



**2026
BUILD & GROW
FESTIVAL
SPONSORSHIP
OPPORTUNITIES**



**JULY 11 & 12, 2026
Josephine County Fairgrounds**

www.buildso.org



A MESSAGE FROM OUR CEO

Dear Members and Community Partners,

The Builders Association of Southern Oregon (BASO) is entering a transformative new chapter. Over the past year, we have taken a hard look at our organization, where we have been, where we're going, and what it will take to get there. The result is a clear path forward: a stronger, more connected association that champions growth, workforce opportunity, and housing affordability across Southern Oregon. Our reach now spans Jackson, Josephine, Coos, and Curry Counties, ensuring our region has a unified voice in statewide conversations. We are strengthening partnerships with local governments, while expanding our advocacy at the state and national levels to protect and promote the builders, businesses, and families we serve.

BASO is partnering with schools and job training programs to help bridge the gap between education and employment to grow a skilled, local workforce. This year, we have laid the groundwork for a charitable foundation that will remove barriers for new businesses to join our association. We believe the most successful communities are built together. BASO is intentionally creating more opportunities for connection between our members, community partners, educators, and public agencies so that our members and the regional economy can thrive. We have worked diligently to promote transparency, re-establish trust, and rebuild a culture grounded in partnership.

Looking forward, our vision is bold, and we know we cannot achieve it alone. Strategic partners like you make it possible for us to bring real workforce solutions into our schools and neighborhoods, advocate for key infrastructure and housing initiatives, support small local contractors as they grow, host events that bring together leaders from across the region, and strengthen economic resilience throughout Southern Oregon.

We are proud of the progress we have made, but the opportunity ahead is far greater. With your support as a sponsor, we can accelerate this momentum and ensure Southern Oregon becomes the model for community-driven success. I would welcome the chance to share our vision in person. Thank you for your leadership, partnership, and commitment to Southern Oregon.

Sincerely,

Dr. Joey Minear
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OUR “WHY”

The Build & Grow Festival is not just a new event — it is a direct response to the voice of the community.

The Builders Association of Southern Oregon hosted a town hall meeting in Josephine County, inviting local residents, business owners, families, and community leaders to share what kind of event they wanted to see in Grants Pass.

The message was clear:

A family-friendly. Educational. Community-centered event.

The Build & Grow Festival is the outcome of that conversation.

This first-of-its-kind festival reflects the heart of what BASO stands for: strengthening families, supporting homeowners, investing in workforce development, and building a vibrant, connected region.

Homes are where life happens — where families grow, dreams are built, and futures take shape. By bringing together building professionals, gardening experts, small business vendors, equipment demonstrations, first responders, and interactive learning experiences, BASO is creating a space where families can learn, explore, and be inspired together.

This event is more than a showcase of industry.

It is:

- A response to community input
- A platform for small business support
- A celebration of the building trades
- A hands-on educational experience for youth
- A collaborative effort between industry and community

By hosting this festival at the Josephine County Fairgrounds, BASO is reinforcing its commitment not only to Southern Oregon as a whole — but specifically to the families and businesses of Josephine County.

The Build & Grow Festival is more than an event.

It is a community-built tradition in the making.



ABOUT THE FESTIVAL

The Build & Grow Festival is Southern Oregon's newest signature family event — designed to be both fun and educational for all ages.

Held at the Josephine County Fairgrounds, the event will utilize both exhibit buildings to host vendor booths, interactive zones, demonstrations, and community partners.

The festival brings together:

- Home improvement professionals
- Garden and landscaping experts
- DIY creators and makers
- Equipment and construction showcases
- First responders and public safety partners
- Local food vendors
- Small business marketplace vendors (jewelry makers, candle creators, artisans, and more)
- Community education partners such as Wildlife Images Rehabilitation & Education Center

Designed for families, homeowners, and future builders alike, this first-annual event creates a hands-on environment where learning meets fun.

WHY PARTICIPATE AS A SPONSOR?

As a sponsor, your business will not only gain visibility — you will be positioned as a leader who invests in Josephine County's future.

Sponsors will:

- Showcase their business to hundreds of local families and homeowners
- Engage directly with target customers through live demonstrations and interactive experiences
- Receive strong brand visibility across digital marketing, social media, print promotions, and on-site signage
- Support small business growth and local workforce development
- Align with a family-centered, education-forward community initiative
- Be recognized as a champion of the building trades and local economic vitality

This is more than sponsorship — it is community leadership.

EXCLUSIVE ZONES



Each zone offers sponsorship opportunities and tailored experiences.

Build Zone

- Student building projects
- Kids interactive building activities
- Hands-on learning stations
- Home Services Exhibitors
- Career pathway exposure in construction trades



Grow Zone

- Gardening education
- Plant workshops
- Outdoor living inspiration
- Landscaping demonstrations
- Craft Marketplace vendors & garden



Equipment Zone

- Construction equipment displays (tractors, tools, heavy equipment)
- Firefighter demonstrations
- Mercy Flights demonstrations
- Industry showcases



Little's Zone (Ages 5 & Under)

- Bouncy houses
- Splash pads
- Coloring and creative play areas
- Designed specifically for young families and their "littles."



Food Court

Featuring local favorites including:

- Casa Amigas
- Burgers, Fries & Good Times
- Ice cream vendor
- Lemonade stand





THE BIGGER IMPACT

The Build & Grow Festival is about more than a weekend event.

It's about:

Investing in families

Inspiring future trades professionals

Supporting local small businesses

Connecting industry leaders with the community

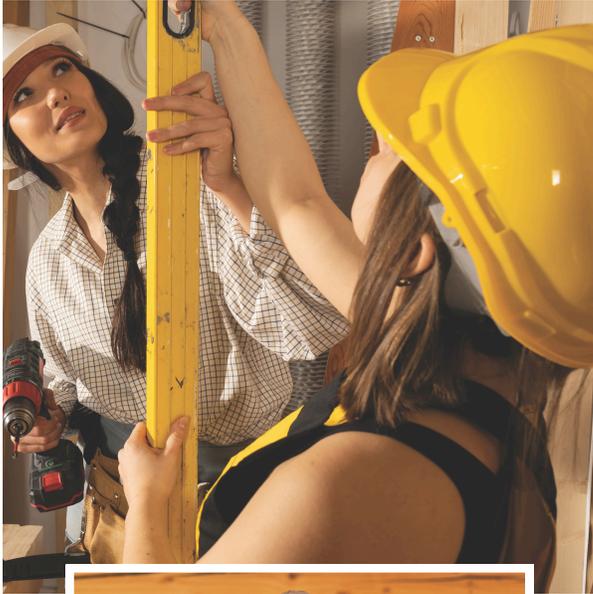
Creating an experience that celebrates Southern Oregon's spirit of resilience and growth. As a sponsor, you're not just participating, you're helping to build something that lasts.





BUILD & GROW FESTIVAL SPONSOR EVENT PACKAGES

PRESENTING Sponsor | \$10,000



Build & Grow Festival Presented By [Your Name]
As the Presenting Sponsor, your company is positioned as the primary community leader behind Josephine County's newest signature event.

Benefits Include:

- Official naming recognition: "Build & Grow Festival Presented by [Sponsor Name]"
- Exclusive naming rights to one premier Festival Zone:
 - Build Zone
 - Grow Zone
 - Littles Zone
 - Equipment Zone
 - Food Court
- Premium 20x20 exhibitor space in prime location
- Logo placement on:
 - All banners and large-scale signage
 - Print, radio, digital & social advertising
 - Festival marketing materials
- Featured banner placement on BASO website homepage
- Logo placement in BASO advertising spaces for 12 months
- Logo on community welcome bags
- Ability to include branded swag in welcome bags
- Opportunity to deliver welcome remarks
- Opportunity to host an educational workshop or live demonstration
- Recognition in all press releases and media outreach



Positioning:

Founding Leadership Partner of the Festival



BUILD & GROW FESTIVAL SPONSOR EVENT PACKAGES

ZONE Sponsor | \$5,000 (1 per zone)



Align your brand with one of the Festival's interactive experience areas.

Benefits Include:

- Exclusive naming rights to one Festival Zone:
 - Build Zone
 - Grow Zone
 - Littles Zone
 - Equipment Zone
 - Food Court
- 10x20 exhibitor booth within or adjacent to your sponsored zone
- Logo on:
 - Zone signage
 - Festival promotional materials
 - Digital and print advertising
- Logo placement on BASO website advertising spaces (4 months pre- and post-event)
- Opportunity to host an educational workshop or demonstration
- Inclusion of branded swag in welcome bags
- Microphone recognition during stage announcements

Positioning: Community Experience Leader

BUILD Sponsor | \$2,500



Designed for companies wanting strong visibility and direct engagement.

Benefits Include:

- Logo on festival signage
- Recognition on the festival website and social media
- 10x10 exhibitor booth in high-traffic area
- Opportunity to host an educational workshop or demonstration
- Ability to distribute branded swag in welcome bags
- Mention during select microphone announcements

Positioning: Supporting Partner of Youth & Trades Education



BUILD & GROW FESTIVAL SPONSOR EVENT PACKAGES

GROW Sponsor | \$2,500



Perfect for garden, outdoor living, and workshop-aligned brands.

Benefits Include:

- Logo displayed in DIY Workshop & Demo Areas
- Name included in printed and online workshop schedules
- 10x10 exhibitor booth near Grow Zone
- Opportunity to host an educational workshop or demonstration

Positioning: Education & Innovation Partner

Community Partner | \$1,000



A meaningful way for small businesses to support the Festival and gain visibility.

Benefits Include:

- Logo on Community Partner signage
- Recognition on the festival website
- Social media acknowledgment
- Ability to provide branded items for welcome bags
- Interaction with guests and vendors



Perfect for:

- Small businesses
- Local service providers
- Startups
- Community-focused entrepreneurs

Positioning: Supporting Partner of Josephine County Families

***With nearly 88,000 residents in Josephine County, and strong engagement from families, homeowners, builders, and local organizations, this event is positioned to attract a significant portion of the community — creating meaningful visibility for sponsors and participants.**