

YOUR IDEAS. INDUSTRY IMPACT.



PROGRAM
SUBMISSIONS

OPEN JULY 1-31

When the concrete masonry industry works together, collective impact is powerful.
The Concrete Masonry Checkoff funds programs that:

Advance Research → Build Demand → Influence Adoption → Drive Growth



OUR MISSION

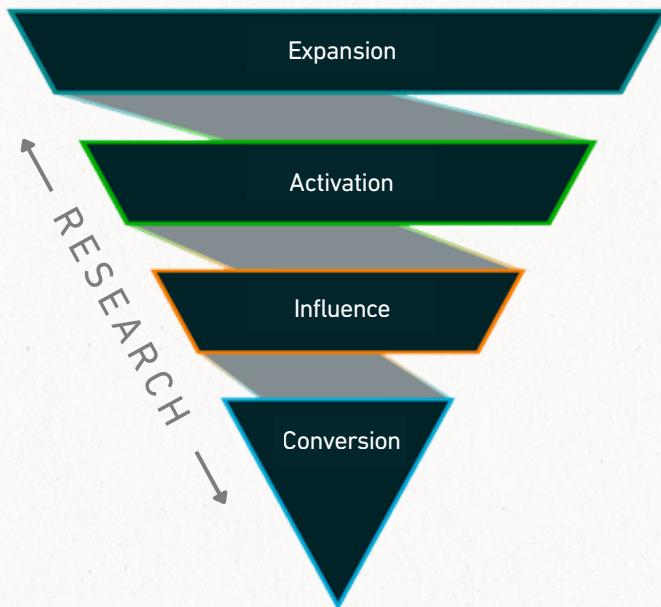
Drive demand for locally made concrete masonry products.



OUR VISION

Stabilize our position.
Grow our share. Expand our future.

WHAT WE FUND



Codes & Standards

Expands market opportunities through technical acceptance.



Marketing

Drives awareness and engagement with decision-makers.



Education

Builds knowledge and confidence to specify concrete masonry.



Design Assistance

Converts interest into concrete masonry projects.

PRIORITY MARKET SEGMENTS

1



PUBLIC BUILDINGS

Government, civic, and institutional projects

2



WAREHOUSES (<100K SF)

High-volume opportunities for concrete masonry growth

3



SINGLE-FAMILY RESIDENTIAL

Florida first, then coastal markets and emerging code opportunities

CALL FOR PROPOSALS

The Checkoff welcomes innovative strategies that grow demand and strengthen concrete masonry's position in the marketplace.

Organizations may submit proposals for market development, research, education, or technical initiatives with project terms of up to one calendar year. Projects must begin on or after January 1 and conclude on or before December 31 of the applicable year.

[FLIP OVER TO LEARN MORE](#) →

CHECKOFF PROGRAM APPLICATION GUIDE

WHO SHOULD APPLY?

The Checkoff welcomes proposals from individuals, organizations, institutions, and groups with innovative ideas that support the growth of concrete masonry.

Funding is intended for organizations representing multi-company or industry-wide interests and may not be limited to the proprietary interests of a single company or entity.

ELIGIBILITY REQUIREMENTS

Projects must:

- ✔ Focus on U.S. concrete masonry markets
- ✔ Benefit multiple companies or industry stakeholders
- ✔ Protect, maintain, or grow market share
- ✔ Include measurable outcomes and evaluation methods
- ✔ Demonstrate strong return on investment
- ✔ Request a minimum of \$25,000 in Checkoff funding

WHAT MAKES A STRONG PROPOSAL?



Measurable Results



Broad Geographic Impact



Matching or Leveraged Funding



Strong Implementation Plan



Innovative Approach

PROGRAM KPI TRACKING

All funded initiatives must track measurable outcomes aligned with Checkoff goals.

FOCUS AREA	KEY METRIC(S)
Research	<ul style="list-style-type: none"> • \$ Investment
Codes & Standards	<ul style="list-style-type: none"> • Number of Hours Spent in Codes Work
Education	<p>Design Professionals</p> <ul style="list-style-type: none"> • Number of Educational Contact Hours <p>University Relations</p> <ul style="list-style-type: none"> • Number of Students Engaged in Masonry Education • Number of Universities Engaging Students Through Masonry Education Initiatives <p>Masonry Outreach (Secondary Education)</p> <ul style="list-style-type: none"> • Number of Students Engaged in Masonry Education (Career Pathways) • Number of Outreach Events
Marketing	<ul style="list-style-type: none"> • Number of Qualified Leads
Design Assistance	<ul style="list-style-type: none"> • Number of Projects Influenced • Number of Blocks Influenced

HOW TO SUBMIT



Review Checkoff Goals & KPIs



Review Contract & Reporting Requirements



Prepare Proposal & Budget



Submit Through Submittable

SCAN TO SUBMIT YOUR PROPOSAL



HAVE AN IDEA?

Not ready to submit a proposal? Contact us to discuss your concept or review our General Terms of Agreement:

info@concretemasonrycheckoff.org