SPONSORSHIP PACKAGE

A Pink Tool Project Experience

Saturday, May 1, 2027 | Memphis, TN

Help a Girl Pick Up Her First Tool

Pretty Girls Build is a high-energy, hands-on day where girls try the skilled trades for themselves. Women who work in the trades lead every station, so each girl sees a career she can step into and a woman who already did.

Pink Tool Project is a 501(c)(3) nonprofit organization. Pink Tool Project exposes and empowers women and girls to enter and excel in the skilled trades and maintenance professions through education, hands-on experiences, mentorship and pathways to apprenticeship programs. Expose. Empower. Enter. Excel. **Crafting Careers That Build.**

Your sponsorship puts tools in hands, women in front of girls, and a clear career path in view.

The Event at a Glance

- **Date:** Saturday, May 1, 2027
- **Place:** Memphis, TN. Venue announced soon.
- **Who it's for:** Girls ages 10 and up. Parents and guardians are welcome, and we recommend they stay.
- **Goal:** 500 girls
- **Format:** Girls work in teams of up to 25 and rotate through hands-on stations led by women in the trades and trained volunteers. They spend 30 minutes at each stop, collect a stamp in their Skilled Trades Passport, and earn a Skilled Trades Badge. Check-in starts at 9:00 a.m. and the day closes at 2:30 p.m.

- **Trades girls can explore:** Up to ten trades, including electrical, carpentry, bricklaying and masonry, concrete, plumbing, HVAC, welding, ironwork, painting and drywall, and epoxy and flooring

The Day, Hour by Hour

Up to 500 girls arrive at 9:00 a.m. on Saturday, May 1, 2027. They eat breakfast, rotate through hands-on trade stations, share lunch with the people who made the day possible, and leave with a badge, a passport, and a swag bag.

Time	What happens
9:00 to 9:30	Check-in. Girls receive passports and swag bags.
9:30 to 10:00	Breakfast and a short safety talk
10:00 to 1:00	Four rotations. Girls spend 30 minutes at each station, with 15 minutes to move while volunteers reset.
1:00 to 2:00	Lunch, sponsor recognition ceremony, trivia, and contest prizes
2:00 to 2:30	Closing, photos, and the Skilled Trades Badge

Each trade runs two teams at a time, so a station sees up to 200 girl visits over the morning. Two to four helpers at each station keep the pace and explain how to build.

The Trade Stations

The projects below are examples of what girls may build. Final projects may vary by station.

Trade	Example of what girls may build
Electrical	Wires a working light on a practice board
Carpentry	Cuts and builds a small bench or tool tote
Bricklaying and masonry	Lays a short brick row with mortar
Concrete	Casts a paver or coaster to keep
Plumbing	Assembles a pipe run and tests it
HVAC	Shapes and seams a sheet metal duct piece
Welding	Practices a bead on a simulator
Ironwork	Bends and ties rebar
Painting and drywall	Patches, finishes, and paints a small panel
Epoxy and flooring	Coats a tile or wood piece in epoxy

The stations sit in the center of the floor. Around the edge, employers, trade unions, trade schools, and community groups host tables so girls and families can learn about even more ways to craft careers that build.

Why Pretty Girls Build Is Important

More pathways. More confidence. More builders.

Women are just 4.3% of all construction trade workers. Break it down trade by trade, and here's what you'll see:

- **Painting:** 11.1%
- **Welding:** 5.8%
- **Flooring and tile:** 5.5%
- **Electrical:** 3.5%
- **Carpentry:** 3.1%
- **Plumbing, pipefitting and steamfitting:** 3.1%
- **HVAC:** 2.7%
- **Drywall:** 1.9%
- **Bricklaying and masonry, concrete, ironwork:** so few women that national surveys can't measure them

Skilled trades offer strong wages and job security without a four-year degree. Many girls never pick up a tool or meet a woman who works in the trades. Pretty Girls Build puts both in front of them in one day, so a trade becomes a career they can picture for themselves.

Sources: U.S. Bureau of Labor Statistics, Current Population Survey, 2025 annual averages; Institute for Women's Policy Research, Numbers Matter: Women Working in Construction in 2025.

What Your Generosity Makes Possible

Every gift helps to put a tool in a girl's hand. Your generosity provides:

- **Tools and materials** for every trade station
- **Safety gear** for every girl and volunteer: OSHA-standard safety glasses, gloves and hard hats
- **Skilled Trades Passport, Skilled Trades Badge and swag bag** for every girl to take home
- **Women-led instruction** from women in the trades and trained volunteers
- **Breakfast and lunch** for every girl
- **Event space and technology:** venue, signage, shirts, and an event app for check-in, passports and impact tracking

Every girl takes home a day of hands-on training and her own projects. Here is what each gift level makes possible.

Gift	What it makes possible
$25	Sponsor a girl for the day
$100	Sponsor four girls

Gift	What it makes possible
$625	Sponsor a team of up to 25 girls, a full work group, with your name on it
$1,250	Sponsor two teams, 50 girls

Giving $1,000 or more as a company? See the Sponsorship Levels below, from Toolbox to Master Builder.

Why Your Company Should Be Involved

- **Meet your future workforce.** Put your company in front of up to 500 girls and their families who will shape tomorrow's skilled workforce.
- **Invest in Memphis.** Support a hands-on community day with a clear mission and visible results.
- **Be seen with purpose.** Earn recognition on the event website, signage, social channels, and on site.
- **See your impact.** Receive a post-event report with participant feedback and results.

Where Your Name Appears

- **At the event:** signs at your station or table, banners, and thank-you moments throughout the day
- **At lunch:** named from the stage during the sponsor recognition ceremony, with awards and plaques for partners
- **In the event app:** a sponsor profile with your logo and link, shown to girls, families, and volunteers
- **In the swag bag:** a thank-you card, and your logo on items you provide
- **Online:** the sponsor page on PrettyGirlsBuild.org and social media posts before and after the event
- **After the event:** a named thank-you in the impact report sent to every partner

For Your Team

Sponsors can bring their people, not only their name.

- **A volunteer team:** staff a station or help with check-in
- **A seat at the lunch ceremony,** with a team photo
- **Volunteer hours recorded** in the impact report, ready for your community reporting

How We Will Measure and Report

We track what happens and send every sponsor a short impact report after the event, with photos and results.

- Girls who attend, counted at check-in
- Stations visited per girl, from passport stamps and the event app
- Girls who earn the Skilled Trades Badge

- Girls' interest in the trades, from a short before and after survey
- Volunteers and partner organizations who took part
- Photos and comments from girls and parents

Why Partner With Pink Tool Project

- **An established nonprofit:** Pink Tool Project was established in 2024 as a nonprofit organization
- **Experienced leadership:** Founder & Chief Executive Officer Keisha L. Blair is a 31-year journeyman wireman electrician trained through IBEW Local 474, a Home Builders Institute (HBI) PACT-certified instructor, and has led pre-apprenticeship and STEM programs
- **Safety planned in:** event insurance and a written safety plan for power tools, with trained trade leads at every station and about one adult for every eight girls
- **National presence:** Chicago Build 2026 Expo exhibitor and ambassador, returning to Chicago Build in 2027, plus programs with the National Alliance of Black School Educators (NABSE) and Pathful
- **Local impact:** past programs, workshops and career days with Girl Scouts Heart of the South, MLGW STEM Academy, Memphis-Shelby County Schools, City of Memphis youth programs, Memphis Public Libraries, Cloud901, Home Builders Institute, Path to Pro and Beyond Educating Foundation
- **A plan built for 500 girls:** 20 work teams, up to ten stations, and about 60 to 80 trained volunteers

Giving to Pink Tool Project

Tax-deductible giving: Pink Tool Project is a 501(c)(3) nonprofit organization, EIN 39-4371173. Gifts are tax-deductible to the extent allowed by law, and every gift is receipted.

In-kind gifts: Goods or services count toward a sponsorship level at their fair value. A $5,000 tool donation earns Blueprint recognition, for example. In-kind donors receive a written acknowledgment describing the items or services given.

Ways to give beyond cash:

- Tools, materials, and trade supplies
- Venue support and equipment
- Printing, signage, and shirts
- Photo and video services
- Volunteers from your team, especially women in the trades

Custom partnerships are welcome: Sponsor a single station, supply tools and materials, or cover a specific need like safety gear.

Sponsorship Levels

Sponsorships are accepted through event day, May 1, 2027. Commit by March 15, 2027 to have your logo on printed materials.

What you receive	Toolbox: Community Support $1,000	Job Site: Trade Station Sponsor $3,000	Blueprint: Participant Experience Sponsor $5,000	Foundation: Career Pathway Partner $10,000	Cornerstone: Signature Partner $25,000	Master Builder: Presenting Sponsor $50,000
Recognition on the event website	✓	✓	✓	✓	✓	✓
Thank-you from the stage at lunch	✓	✓	✓	✓	✓	✓
Name or logo on banners and signage	✓	✓	✓	✓	✓	✓
Social media	Thank-you post	1 post	2 posts	3 posts	4 posts	Every post
Logo in the event app		✓	✓	✓	✓	Featured
Your name on a trade station		✓				
Your name on a contest or prize			✓			
Exhibit table				✓	✓	Featured space
Named feature: swag bag, meals or passport					✓	
Speaking moment						✓
Logo on every girl's shirt and the swag bag						✓

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Lunch ceremony seats	1	2	3	4	6	8
Volunteer spots	2	Up to 4	Up to 6	Up to 8	Up to 12	Up to 20
Impact report	Listing	Listing and photos	Listing and photos	A page	Full page	Spotlight
Top billing as presenting sponsor						✓

What You Receive, Level by Level

Every level includes a place in the impact report, a thank-you from the stage at lunch, and a thank-you card in every swag bag. Here is what each level adds.

Master Builder: Presenting Sponsor, $50,000 (1 spot)

Your company is the name of the day: *Pretty Girls Build*, *presented by [Your Company]*.

1. **Presenting name** on the flyer, PrettyGirlsBuild.org, the event app, banners, the passport cover, and every press and social announcement
2. **Your logo on every girl's shirt** and on the swag bag
3. **A speaking moment** at the opening and at the lunch ceremony, where you also present the contest awards
4. **A featured exhibit space** at the front of the floor to meet girls, parents, and volunteers
5. **Up to 20 volunteers** placed across the trade stations, with a team photo at lunch
6. **Eight seats at the lunch ceremony** for your leaders and guests
7. **Featured placement in the event app** with your logo, link, and a welcome message to every attendee
8. **A spotlight in the impact report**, with your team's volunteer hours, photos, and a summary page for your leadership
9. **First right to renew** as presenting sponsor for the next event

Cornerstone: Signature Partner, $25,000 (up to 2 spots)

Your name anchors one major part of the day: the swag bag, the meals, or the Skilled Trades Passport.

1. **Named feature:** "The Swag Bag, by [Your Company]," "Breakfast and Lunch, by [Your Company]," or "The Passport, by [Your Company]"
2. **Your logo on the banner,** the website, and the event app
3. **A recognition moment** at the lunch ceremony
4. **An exhibit table** near the center of the floor
5. **A volunteer team of up to 12,** with a team photo at lunch
6. **Six seats at the lunch ceremony**
7. **Four social posts** featuring your company before and after the event
8. **A full page in the impact report** with your volunteer hours and photos

Foundation: Career Pathway Partner, $10,000 (up to 4 spots)

You help girls see a path from this day to a career.

1. **Career pathway recognition:** your name on the career and apprenticeship information at the partner tables
2. **Your logo on the banner,** the website, and the event app
3. **An exhibit table** to meet girls and families
4. **A volunteer team of up to 8,** with a team photo at lunch
5. **Four seats at the lunch ceremony**
6. **Three social posts** featuring your company
7. **A named thank-you** from the stage
8. **A page in the impact report** with your volunteer hours and photos

Blueprint: Participant Experience Sponsor, $5,000 (up to 6 spots)

You fund the fun: the contests, the prizes, and the extras girls remember.

1. **Contest and prize recognition:** your name on a contest, such as the photo contest or the passport prize, with winners announced from the stage
2. **Your logo on the banner,** the website, and the event app
3. **A volunteer team of up to 6,** with a team photo at lunch
4. **Three seats at the lunch ceremony**
5. **Two social posts** featuring your company
6. **Your logo in the sponsor thank-you** in every swag bag
7. **A named thank-you** from the stage
8. **A listing and photos** in the impact report

Job Site: Trade Station Sponsor, $3,000 (1 spot per trade)

You own a trade for the day, and your name is on it.

1. **Your name on the station sign** for the trade you choose, over both work teams
2. **Your tools and materials featured** at your station, if you supply them
3. **Up to 200 girl visits** at your station over the morning, reported to you afterward
4. **A volunteer team of up to 4** staffing your trade, with a team photo at lunch
5. **Two seats at the lunch ceremony**
6. **Your logo on the banner,** the website, and the event app

7. **One social post** featuring your station
8. **A listing and photos** in the impact report

Toolbox: Community Support, $1,000 (unlimited)

You put 40 girls through the day, and your name is part of it.

1. **Your gift sponsors 40 girls** for the day
2. **Your name or logo** on the website sponsor page and the thank-you banner
3. **A named thank-you** at the lunch ceremony
4. **A volunteer spot for 2 people**
5. **One seat at the lunch ceremony**
6. **A social thank-you**
7. **A listing** in the impact report

Become a Sponsor

Ready to build with us? Here's how it works:

1. Choose a level or focus area

2. Submit the form at PrettyGirlsBuild.org or contact us at info@pinktoolproject.org or 901.425.1184

3. Receive a confirmation with payment or invoice instructions

4. Send your logo and recognition details

Prefer to pay by check or invoice? Let us know and we'll send instructions.

Contact: info@pinktoolproject.org | 901.425.1184

About Pink Tool Project

Pink Tool Project is a 501(c)(3) nonprofit organization. Pink Tool Project exposes and empowers women and girls to enter and excel in the skilled trades and maintenance professions through education, hands-on experiences, mentorship and pathways to apprenticeship programs. Our Founder & Chief Executive Officer, Keisha L. Blair, built a career in the trades and now builds the pathway for others. Catherine White serves as Co-Founder & Executive Director.

- **Hands-on workshops and career days**
- **Mentorship** from tradeswomen who know the path firsthand
- **Pre-apprenticeship training**
- **STEM and career programs** with schools, youth programs and community partners
- **National expos, conferences and virtual career programs**

Crafting Careers That Build, One Skill at a Time.

Confidence • Opportunity • Sisterhood • Future