ASCE MAKING THE GRADE WEBINAR SERIES PROSPECTUS



In the upcoming year, ASCE is hosting a webinar series that will allow participants to dive into the key recommendations, solutions, and findings of the *2025 Report Card for America's Infrastructure*. Webinars will focus on one of three key solutions identified in the report across investment, innovation, or resilience. Webinar attendees will gain an increased understanding of the challenges facing the country's infrastructure and solutions available to remedy them. To ensure each webinar examines the current trends and challenges facing the industry, ASCE is inviting key partners to showcase respective tools and approaches shaping the future of infrastructure.

Through this partnership, key industry leaders will have an opportunity to discuss real world scenarios that their company has faced and the scalable engineering, technology, or policy solutions that were deployed to successfully meet tomorrow's infrastructure demands.

Individual webinar sponsorships are available for $6,000.

Leading up to the event, ASCE will promote the webinar via infrastructurereportcard.org, social media, *This Week in Washington* weekly newsletter (with a subscriber base of 86,000+ ASCE members) and other ASCE communications. Additionally, ASCE will support advertising/marketing content in coordination with the sponsor. Targeted attendees include civil engineers and infrastructure professionals; association members (ASCE and partner organizations); engineering and infrastructure company representatives; and advocacy-based groups. The presentation recording will be made available online via YouTube and posted on ASCE's report card website.

Sponsor Benefits

- Support a webinar focused on one of three recommendations to improve infrastructure featured in the *2025 Infrastructure Report Card*.
- Webinars are 1 to 1.5 hours in length and typically have about 200-400 registrants.
- Discuss how your company is involved in promoting infrastructure investment, resilience, or innovation.
- Partner with ASCE staff on prospective co-panelists to help add value to the discussion; opportunities exist to secure panelists in ASCE's network especially from the *Committee on America's Infrastructure* as well as external organizations.
- Receive attendee information and webinar recording following the presentation.

