premier table for 10 & 1 Head Table Seat	1 Premier table for 10 & 1 Head Table Seat	1 Preferred Table of 10 & 1 Head Table Seat	1 Preferred Table of 10 & 1 Head Table Seat
ASCEND INNOVATION CONFERENCE				
Listing across media, publications, signage and online content	Groundbreaker Listing	Trend Setter Listing	Pioneer Sponsor	
Other benefits	Refreshment Listing @ all refreshment stations			
Post-event recap report	Prominent Placement, full- page, color advertisment	One page black and white advertisement	Listing as sponsor	
Opportunity to distribute branded merchandise	Х	Х		
Guest passes	15	10	4	

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DOCUMENTARY				
Opening commercial spot	Х			
Interview segment in Centennial Documentary	Х			
Company spot	Feature	Mention	/	
Project spot	Feature	Feature	Image	
Credits Listing	Name and Logo	Name Listing	Name Listing	Name Listing
COMMEMORATIVE BOOK				
Company logo included in acknowledgment listing	Benefactor Listing	Sponsor Listing	Sponsor Listing	Sponsor Listing
Company logo on back cover of Commemorative Book	х			
Inclusion in foreword letter	Х			
Company and project feature	Х			
Testimonial inclusion		Х		
Copies of the book	10	5	3	1
EXHIBIT				
Logo representation on all promotional materials and at the exhibit.	х			
Listing on donor wall	Х	Х	Х	Х
Map Pin	Х	Х	Х	Х
What We Build Feature	at Exhibit and Ball	at Exhibit and Ball	at Exhibit and Ball	at Ball
Company Feature - section dedicated to your organizations history and impact on New York's build environment	x			
Host a Traveling Exhibit in a location you have access to	х	х		- 7
Spotlight Feature - A brief feature on a topic/project of your choice, with logo and one image		x		
Section Sponsor - Logo is listed in a section of the exhibit			х	
Tickets to Reception	20	15	10	10

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LET'S BUILD SOMETHING TOGETHER

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