



PROS REPS RUGGED MIND AND BODY

PROMOTING MENTAL HEALTH
AND WELLNESS FOR THE TRADES

PRESENTED BY

PHCP PROS

PROS REPS
PHCP Ambassador Representatives

Announcing our new initiative — *PROS REPS Rugged Mind & Body: Promoting Mental Health and Wellness for the Trades.*

*PHCPro*s, a trusted name with over 30 years of experience covering the PHCP industry, is proud to introduce our new mission, *PROS REPS RUGGED MIND AND BODY* – a crusade dedicated to improving the mental health and wellness of our tradespeople.

Tradespeople are the force by which our communities and infrastructures are built and maintained. At *PROS REPS RUGGED*, we are keenly aware that being **RUGGED** means more than just showing up for the job – it means staying strong in body, mind and spirit.

Our mission at *PROS REPS RUGGED* is to drive real change and improve lives. We will provide practical insights that are specific to the unique challenges of tradespeople. *PROS REPS RUGGED*'S actionable goals are to CREATE, EDUCATE & ADVOCATE to help all tradespeople lead healthier, happier lives with an overall equal work life balance.

PROS REPS RUGGED is using a holistic approach because this is not a one-size-fits-all mission. What may work for some in the PHCP trades community may not work for others.

Following are the pathways to helping to achieve our mission:

1. Create ongoing social media campaigns highlighting stories of resilience, tips from mental health professionals, tips from physical health professionals
2. At 3 *PHCPro*s Road Shows throughout the U.S. and other trade shows and conventions, we will have special *RUGGED* promotions for mental health awareness
3. PHCPro.com/PROSREPS web page of resources, etc.
4. Monthly *RUGGED* e-newsletters
5. Weekly “empowering” SMS messages
6. Monthly *RUGGED* Podcast that will focus on topics of mental illness, real life stories
7. *PROS REPS RUGGED* magazine print and digital focusing on health and wellness for the trades.

Each month *PROS REPS RUGGED* will deliver expert curated content on:

- **Mental health** – Strategies from experts for managing stress, burnout, and maintaining emotional well-being
- **Physical health** – Tips and techniques from experts to keep you in peak condition on and off the job
- **Nutrition** - Fueling your body with the right nutrition to stay energized
- **Training & resources** - Practical tools, workshops, and associations that can support your journey to better health
- **Products, Addiction Support, Financial Literacy**
- **PROS REPS** spotlight each month



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VANGUARD SPONSOR / \$50,000

(Limited to 3 sponsorships)

This is a 12-month sponsorship

INCLUDES:

- Logo recognition as Vanguard sponsor in all promotions
- IFC, page 3 or BC position in Rugged Magazine every issue (4 in 2025) - print (15,000) & digital (47,000) First come, first served for position.
- Logo and recognition on promotional ads running every month in The Wholesaler and PHC News - print & digital. (12 months)
- Logo recognition on monthly Rugged e-newsletter
- Digital ad in four monthly Rugged e-newsletters
- Logo on all signage at 3 PHCPro Pros Road Shows throughout the U.S., trade show events, etc.
- Table-top at Road Shows (show product/demos)
- Option to provide swag at Road Shows
- Commercials in two Rugged podcasts per year
- Feature in one issue of Rugged Magazine about company
- One e-blast per year to the audience of your choice (PHCPro Pros lists)

FOR MORE INFORMATION, CONTACT:

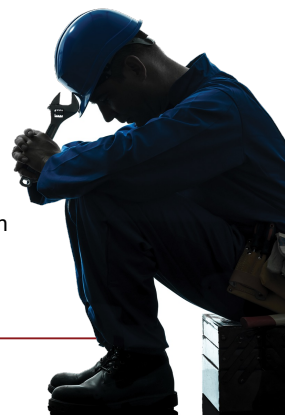
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REFORMER SPONSOR / \$25,000

This is a 12-month sponsorship

INCLUDES:

- ROS ad in Rugged Magazine every issue (4 in 2025) - print (15,000) & digital (47,000)
- Logo and recognition on promotional ads running every month in The Wholesaler and PHC News - print & digital. (12 months)
- Digital ad in two monthly Rugged e-newsletters
- Logo on all signage at 3 PHCPro Pros Road Shows throughout the U.S., trade show events, etc.
- Table-top at Road Shows (show product/demos)
- Option to provide swag at Road Shows
- Commercial in one Rugged podcast

GUARDIAN SPONSOR / \$10,000

This is a 12-month sponsorship

INCLUDES:

- ROS ½ page ad in Rugged Magazine every issue (4 in 2025) - print (15,000) & digital (47,000)
- Logo and recognition on promotional ads running every month in The Wholesaler and PHC News - print & digital. (12 months)
- Digital ad in one monthly Rugged e-newsletter
- Table-top at 3 PHCPro Pros Road Shows throughout the U.S. (show product/demos)
- Option to provide swag at Road Shows

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