

# CFA SPONSORSHIP AND ADVERTISING

## 2026 CFA Sponsorships and Advertising Prospectus

The Concrete Foundations Association (CFA) offers a unique opportunity to meet your marketing, outreach, and engagement goals by connecting you with the leading professionals in the cast-in-place concrete foundation industry. Through event sponsorships, strategic partnerships, and print advertising, you can showcase your brand and message directly to contractors, suppliers, consultants, and decision-makers who shape our industry. With a presence at CFA's signature events and in our trusted publications, your company will be positioned at the forefront of the foundation construction community.

## CFA Annual Partnership Packages

For maximum exposure and year-round visibility, our CFA Annual Partnership Packages bundle sponsorship and advertising opportunities across our signature events and publications. These pre-built packages include options from World of Concrete & Foundation Contractors Night, CFACON26, our Spring and Fall Executive Retreats, and advertising placements in Concrete Facts magazine. By committing to an annual package, your brand maintains a consistent presence with CFA members and industry professionals, ensuring you're top-of-mind at every major touchpoint throughout the year. It's the most comprehensive way to showcase your support for the CFA while reaching your marketing and business development goals.





# SPONSORSHIP TIERS

Benefits	Presenting \$30,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000	Foundation \$5,000
Membership Directory Highlight	Presenting Sponsor badge	Gold Sponsor badge	Silver Sponsor badge	Bronze Sponsor badge	Foundation Sponsor badge
Quarterly Magazine Ad	Full page	Full page	½ page	¼ page	Business card
Convention Attendee List (pre-Convention)					
Convention Attendee List (post-Convention)					
Exhibit at Convention	10x10 booth	10x10 booth	10x10 booth	10x10 booth	Table top
Complimentary Convention Registrations	6	4	3	2	1
Preferred Booth Selection at Convention					
Promotional Video Played at Sponsored Event					
CFACON Sponsor	Presenting Sponsor	Social Sponsor	Hospitality Sponsor		
FCN Sponsor	Platinum	Gold	Silver	Bronze	Bronze
FCN Complimentary Attendees (\$185/person)	5	3	2	1	1
Executive Retreat Sponsor	Platinum	Gold	Silver	Bronze	
Company Featured on "Morning Cup"					
Company Featured in BPG Promotion					
Quarterly Email Blast					

Please send inquiries to Trenton Baty at [info@cfaconcretepros.org](mailto:info@cfaconcretepros.org) or contact (313) 383-4615.

# À LA CARTE OPPORTUNITIES

If you prefer to build your own marketing plan, CFA also offers all sponsorship and advertising opportunities on an à la carte basis. Instead of selecting a bundled package, you can choose exactly which events, publications, and promotional channels best fit your goals and budget. Explore the options below to create a custom mix of visibility and engagement that works for your company.

## World of Concrete & Foundation Contractor's Night

World of Concrete (WOC) is a premier annual international event for concrete and masonry professionals, showcasing the latest equipment, products, training, and technologies that enhance safety, efficiency, and high-quality products.

Join CFA at World of Concrete, one of the concrete industry's most anticipated events of the year. As a sponsor, you'll connect with contractors, suppliers, and industry leaders during Foundation Contractors Night, an evening of networking, camaraderie, and industry celebration. Your brand will be front and center with key decision-makers at our dinner celebration at the top of the Strat.

*Sponsorship is exclusive to CFA Members.*

Sponsorship	Pricing	Attendees
Bronze	\$750	0
Silver	\$1,500	2
Gold	\$2,000	3
Platinum	\$5,000	5

*Additional attendees cost \$185/person.*

## Executive Retreats – Spring & Fall

CFA Executive Retreats offer an intimate, high-value networking experience for company leaders and decision-makers. With a focus on relationship-building, behind-the-scenes tours, and peer-to-peer learning, these events provide sponsors with direct access to some of the most engaged and influential members of our association.

*Executive Retreat Sponsors will be present in all promotion of the retreat before and after the event.*

Sponsorship	Pricing
Bronze	\$500
Silver	\$1,000
Gold	\$1,500
Platinum	\$2,000

## CFACON26: CFA Summer Convention

The CFA Summer Convention brings together contractors, suppliers, and experts from across the country for education, networking, and celebration. Sponsors have the opportunity to showcase their brand throughout this multi-day event, which features keynote speakers, industry sessions, and the prestigious CFA Project of the Year Awards. Position your company as a leader in front of an engaged, influential audience.

Sponsorship	Pricing	Exhibit	Attendees
Exhibit Only	\$2,750	10x10 booth	1
Hospitality Sponsor	\$4,000	10x10 booth	1
Social Sponsor	\$6,000	10x10 booth	2
Presenting Sponsor	\$10,000	10x10 booth	4

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## Concrete Facts Magazine Advertising

*Concrete Facts* is the official publication of the CFA, distributed directly to our member base and industry contacts. With feature articles, technical insights, and member spotlights, it's a trusted resource with a long shelf life. Advertising in *Concrete Facts* keeps your brand in front of the industry all year long and aligns your company with high-quality content and trusted expertise.

Size	Orientation	Cost per Issue	Web Ad Size
<b>Full 2-page Spread</b>	2 full pages	\$4,250	350px x 250px
<b>Junior Spread</b>	Horizontal	\$3,000	350px x 250px
<b>Full Page</b>	Vertical	\$2,750	350px x 250px
<b>Half Page</b>	Horizontal	\$1,800	350px x 250px
<b>Quarter Page</b>	Vertical	\$900	350px x 250px
<b>Business Card</b>	Horizontal	\$500	350px x 250px

