Step 1: Navigate to the project, via the "Projects" item on the sidebar.
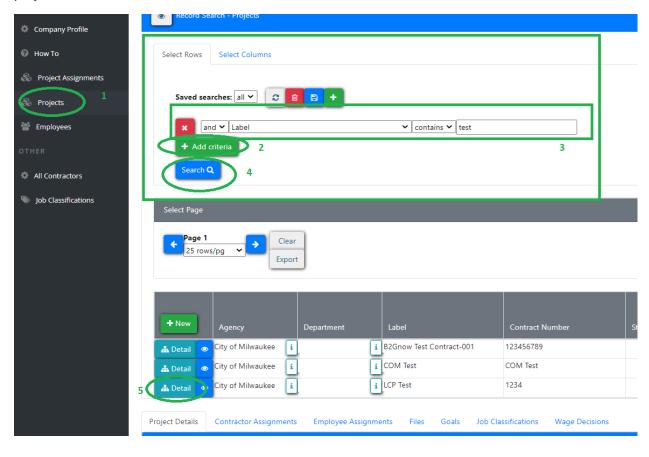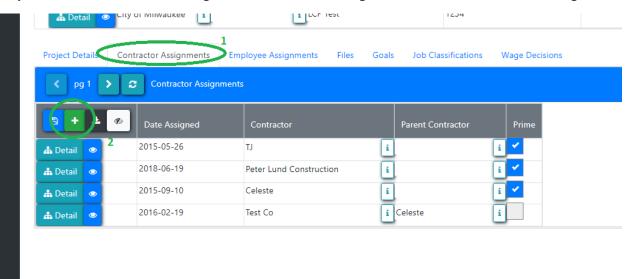
Hit the "Projects" button on the sidebar, enter in some search criteria and hit search, then find the project in the list and hit "detail".

Step 2: Go to the "Contractor Assignments" tab and hit the green "+" button to add a new assignment.

Step 3: A form will pop up. Enter in the sub-contractor and parent contractor and hit "Create".