

# LITTLE DIGGER

*LittleDigger.com*

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## SPONSORSHIP ENGAGEMENT STRATEGY

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*Building Tomorrow's Workforce Today*

A Comprehensive Plan for Securing Financial Sponsorship  
& Active Corporate Involvement

**Prepared by Little Digger**

55 Chase St., Methuen, MA 01844  
978-620-0888 | russ@littledigger.com

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# 1. EXECUTIVE SUMMARY

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## Mission Alignment

Little Digger (LittleDigger.com) is a Methuen, Massachusetts-based organization dedicated to building tomorrow's workforce through constructive play. Our mission "Inspiring the next generation of builders, creators, and innovators by Building Dreams Through Constructive Play", directly aligns with the urgent needs of skilled trade companies facing an unprecedented workforce crisis.

Through our e-commerce platform at LittleDigger.com, hands-on event experiences, educational kits with video tutorials, and a growing online learning community, we provide children ages 3–14 with meaningful exposure to skilled trades through an Explore-Play-Learn framework. Our curated product shop offers role-play costumes, building sets, trucks and vehicles, outdoor play equipment, books, and hobby and craft kits, all designed to spark curiosity about how things are built and how the world works.

## The National Workforce Gap

The skilled trades face a critical talent shortage that threatens America's infrastructure, housing, and economic future:

- The \$1.6 trillion Infrastructure Investment and Jobs Act requires hundreds of thousands of skilled workers who don't yet exist.
- 80% of contractors report difficulty finding qualified skilled workers.
- The average age of an electrician in America is 55 years old, with similar aging across plumbing, HVAC, and construction.
- Millions of well-paying trade jobs go unfilled each year while young people accumulate debt pursuing degrees that may not lead to stable careers.
- Research shows career interests form by age 10, yet most workforce development programs target adults who are already lost to other paths.

## The Opportunity for Sponsors

Little Digger offers sponsors something no other initiative provides: the chance to shape the workforce at the root level. This is not remedial retraining, it is preventative pipeline development. Sponsors who partner with Little Digger will:

- Gain direct exposure to the families raising tomorrow's tradespeople
- Position their brands as community leaders and workforce innovators
- Generate measurable ESG (Environmental, Social, and Governance impact) and community impact metrics for stakeholder reporting
- Access content marketing opportunities through co-branded assembly videos, behind-the-scenes trade footage, and featured placement on the LittleDigger.com website
- Participate in national trade fairs, regional and local events that put their brand in front of engaged families
- Contribute employee volunteers as mentors, demonstrators, and role models for the next generation

## 2. SPONSORSHIP VALUE PROPOSITION

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Little Digger is uniquely positioned at the intersection of education, workforce development, and community engagement. For trade-related companies, construction firms, electrical contractors, plumbing companies, HVAC companies, tool manufacturers, and equipment brands, sponsorship delivers a multi-layered return on investment.

### 2.1 Workforce Pipeline Development

Traditional recruiting isn't working. Job fairs, signing bonuses, and ads produce diminishing returns. Little Digger addresses the root cause: children who never touch tools don't consider trades. Children who build and problem-solve with their hands have a dramatically higher probability of pursuing skilled careers. By investing in early exposure (ages 3–14), sponsors create a self-replenishing talent pipeline that delivers qualified, passionate applicants in 10–15 years, at a fraction of the cost of perpetual adult recruitment.

### 2.2 Brand Positioning as Community Leaders

Sponsors are publicly recognized across all Little Digger platforms, at LittleDigger.com, on social media channels, at live events, and within educational materials. This positions sponsors not as advertisers, but as authentic community partners invested in America's future. Corporate sponsors want real impact, not PR stunts. Little Digger delivers measurable results they can proudly report to stakeholders.

### 2.3 ESG & Community Impact Reporting Value

Every sponsorship dollar generates quantifiable metrics: students reached at events, kits distributed, total event attendance, video views, and community engagement rates. These data points translate directly into Environmental, Social, and Governance (ESG) reports and corporate social responsibility narratives that resonate corporations.

### 2.4 Content Marketing Opportunities

Sponsors gain access to a rich content ecosystem including:

- Co-branded instructional videos at LittleDigger.com
- Branded educational videos with sponsor logos
- "Day in the Life" video series featuring sponsor employees performing real trade work
- Social media features, behind-the-scenes job-site content, and student success stories
- Dedicated sponsor pages on LittleDigger.com with company profiles, career information, and direct links to sponsor websites for Jobs.

### 2.5 Direct Exposure at Trade Fairs & Events

Little Digger's event exhibits are family magnets, drawing parents and children through interactive workshops, a life-size excavator swing set, building projects, and real tool experiences. Sponsors have the opportunity to have their employees engage directly with families in a positive, high-energy environment.

### 2.6 Digital Brand Presence

LittleDigger.com currently features an active e-commerce shop, blog content, educational philosophy pages, and news and events. Sponsor integration opportunities on the website include:

- Dedicated sponsor recognition with instructional videos
- Co-branded landing pages for sponsored kit lines and video series Facebook marketing campaigns targeting families to drive event attendance

## 3. SPONSORSHIP TIERS

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Little Digger offers four sponsorship tiers designed to accommodate organizations of all sizes, from national industry leaders to regional community partners. Each tier delivers meaningful brand exposure, workforce development impact, and engagement opportunities.

### 1. National Partner (\$50,000 plus)

- Featured branding at national events and select regional fairs
- Enhanced digital presence on LittleDigger.com with sponsor section listing and blog features
- Co-branded kit line (e.g., “The [Sponsor] Carpentry Skills Series”)
- Custom shorter video cuts for sponsor’s marketing use
- Logo on select kit packaging and video end cards
- Social media co-promotion and sponsor spotlight features
- Employee engagement: filming participation, mentoring sessions, event presence
- Quarterly impact reports for CSR/ESG reporting

**Ideal for:** Major tool brands (DeWalt, Milwaukee, Makita), national trade associations (NECA, PHCC, NAHB, ABC, AGC), large construction firms (Bechtel, Turner, AECOM)

### 2. Regional Sponsor (\$10,000–\$49,000)

- Standard branding at regional trade fair events (booth, signage, program listing)
- Logo and link on LittleDigger.com sponsor recognition page
- Featured in regional social media campaigns and event recaps
- Kit donation program: 250 kits donated to underserved schools in sponsor’s region
- Employee volunteers welcome at regional events
- Co-marketing materials (print and digital) for sponsor’s community outreach

**Ideal for:** Chambers of Commerce. Regional construction firms, mid-size tool and equipment manufacturers, workforce development organizations, educational foundations (SkillsUSA, CTE programs)

### 3. Community Sponsor (\$2,500–\$9,000)

- Listed in event programs and on LittleDigger.com sponsor page
- Basic social media recognition and event thank-you posts
- Recognition in video credits for sponsored content
- 100 kits donated to a program of sponsor’s choice
- Employee volunteer opportunities at local events

**Ideal for:** Local contractors, small businesses, trade supply companies, family foundations

### 4. Product Integration Partners (Trade/In-Kind Basis)

Companies may also partner on a trade basis by providing products featured authentically in Little Digger videos and kits, or by donating kid-sized tools for events and educational programs. Partners receive behind-the-scenes content for their own channels, cross-promotion to Little Digger’s audience, and logo placement on relevant project materials. Ideal for safety equipment brands, educational toy companies, tool manufacturers, and family-oriented brands.

## 5. Trade and Technical School Partnerships

Local trade and technical schools can sponsor events by providing instructor volunteers to educate children about career paths available in their programs. Little Digger will set up a dedicated table at events where school representatives can showcase the trades they teach, from welding and electrical work to plumbing and HVAC, through hands-on demonstrations and interactive displays. This partnership gives schools direct access to future students and their parents while reinforcing Little Digger's mission of early career exploration. Schools gain valuable community outreach and pipeline development, while families discover local educational pathways that lead to high-demand, well-paying careers.

## OUTREACH STRATEGY

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### Ideal Sponsor Profile

The highest-value sponsor prospects share the following characteristics:

- Direct stake in the skilled trades workforce (current or future hiring needs)
- Active CSR or community investment programs with allocated budgets
- Leadership that values long-term workforce development over short-term ROI
- Regional or national presence that benefits from multi-market exposure
- Existing relationships with trade schools, apprenticeship programs, or educational institutions

### Target Industries

- Trade Associations: NECA, PHCC, NAHB, ABC, AGC, local chapters
- Tool & Equipment Manufacturers: DeWalt, Milwaukee, Makita, Caterpillar, Stanley Black & Decker
- Construction & Contracting Firms: Bechtel, Turner Construction, AECOM, regional builders
- Home Improvement Retailers: Home Depot, Lowe's, Ace Hardware, True Value
- HVAC, Plumbing & Electrical Companies: National and regional service providers
- Educational Foundations & Nonprofits: SkillsUSA, 4-H, Boys & Girls Clubs, CTE programs
- Economic Development Councils & Chambers of Commerce: Regional workforce development
- Safety Equipment Brands: 3M, Honeywell, Carhartt

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## LET'S BUILD THE FUTURE, TOGETHER.

**Russell Mailloux, President**

Little Digger | [LittleDigger.com](http://LittleDigger.com)

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