



For more information on sponsorship or 5Kin5 Initiative Participation, contact: [elizabethg@northstatebia.org](mailto:elizabethg@northstatebia.org)



For more information on partnership or 5Kin5 Initiative Participation, contact: [elizabethg@northstatebia.org](mailto:elizabethg@northstatebia.org)

## HOW CAN YOU HELP?

### SPONSOR

The 5Kin5 Initiative has the momentum and potential to be a real solution to the growing labor shortage in the Capitol Region, and sponsoring the 5Kin5 Initiative shows that you take this issue seriously and want to help do what it takes to solve the problem at hand.

We are seeking \$100,000 a year in sponsorship for the next five years.

Sponsors of the 5Kin5 Initiative will have their logo and a link to their company website proudly and prominently displayed on the BIA Foundation website ([biaworkforce.com](http://biaworkforce.com)) and the 5Kin5 Job Portal Website ([5Kin5Jobs.com](http://5Kin5Jobs.com)).

Sponsors will receive recognition at Foundation events and in 5Kin5 Initiative marketing materials.

**There are four sponsorship levels:**

**Bronze – \$2,500**

**Silver – \$5,000**

**Gold – \$7,500**

**Platinum – \$10,000+**

### PARTNER

A partnership with the 5Kin5 Initiative can take on almost any form. The initiative has identified partnerships as being at one of three levels:

- **Apprentice**

An Apprentice level partnership is a partnership in which our organizations work together on a short term basis towards a specific goal without the exchanging of funds. For example, Staff members from Greater Sacramento Urban League and North State Building Industry Foundation work together to the mutual benefit of our On-the-Job Training and Out of School Youth Programs to find, enroll, and place candidates into work.

- **Journeyman**

A Journeyman level partnership lasts for an extended period of time and is one in which an organization contracts with North State Building Industry Foundation to perform some service at a contracted rate. For example, Del Paso Homes has contracted with the 5Kin5 Initiative to help them fulfill SHRA requirements. North State BIF is being reimbursed by Del Paso Homes on a hire-by-hire basis for time spent doing the heavy lifting of locating the job seekers who fit the SHRA requirements set forth to them.

- **Craftsman**

A Craftsman level partnership is a long-term partnership involving ongoing funding, and a high degree of integration of staff and/or facilities. Sacramento Employment Training Agency (SETA) is a primary fund source for all of the programs operated by the North State Building Industry Foundation, paying for staff time, program support, and 5Kin5 Initiative operations. Our staff shares office space and other resources as well.



For more information on promotion or 5Kin5 Initiative Participation, contact: [elizabethg@northstatebia.org](mailto:elizabethg@northstatebia.org)



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The 5Kin5 Initiative will place 5,000 people into employment within the homebuilding industry over the next 5 years.

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F: 916-677-5734  
E: [workforce@northstatebia.org](mailto:workforce@northstatebia.org)

## HOW CAN YOU HELP?

### PROMOTE

Promoters of the 5Kin5 Initiative are leaders in the residential building industry, advocating for involvement of our business partners in creating workforce development programs, activities, and opportunities, which improve the number and quality of workers in the industry. Promoters help spread the word about the initiative, creating greater overall success of its efforts.

Examples of 5Kin5 promotion might include:

- Distributing 5Kin5 informational literature to trade contractors, builders, and others and organizing meetings to discuss the initiative
  - Discussing sponsorship opportunities with vendors and suppliers
  - Speaking to students about the career opportunities available to them in the industry
  - Providing internships and other work-based learning opportunities to students
  - Speaking with school boards and other education management about the importance of investing in construction training programs
- ...and many others!

### PARTICIPATE

For trade contractors and others, there are a number of ways you can be directly involved in the 5Kin5 Effort.

- **Post your jobs on 5Kin5Jobs.com**

5Kin5Jobs.com is a FREE resource for industry employers to post their positions. Basic postings are always free, but premium postings are available at a low cost:  
1 Featured Job Posting—\$30  
1 Year of Featured Job Postings—\$350 (BIA Members receive a \$50 discount—just ask us)

- **Hire at the Trades Job Fair**

Each Spring the North State Building Industry Foundation hosts the Trades Job Fair—an industry-specific career and training fair that allows you to speak with hundreds of work-ready individuals or promote your program. Visit [biaworkforce.com/tradesjobfair](http://biaworkforce.com/tradesjobfair) for more information

- **Help Us Track Hiring Activity**

Each month the North State Building Industry Foundation surveys employers in the region to see how well their hiring needs are being met. If you would like to participate in the survey contact [elizabethg@northstatebia.org](mailto:elizabethg@northstatebia.org).

- **Refer and receive candidates**

If your company experiences a layoff, or you simply let someone go who isn't a fit for your company, you can refer those individuals to the North State BIF, at which time we can help them find alternate employment. Likewise, we can refer work-ready individuals to you for your openings as we come into contact with qualified individuals.