

2018 Billboard Campaign “Safety in Construction Zones”



The Public Relations Committee of the AGC HHU Chapter is promoting our annual billboard campaign and we want YOU to be involved!

This annual billboard campaign is twofold in purpose:

1. Raise awareness for construction work zone safety, both for our workers as well as the traveling public.
2. Plant a seed in our grade schools to create interest in highway construction through creative artwork contests.

With the financial support of AGC Contractors and Associate members, strategically places billboards throughout South Dakota which be viewed by tens of thousands of drivers every day!

How the program works:

1. 4th Grade students are given the opportunity to enter an art contest to appear on a billboard. The winner will receive a \$25.00 prize and also win a \$100.00 prize for their class to be used for a fun event of their choice.
2. Billboards will be purchased for 2 months with the winning artwork displayed along with the business logos of five (5) contributing contractors and/or associate business members that will promote construction work zone safety.
3. As a regular business expense for advertising its logo, every firm is asked to contribute \$350.00 for the cost of the billboard and prizes for the fourth grade contests. A FULL Billboard can be sponsored for \$1,750 and you get to choose the other companies featured on the billboard with you!

The goal of this initiative is to saturate the highways of South Dakota and create a “brand” with this billboard campaign in 2018 and every year moving forward. As a billboard sponsor, your company is invited and encouraged to be a part of the artwork choosing and press conferences at the school(s) of your chosen students artwork! The billboard and press conference promotes your company! ***We need everyone to get on board. This is about education, promoting our industry and most important – saving lives!***

Please fill out the form below and return by April 15th!!

Thank you,

Joan Lund, Chairperson
AGC of South Dakota
Public Relations Committee



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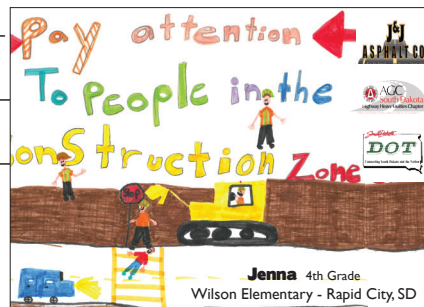
- YES, I wish to contribute! Please invoice us
- Enclosed is my check for \$350.00 Enclosed is my check for \$1,750.00
(one complete billboard)

Company Name: _____

Company Contact: _____

Contact Phone No: _____

Contact Email: _____



Mail form and payment to:
AGC of SD HHU

300 E. Capitol Ave, Suite 1. Pierre, SD 57501