



2025
PARTNERSHIP
OPPORTUNITIES

Each home we build carries a piece of our legacy, but deeper fulfillment comes from the influence we have on the industry itself. The real reward lies in shaping its future and contributing to a higher standard for generations to come.



About Our Company

An educational hub for students and construction professionals, providing hands-on training in building science, energy efficient systems, and elite craftsmanship techniques. By offering specialized programs taught by industry leaders and experts, we aim to elevate the quality of the built environment and fill the growing demand for skilled tradespeople.

Business Structure: 501(c)(3) Nonprofit Organization
Location: 2101 W 43rd Avenue, Kansas City, Kansas
Website: performancetradecraft.org

Market Analysis

The construction industry is undergoing significant transformation driven by the combination of intense housing demand, regulatory pressure, and a shortage of labor. At the same time, there are limited opportunities focused on the specialized training necessary to address current gaps in elite tradecraft and building performance education.

DEMAND

Consumer demand is not only for increased inventory but also for more energy-efficient, durable and sustainable buildings.

REGULATORY PRESSURE

Adoption of stricter energy codes across the country is driving an necessity for contractors to have an understanding of building science and advanced construction technologies.

LABOR SHORTAGE

Not only are we seeing high numbers of the construction workforce retire, for every 5 that leave - only 1 is joining. Thus the growing demand for skilled tradespeople.





Mission

To empower builders, trades professionals and the next generation of craftspeople to create more efficient, sustainable, and high-performance buildings through advanced building science knowledge and trade specific skills.

This is a calling we have
no option to ignore.

PERFORMANCE TRADECRAFT

What we stand for is what we offer.

Performance

Applying science to the challenges elite builders are facing in today's built environment.

Tradecraft

Encouraging artistry within the industry. Teaching the details and techniques necessary to master the craft.

Students

More than education, we're offering kids the opportunity to see a life for themselves in the building industry.

Educational Offering **PERFORMANCE**

For elite builders targeting higher performance standards, these courses take building science principles and apply them to the challenges of the current built environment. Taught by today's leading building science voices and building diagnostic professionals, participants will get hands on experience in how to activate the science.

**3 day sessions
24 times a year
small class sizes**

Educational Offering **TRADECRAFT**

For tradespeople targeting higher level of execution, these courses teach the detail and technique to take carpentry, electrical, and mechanical systems to an elite level. Taught by today's leading craftspeople, participants will get hands on experience in how advance their skills and elevate their craft.

**3 day sessions
14 times a year
small class sizes**

Educational Offering **STUDENTS**

For kids, we're introducing an experience that allows them to get hands on training while gaining exposure to an industry that holds a world of possibility for them. Alongside the industry's most talented, they will see how fulfilling a career in building can be.

**4 weeks dedicated to high school students.
2 weeks dedicated to elementary students.**

Competitive Advantage

NICHE	Focus on building science and energy-efficient construction techniques
INSTRUCTORS	High-caliber instructors who are recognized leaders in their respective fields.
COMMUNITY	Strong engagement through outreach programs for K-12 students and partnerships with industry leaders.



We don't tell people how
awesome this work is.

We have to change that.

These are careers to
aspire to.

Opportunities

Join us in empowering the next generation of trade professionals. Each level of participation brings you closer to the programs, the professionals, and the purpose.

FOUNDERS

\$ 80,000

PARTNERS

\$ 50,000

SUPPORTERS

\$ 25,000

FRIENDS

\$ 10,000

FOUNDERS

\$ 80,000

At our most elite level of support, you will be instrumental in the success of our program and our ability to empower today's and tomorrow's industry professionals.

- Recognition on entry signage
- Product literature placement
- Tag on all organic social posts
- 8 dedicated social posts/year
- Organic inclusion in coursework
- Week reserved for custom class
- Dedicated partner page on website
- 1 Free webinar/year
- 25% Discount on services
- Co-branded swag
- Logo included on any printed coursework materials
- Logo included on any digital communications

+\$20,000

Naming rights on spaces - Classroom, Shop, Studio

Category Exclusivity

5 year contract @ \$70k for four subsequent years

PARTNERS

\$ 50,000

- Recognition on entry signage
- Product literature placement
- Tag on 10 organic social posts
- 6 dedicated social posts/year
- Organic inclusion in coursework
- Mention on main supporter page
- 1 Free webinar/year
- 15% Discount on services

SUPPORTER

\$ 25,000

- Recognition on entry signage
 - Product literature placement
 - Tag on 8 organic social posts
 - 6 dedicated social posts/year
 - Organic inclusion in coursework
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FRIENDS

\$ 10,000

- Recognition on entry signage
- Product literature placement
- Tag on 2 organic social posts
- 2 dedicated social posts/year

SERVICES

- Voice of customer facilitation
- Product launch event/feedback
- Customer surveys
- Studio rental
- Custom webinars
- Custom content creation
How-to videos, testimonials, social content

**NEXT
LEVEL
EDUCATION.**



Thank You



Appendix

Educational Offering

We provide both foundational and advanced training in building science, energy efficient systems, and elite craftsmanship techniques - all taught by industry leaders and experts.

24 Weeks of Building Science training for builders, designers and tradespeople

16 Weeks of trade specific training in advanced technique and elevated craft

4 weeks of classes for high school students - trade specific training

2 Weeks of free-to-attend sponsored summer camp for elementary students.

Program Details

Building Science

Water management, air sealing, moisture control, insulation, and efficiency

Homebuilding

Residential construction practices including preconstruction services, business structure and operations, selling high performance, and site management

Construction Details: Building Science-Based Design

Design details to improve home performance

HVAC and IAQ

Supplying comfort, health and efficiency

Plumbing

Best practices, system design and layout, and energy-efficient hot water delivery

Electrical

Smart home technologies, lighting and controls

Remodeling

Residential remodeling techniques with an emphasis on performance

Historical Architecture and Design

Understanding and integrating historic design into new construction homes and renovation projects

Trim Carpentry

From installing doors to custom woodwork and cabinetry techniques

Construction Details: Building Science-Based Design

Design details to enhance durability and improve home performance

From Energy Code to Passive Strategies

Navigating the current building codes as well as energy code and integrating passive design principles

The Business of Programs: Tax Incentives to EPA Energy Star

Understanding tax incentives and energy-efficient programs
