

SWEETHEARTS & HEROES

*in partnership with*

**BUCKINGHAM**

*presents*

THE



WIRE

*Read the article*

**THE 5<sup>TH</sup> WIRE**

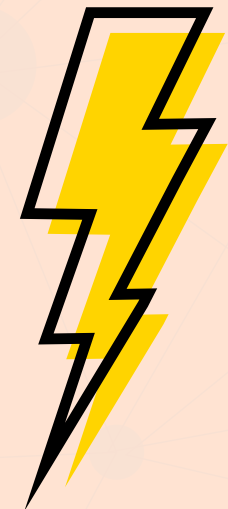
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**SPONSOR**

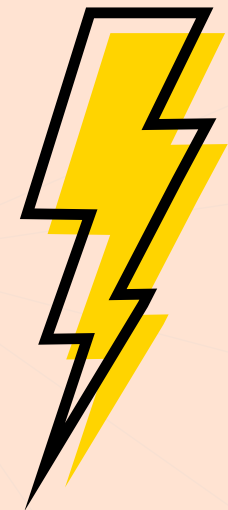
*A Circle Prevention System for  
**IBEW Locals & Industrial Contractors***

# WHAT ARE YOU SPONSORING?



## A **18**-part Video Series

featuring an **ELECTRIFYING** message on the invisible **MENTAL & EMOTIONAL CHALLENGES** in the trades.



**PLATFORM**

[> LEARN MORE](#)



**FLASH**  
SERIES



**FLASH**  
CIRCLE  
TRAINING



**CIRCLE**  
**ACTIVATOR**  
SERIES  
*BUILD BONDS OF BROTHERHOOD*



**ROUND**  
**TABLE**  
SERIES



**ROUND**  
**TABLE**  
CIRCLE  
TRAINING



**CIRCLE**  
**TRAINING**  
RESOURCES



**HOPE**  
SERIES

Sizzle Reel

[▶ PLAY](#)

Episode 1

[▶ PLAY](#)

Introduction

[▶ PLAY](#)

Episode 2

[▶ PLAY](#)

# SPONSORSHIP BENEFITS

## *Benefit*



**Opening Brand Sponsor Bumper & Intro in our 18-part video series**



**Brand Commercial (with optional discount code included) placement**



**Series and Program Sponsor Acknowledgement in Sizzle Reel**



**Partnership / Brand Placement on our 5<sup>th</sup> Wire Landing Page, Online Learning Platform, and Social Media**

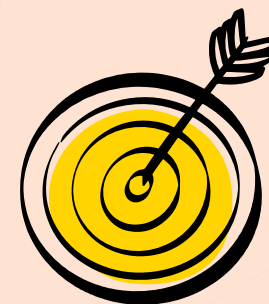
## *Impact*



**All IBEW Union apprentices, journeymen, and contractors will be REQUIRED to watch the series**



**Promoting brand loyalty, current customer appreciation, and increasing exposure to new customers**



**Promotional piece that will be pushed to local contractors and unions throughout the country**

# THE WAR ON HOPELESSNESS

We are perhaps living among the most hopeless generations humanity has ever known, and make no mistake: **IT IS** a **WAR**. Individuals are living in more **hopeless** and **persistent states of sadness** at alarming paces. Suicidal attempts, along with anxious and depressive feelings, are on the rise.

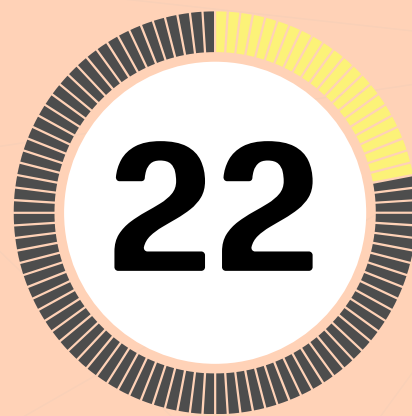
The **general**  
**suicide rate** is



**PER 100,000**  
including our children.



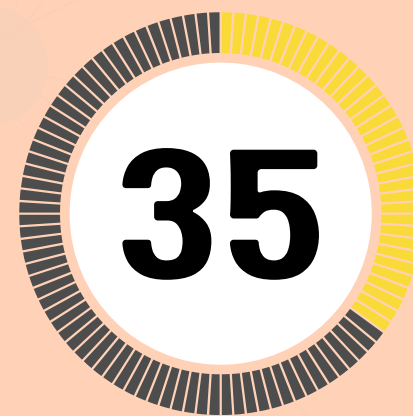
The **armed**  
**forces** loses



**PER DAY**  
to their own hands.



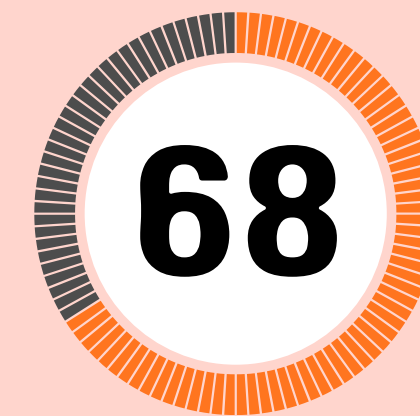
The **Marines**  
lead this at



**PER 100,000**  
lost to hopelessness.



But the scariest is in the  
**world of construction** at



**PER 100,000**  
taken every year to suicide.



# AS **HOPELESS** AS THEY COME

The most devastating battle seems to be raging in the hearts and minds of those who keep our nation running. In the construction and extraction industries, **mental health has become the leading health risk**, surpassing physical dangers such as heavy

equipment, electrical hazards, and falls. From carpenters and electricians, to inside and outside electrical workers, to line clearance tree trimming and many more — those in these industries are reported to be **5x more likely to die by their own hands than from OSHA's fatal four.**

*These are **your customers** — the men and women who **buy your your tools, wear your gear, and live your lifestyle.***



# SWEETHEARTS & HEROES

*Sweethearts & Heroes is a seasoned team with 15+ years of experience in implementing practices and philosophies that boost "Human Skills," such as empathy and trust, while building cultures of belonging around positive leadership.*

## TOM MURPHY

Founder, Sweethearts & Heroes

All-American Wrestler

Retired UFC Fighter

Corporate Executive (Rail America)

National Keynote Speaker

Business Entrepreneur



SEE OUR WORK



SEE OUR IMPACT



OUR PARTNERS



LEARN MORE HERE



## **OUR VISION**

To create an upstream prevention system that replaces today's reactive approaches to the mounting destructive decisions in the trades. We aim to cultivate a culture rooted in belonging and brotherhood — one that fosters hope and trust through meaningful connections and relationships. We envision a future in which those in the construction trades support one another with strength and integrity, no longer dependent on intervention but upheld by one another before a crisis occurs.

## **OUR MISSION**

We are our brother's keeper. Each day, we commit to embracing the friction of growth by sharpening the brothers and sisters to our left and right, just as we receive their sharpening in return. Through integrity, accountability, and humility, we'll forge an unbreakable brotherhood that embodies the truth that the greatest love is to give of ourselves for our brothers. Together, we are the answer, carrying the strength and hope that prevent despair.

## **OUR FORMAT**

The crux of our program uses our Circle formats (FLASH & Round Table), creating a space where every participant's voice is equal, an optimal format for building trust and open dialogue. Combining your existing safety protocols with our human connection practice, these sessions bring teams together to confront challenges, sharpen one another, and strengthen bonds of brotherhood. With this format, we cultivate meaningful connections, reinforce integrity, and create a culture where support and prevention happen naturally, before crises arise.

# UPSTREAM PREVENTION

The 5th Wire is an environmentally human-focused **prevention-by-design approach**. Just as we train, equip, inspect, and test our gear and safety procedures to prevent physical injuries, **we need proactive strategies and tools to protect the mental health and safety of our linemen.**

We've developed an "upstream prevention" system to ensure individuals have the necessary tools, resources, and support structures in place to counteract the thoughts, emotions, and behaviors that can lead to destructive decisions.

***Upstream programs*** aim to address the root causes or risk factors before problems manifest.

***Downstream interventions*** focus on treating or managing problems once they already occurred.



# THE POWER OF BELONING

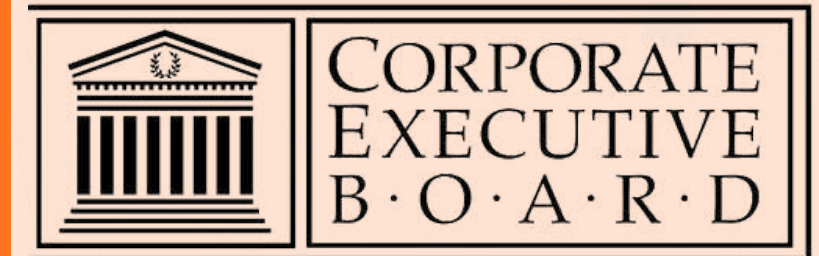
“When people feel like they belong at work, they are more productive, motivated, engaged and **3.5 times more likely to contribute** to their fullest potential, according to our research at the Center for Talent Innovation.”

**Harvard  
Business  
Review**

**Forbes**

“A Towers Watson study concludes that companies with **highly effective communication practices enjoy 47% higher total returns** to shareholders compared with the firms that are least effective at communicating.”

“Those employees who are most committed perform **20% better** and are **87% less likely to leave the organization** - indicating the significance of engagement to organizational performance.”



# NETWORKS OF SUPPORT

For nearly two decades, Sweethearts & Heroes has addressed these issues by empowering conversations, activating empathy, and building peer support networks that cultivate a culture of belonging while boosting readiness and resilience.

...[Circle was] probably the most moving 45 minutes of my adult life after the marriage to my wife and the birth of my children... Can't say enough of what it has made me reflect on in my life and how to be a better human being and listen to others!!

**John M. Dean, Regional Risk Manager Northline Utilities, LLC**

*By establishing healthy social norms focused on help-seeking behaviors and leveraging collective strengths within your team, we create cultures that mitigate mental health challenges like depression, suicide, and substance abuse.*



*When team members feel valued and like they belong, it naturally enhances job satisfaction and improves retention. **For every \$1 spent on mental health support (prevention), employers can see a***

*★ \$4 return in productivity. ★*



# A CIRCLE CULTURE

*The Circle format is one of history's oldest human connections and community-building practices, stretching back over 400,000 years. It helps individuals and communities foster a sense of belonging and purpose, establish positive social norms, build networks of support, and develop critical human skills for personal and collective well-being.*



**Read the Article!**



**What is Circle?**



**“How” of Circle**



**“Why” of Circle**

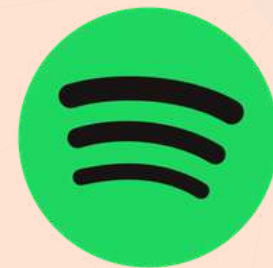
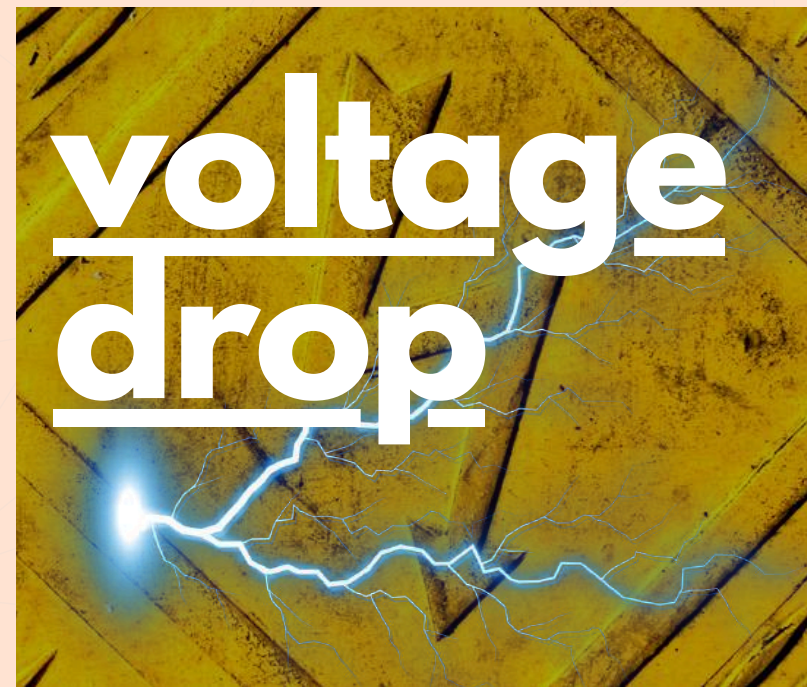
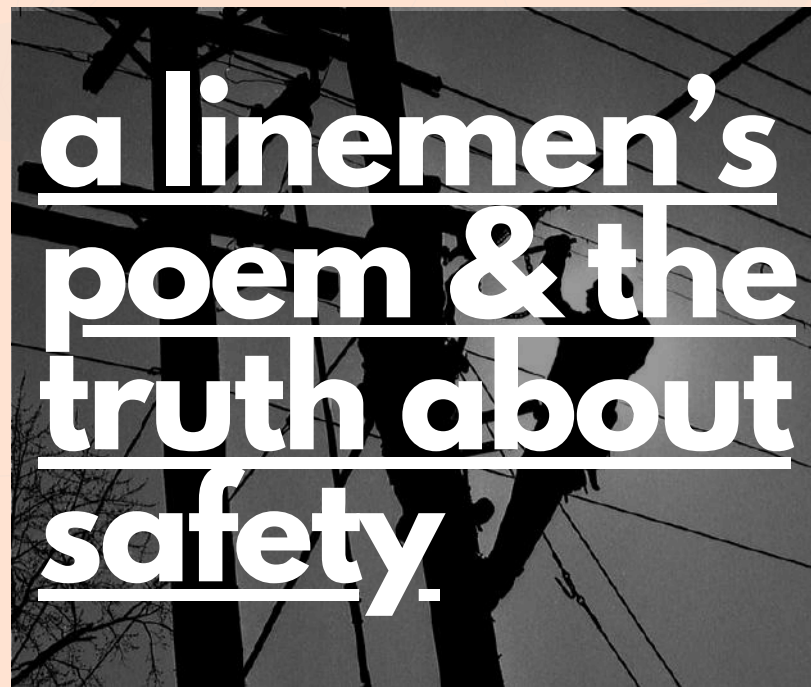


*It was eye-opening to sit with a group of men in a circle, and be able to be open and transparent, to be raw and share things with a human that I normally would not share...*

**Rob McKinney, Construction Safety Advocate, SALUS**



# WANT TO LEARN MORE?



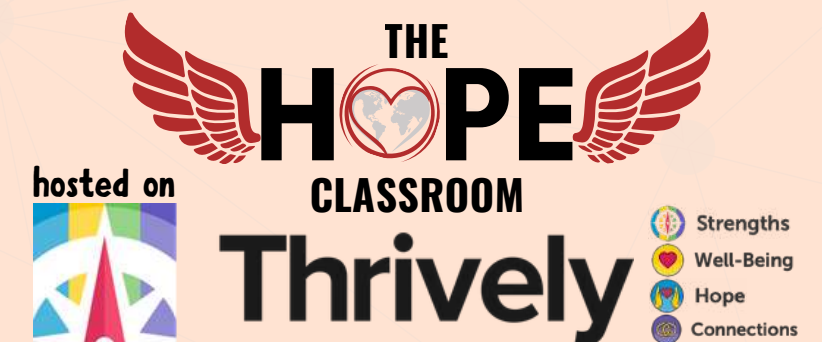
# IGNITE THE NEXT GENERATION



*Your sponsorship will support our mission to **connect the community of the trades with local schools and students.** Our K-12 assemblies and student Circle work combine our efforts to stop the destructive decisions that are skyrocketing in our youth and promote a hopeful and meaningful future in the trades.*

*It reinforced how powerful it is for our students to see strong, authentic examples of hope, compassion, and perseverance from adults beyond our walls... It helped create a meaningful experience for our students and reminded all of us how impactful community partnerships can be.*

**Mark Schultz, Principal at CABOCES RISE Academy**

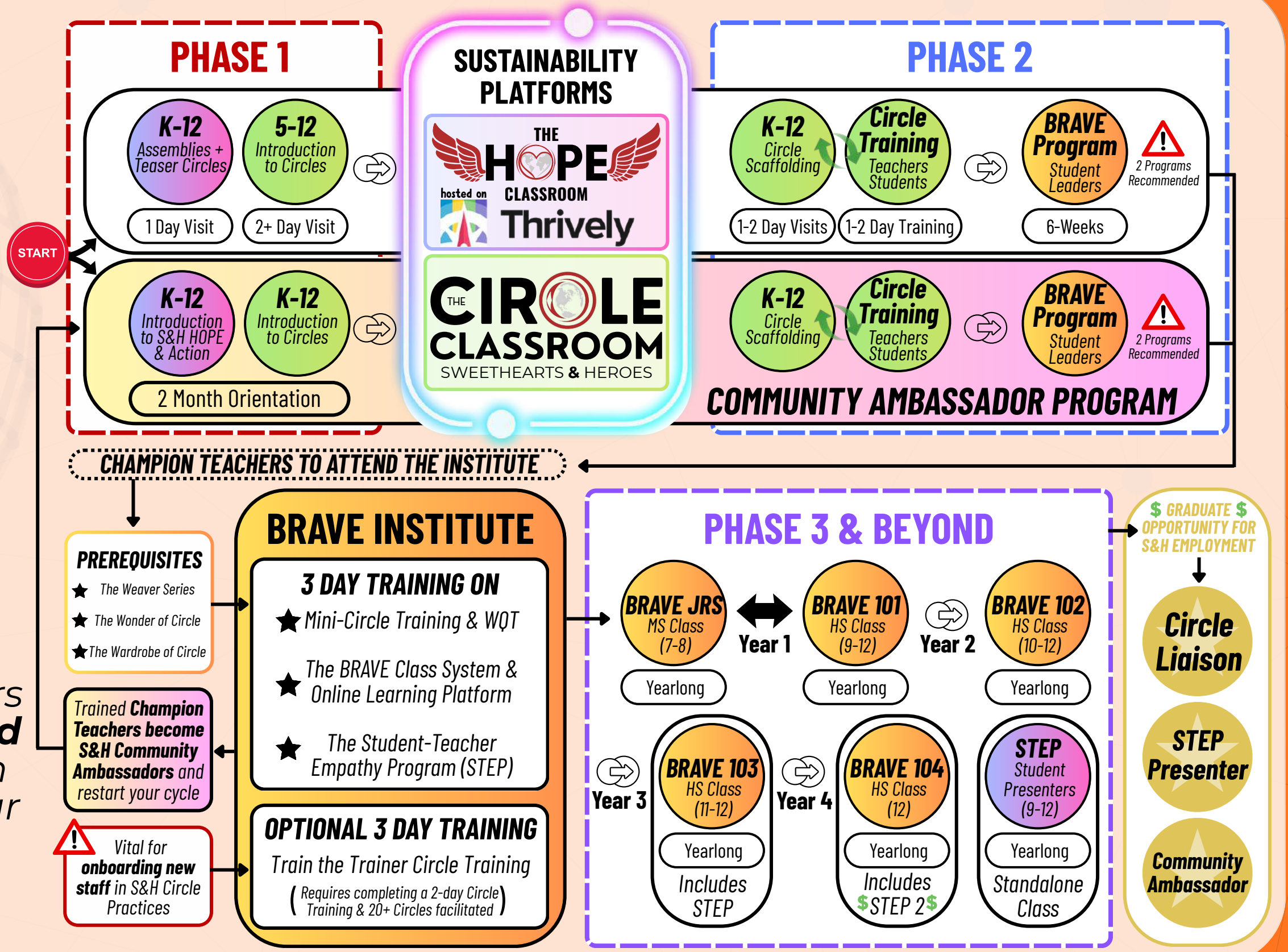


# The **WORLD** of SWEETHEARTS & HEROES

powered by **IBEW**

- HOPE & Action
- Circle Culture
- BRAVE Leadership

Sweethearts & Heroes empowers individuals to give **H.O.P.E. (Hold On, Possibilities Exist)** through **Action**, shepherding them in our **BRAVE Leadership System** to build a **Circle Culture**.



# WHO WE ARE WORKING WITH



**WALKER**  
**TREE CARE INC**



**LOCAL 42**  
**IBEW**



HAUGLAND GROUP DIVISIONS

No session exemplified that more than the Sweethearts & Heroes' keynote and Circle breakouts. As someone who witnessed their Circle session firsthand, I can tell you this isn't just another talk—it's a transformational experience. The Sweethearts & Heroes team will lay bare the data on the construction mental-health crisis, share deeply personal stories of loss and hope, and arm us with practical, strength-based tools to build real resilience... If you want to elevate your safety culture from compliance-only to a community that genuinely looks out for one another, Sweethearts & Heroes is for you!



**Mike Starner, NECA's Executive Director of Outside Line Safety**

on the Safety Professionals Conference in Des Moines, IA | May 20, 2025