PARTNERSHIP OPPORTUNITIES 2022
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Dear SkillsUSA Partner,

Thank you for your interest in supporting SkillsUSA. We are truly honored that you share our passion for career and technical education and believe in SkillsUSA’s unique ability to open futures as we prepare our members through education and opportunity. Through our year-round events and initiatives, we know that business and industry’s presence inspires our students.

Your sponsorship is essential for delivering on SkillsUSA’s mission to empower members to become world-class workers, leaders and responsible citizens. With you standing by us, SkillsUSA’s innovative work in communities nationwide will keep advancing the quality of our nation’s skilled workforce. We look forward to strengthening our partnership through these giving opportunities and beyond!

Working together, we can achieve transformational impact.

Sincerely,

Chelle Travis
Executive Director

For more information, please contact the SkillsUSA Office of Business Partnerships and Development at bpd@skillsusa.org

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ABOUT SkillsUSA

WE ARE A PARTNERSHIP

SkillsUSA is a partnership of students, teachers and industry working together to ensure the United States has a skilled workforce. We help each student excel.

WHO WE SERVE

A nonprofit national education association, SkillsUSA serves middle-school, high-school and college/postsecondary students preparing for careers in trade, technical and skilled service occupations.

WHAT WE DO

SkillsUSA’s mission is to empower its members to become world-class workers, leaders and responsible American citizens. We improve the quality of our nation’s future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

More than 650 business, industry and labor organizations actively support SkillsUSA at the national level through financial aid, in-kind contributions and involvement in SkillsUSA activities. Many more support state associations and local chapters. Founded in 1965, SkillsUSA is recognized by the U.S. Department of Education and the U.S. Department of Labor as a successful model of employer-driven youth development training.
WHAT IS CTE?

Today’s cutting-edge, rigorous and relevant career and technical education (CTE) prepares youth and adults for a wide range of high-wage, high-skill, high-demand careers.

WHAT IS A CTSO?

SkillsUSA is a career and technical student organization (CTSO). These national nonprofit student organizations are an integral part of all CTE programs. SkillsUSA and other CTSOs develop citizenship, technical, leadership, and teamwork skills essential for students who are preparing for the workforce and further education.

CAREER CLUSTERS

The National Career Clusters Framework is an organizing tool for CTE programs, curriculum design and instruction. There are 16 career clusters representing 79 career pathways to help learners navigate success in college and career. SkillsUSA represents 14 of the 16 career clusters.

These SkillsUSA membership numbers by cluster are from the 2018-2019 school year, prior to the pandemic.

MEMBERSHIP BY THE NUMBERS*

13.9 million
Total cumulative members served since 1965

394,000
Average annual membership (including alumni)

314,510
Average student members per year

292,651
Average high school members per year

38,214
Average college/postsecondary members per year

2,643
Average middle school members per year

19,019
Average teacher members (SkillsUSA professionals) per year

17,500 sections (classrooms) spread across 4,100 schools (chapters) in all 50 states plus Washington, D.C., Puerto Rico and the U.S. Virgin Islands

*The above numbers reflect five-year membership averages for the 2016-17 school year through the 2020-21 school year. For additional membership data, go to: shorturl.at/nnqM3

DEMOGRAPHICS*

44% of the students in SkillsUSA are from historically underrepresented racial and ethnic groups.

**The above numbers reflect five-year membership averages for the 2016-17 school year through the 2020-21 school year. For the number of SkillsUSA chapters and members by state, go to: shorturl.at/a4YY
SkillsUSA NATIONAL EVENTS CALENDAR

FEB
SkillsUSA Week
Events nationwide
Feb. 7–11
Media Events
Recognition Day
Give Back Day
Partner Day
Advocacy Day
SkillsUSA Day

MAY
Connect to My Future
May 3–4
Three-track career conference for middle school, high school and college/postsecondary students
SkillsUSA National Signing Day
May 5
Virtual and in-person events
Media day

JUN
Pre-Conference Leadership Training
June 18–20
Activate (students)
Leverage (state officers)
Engage (teachers)
National Leadership & Skills Conference
June 20–24
Opening Session
Recognition Session
Awards Session
SkillsUSA Championships
Over 100 student competitive events
SkillsUSA University
SkillsUSA TECHSPO

AUG
State Directors Professional Development Conference

SEP
Washington Leadership Training Institute
Sept. 17–21
Student Advocacy conference held in Washington, D.C.
NATIONAL LEADERSHIP & SKILLS CONFERENCE BY THE NUMBERS

Total attendance of approximately 12,000 includes:

More than 6,400 student competitors in 100+ hands-on skill or leadership contests.

Almost 1,800 students serve as voting delegates, volunteers or observers.

Attendance is 58% male and 39% female (of those reporting).

Of those attendees, 73% are high school students,
25% college/postsecondary students and 2% middle school students.

Over 850 committee members from industry help plan and run the competitions.

Almost 1,700 chapters (schools) are represented.

Also attending are instructors; business and industry judges and observers; parents; and VIP guests from education, industry and government.
EVENT SPONSORSHIP

Year-round Opportunities

**SKILLSUSA WEEK**

*(February)*

Each year, SkillsUSA Week provides members the opportunity to educate government officials, community leaders, school administrators, counselors, parents and other students about the meaningful careers that are available in the skilled trades. SkillsUSA members, including our national officers, will also be involved in media events, advocacy days, community service activities, member recruitment and SkillsUSA celebrations.

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**$25,000** Multiple premier logo placements, press release, partner day advertisement on social media, Instagram Live engagement with a national officer.

**$50,000** Multiple logo placements, promotional opportunities (school marketing toolkit, digital advertisement, social media), chapter list for appropriate career cluster (list released upon receipt of signed NDA and usage guidelines), early access to volunteer opportunities.

**$25,000** Logo and name placements in promotional and recap videos, one digital advertisement and social media post, early access to volunteer opportunities.

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**CONNECT TO MY FUTURE**

*(May)*

Nationwide career conference on May 3–4, 2022, intended to increase student access to a national conference, connect members to their chosen careers and enhance students’ occupational identity across three tracks.

**EXPLORE** – Middle School  
**ASPIRE** – High School, grades 9–11  
**CONNECT** – High School seniors and College/Postsecondary

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**$100,000** Multiple premier logo placements, press release, multiple premier promotional opportunities (video message, digital advertisement, social media, cause marketing, school marketing toolkit), chapter list for appropriate career cluster (list released upon receipt of signed NDA and usage guidelines), 1-hour VIP experience to view live highlights on conference day, early access to partner volunteer opportunities.

**$50,000** SOLD! Multiple logo placements, promotional opportunities (school marketing toolkit, digital advertisement, social media), chapter list for appropriate career cluster (list released upon receipt of signed NDA and usage guidelines), early access to volunteer opportunities.

**$25,000** Logo and name placements in promotional and recap videos, one digital advertisement and social media post, early access to volunteer opportunities.
SKILLSUSA NATIONAL SIGNING DAY

(May)

This annual national event held the first week in May is intended to honor our students and elevate the trades. It’s held across classrooms with primary partner-organized events in each of the five regions of SkillsUSA intended to honor our students and elevate the trades.

$175,000 Exclusive lead sponsor of partner-organized in-person event in one of five regions, ability to maximize and leverage a joint public relations initiative with national reach to honor our students and elevate the skilled trades, logo on Signing Day toolkits distributed nationwide, opportunity for partner-provided giveaways in all regions and ability to award scholarships in an exclusive region of the country.

$50,000 Logo placement on all nationally produced event collateral.

$25,000 Name listing on all nationally produced event collateral.

STATE DIRECTORS PROFESSIONAL DEVELOPMENT TRAINING CONFERENCE

(August)

During this conference, more than 60 state directors — representing state departments of education and associations in all 50 states; Puerto Rico; Washington, D.C.; and the Virgin Islands — gather to learn news and information related to SkillsUSA and the future of CTE. Attendees share and distribute this information across SkillsUSA chapters throughout the nation.

$25,000 SOLD! Multiple premier logo placements, press release, opportunity to provide branded giveaway, significant speaking opportunity.

$10,000 SOLD! Logo placement, opportunity to provide branded giveaway, speaking opportunity.

WASHINGTON LEADERSHIP TRAINING INSTITUTE (WLTI)

(September)

Sponsoring WLTI puts you at the forefront of career and technical education advocacy and allows you the opportunity to interact directly with the 500+ participants from across our nation who are elevating the perception of the skilled trades.

$50,000 Multiple premier logo placements, social media shout-out, press release, networking and speaking opportunity.

$25,000 SOLD! Multiple logo placements, social media shout-out, networking and speaking opportunity.

$10,000 SOLD! Logo placements and networking opportunity.
**ACTIVATE**

*Students*

Activate is a two-and-a-half-day leadership conference open to all SkillsUSA student leaders. It focuses on developing these SkillsUSA Framework skills to achieve the local Program of Work: *Leadership, Service Orientation and Planning, Organization and Management.*

- **$50,000** Multiple premier logo placement, social media posts, press release, extended speaking opportunity, sponsor acknowledgment in stakeholder messaging.
- **$25,000** Multiple logo placements, social media post, press release, sponsor acknowledgment in stakeholder messaging.
- **$15,000** Name listing placements, sponsor acknowledgment in stakeholder messaging.

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**LEVERAGE**

*State Officers*

Leverage is an intensive leadership experience open to SkillsUSA’s state officers that targets these SkillsUSA Framework skills: *Leadership, Communication and Job-Specific Skills.*

- **$50,000** Multiple premier logo placement, social media posts, press release, extended speaking opportunity, sponsor acknowledgment in stakeholder messaging.
- **$25,000** Multiple logo placements, social media post, press release, sponsor acknowledgment in stakeholder messaging.
- **$15,000** Name listing placements, sponsor acknowledgment in stakeholder messaging.

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**ENGAGE**

*Teachers*

Engage is a professional development conference that assists teachers and SkillsUSA advisors in elevating their teaching skills to new levels. Experiential sessions connect teachers and advisors with classroom and chapter knowledge so they can immediately start planning for their upcoming school year. Lesson plans and chapter activities will be more engaging and intentional than ever after this conference.

- **$50,000** Multiple premier logo placement, social media posts, press release, speaking opportunity of 10–15 minutes, sponsor acknowledgment in stakeholder messaging.
- **$25,000** Multiple logo placements, social media post, press release, speaking opportunity of 5–10 minutes, sponsor acknowledgment in stakeholder messaging.
- **$15,000** Multiple logo placements, sponsor acknowledgment in stakeholder messaging.

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$15,000 **SOLD!** Multiple logo placements, social media post, press release, speaking opportunity of 5–10 minutes, sponsor acknowledgment in stakeholder messaging.

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B. Event Sponsorship

**NLSC PRESENTING SPONSOR**
As a CTE destination, the SkillsUSA National Leadership & Skills Conference has showcased the best career and technical education students in the nation for nearly 60 years. In June 2022, the SkillsUSA Championships will be back in-person in Atlanta as we move to the Georgia World Congress Center (GWCC), located adjacent to Centennial Olympic Park, State Farm arena, numerous hotels and attractions. GWCC is the world’s largest LEED-certified convention center with 1.5 million square feet of exhibit space, allowing our conference and attendance to grow significantly. As one of the largest hands-on workforce development events for students, SkillsUSA’s career competitions and leadership sessions are shaping and celebrating our nation’s career-ready students.

**$350,000** Premier logo placement as presenting sponsor on signage throughout GWCC, on lanyards, in the conference app, on conference T-shirts to all attendees, in the exclusive business partner lounge, in the digital Awards and Recognition book, complimentary SkillsUSA TECHSPO booth (20’ x 50’), invitation to the SkillsUSA Atlanta Council, ability to host private events.

**NLSC GENERAL SESSIONS**

**OPENING SESSION** *(Tuesday)* **SOLD!**

**$100,000** Exclusive access to sponsorship and speaking opportunities at the kick-off event of the annual National Leadership & Skills Conference. This experience engages attendees with high-energy, participatory and recognition components that set the tone for the week-long conference.

**STUDENT RECOGNITION SESSION** *(Wednesday)* **New!**

**$100,000** Exclusive access to sponsorship and speaking opportunities at the Recognition Session highlighting the accomplishments of chapter members, leaders and advisors as well as the work of state associations and their leaders. This stand-alone session will honor the skill-building work on all levels of SkillsUSA.

**AWARDS SESSION** *(Friday)* **SOLD!**

**$100,000** Exclusive access to sponsorship and speaking opportunities at the culminating event that serves to recap the entire NLSC experience. This high-energy session will recognize the accomplishments of the attendees who participated in NLSC activities including the SkillsUSA Championships, national officer election process and more.
COMMUNITY SERVICE

On Friday, June 24, SkillsUSA will host a community service project. The project will involve more than 300 student and teacher volunteers and give back to the Atlanta community. The annual community service project is a great way to demonstrate SkillsUSA Framework skills, and it keeps students engaged and productive on the last day of conference while waiting for the final awards ceremony.

CALL TO ACTION

The Call to Action is an annual networking breakfast where SkillsUSA instructors hear CTE news and organizational updates. This popular event attracts most advisors attending national conference, as they enjoy interacting with SkillsUSA staff, special guests and other teachers from across the nation.

$25,000 SOLD! Multiple logo placements, social media shout-out, networking and speaking opportunity.

$10,000 Logo placements and networking opportunity.

$15,000 LEAD SPONSOR SOLD! Logo placement on event signage and speaking opportunity.
C. Program Sponsorship

**ACADEMY OF EXCELLENCE**
Academy of Excellence is a series of professional development sessions held at the NLSC and organized into tracks for a variety of education professionals: beginning or experienced CTE teachers, beginning or experienced SkillsUSA advisors, school counselors and school administrators. Topics to help each professional group will be included. The participants will be able to explore resources and best implementation strategies to offer the highest quality CTE experience at the local level.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td>Multiple premier logo placement, three social media posts, press release, 15-minute post-conference promotional video, sponsor acknowledgment in stakeholder messaging, opportunity to lead a SkillsUSA University session.</td>
</tr>
<tr>
<td>$25,000</td>
<td>Multiple logo placements, one social media post, 10-minute post-conference promotional video, sponsor acknowledgment in stakeholder messaging.</td>
</tr>
<tr>
<td>$15,000</td>
<td>Multiple logo placements, 5-minute post-conference promotional video, sponsor acknowledgment in stakeholder messaging.</td>
</tr>
</tbody>
</table>

**CHAPTER EXCELLENCE PROGRAM**
The Chapter Excellence Program (CEP) recognizes achievement as it relates to the integration of the SkillsUSA Framework in chapter Program of Work activities. Models of Excellence (MOE) recognizes the top 24 CEP chapters nationally. Through an interview process conducted by business and industry partners during NLSC, a single chapter is recognized as the top chapter in each component area: Personal Skills, Workplace Skills and Technical Skills. The top 24 MOE chapters will be honored and the top three schools will be named at the NLSC Recognition Session.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>Multiple premier logo placements, one social media shout-out at event, sponsor acknowledgment in stakeholder messaging, 5-minute speaking opportunity at meal function, sponsor participation in interviews of MOE chapters during NLSC.</td>
</tr>
<tr>
<td>$15,000</td>
<td>Multiple logo placements, sponsor acknowledgment in stakeholder messaging.</td>
</tr>
</tbody>
</table>

**COURTESY CORPS**
The National Courtesy Corps is an elite group of high school students, college/postsecondary students, advisors and chaperones who are selected to represent their state delegations while assisting the national organization in conducting the NLSC. Courtesy Corps members work with and build a network of industry and educational experts while developing Framework skills, building friendships and having fun.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>LEAD SPONSOR One day of premier branding on more than 200 Courtesy Corps T-shirts distributed to volunteers from across the country. Opportunity to provide branded giveaways (minimum $10 value) as a gesture of appreciation for Courtesy Corps volunteers.</td>
</tr>
<tr>
<td>$10,000</td>
<td>CO-SPONSOR One day of co-branding on more than 200 Courtesy Corps T-shirts distributed to volunteers from across the country. Opportunity to provide branded giveaways (minimum $10 value) as a gesture of appreciation for Courtesy Corps volunteers.</td>
</tr>
</tbody>
</table>
DELEGATE PROGRAM
SkillsUSA is a student-led organization whose student members are charged with the responsibility of governing the affairs associated with the organization bylaws. The SkillsUSA Delegate Program engages state-identified delegates to represent their respective state associations in introducing, debating, modifying and voting upon delegate items that may include the organization’s bylaws and the SkillsUSA national officer elections.

$25,000  Multiple premier logo placements, one social media shout-out at event, sponsor acknowledgment prior to and following the conference in SkillsUSA messages to stakeholders, 3-minute speaking opportunity.

$10,000  Multiple logo placements, sponsor acknowledgment prior to and following the conference in SkillsUSA messages to stakeholders.

NATIONAL EDUCATION TEAM
The National Education Team (NET) works together with the contest Technical Committee network of industry providing educational expertise while developing Framework skills, building friendships and having fun.

$25,000  LEAD SPONSOR  N/A
One day of premier branding on more than 200 NET T-shirts distributed to volunteers from across the country.
Opportunity to provide branded giveaways (minimum $10 value) as a gesture of appreciation for NET members.

$10,000  CO-SPONSOR
One day of co-branding on more than 200 NET T-shirts distributed to volunteers from across the country.
Opportunity to provide branded giveaways (minimum $10 value) as a gesture of appreciation for NET members.
TRANSITION TO TEACHING

Transition to Teaching is a rigorous and intensive professional development experience that helps teachers get started on the basics as they prepare for the upcoming school year. Topics include lesson planning, classroom management, lab management and SkillsUSA chapter management. The target audience for this experience includes teachers in their first, second, or third year of teaching, but benefits all teachers who want to improve their teaching skills. Transition to Teaching helps transform content experts into effective and confident educators.

$50,000  Multiple premier logo placements, 10-minute speaking opportunity.

$25,000  Multiple logo placements, one social media post, 10-minute post-conference promotional video, sponsor acknowledgment in stakeholder messaging.

$15,000  Multiple logo placements.
D. Recognition Sponsorship

**Advisor of the Year**

The SkillsUSA Advisor of the Year program recognizes professional members who actualize the organization’s mission of empowering students to become world-class workers, leaders and responsible American citizens. During the conference, the year’s top five regional advisors are honored, and one advisor is celebrated as the overall SkillsUSA Advisor of the Year during the Opening Session.

$100,000 Multi-placements, one social media shout-out at event, sponsor acknowledgment in stakeholder messaging, company representative presents award to national recipient on stage at Opening Session (no speaking opportunity).

**Excellence in Professional Development**

The Excellence in Professional Development program recognizes professional members who commit to creating a strategic improvement plan based on the ACTE High Quality CTE Program Framework. These professional members agree to share results of the plan with colleagues throughout the year. They exemplify dedication to constant improvement in their whole CTE program and are honored at the conference.

$25,000 LEAD SPONSOR

Multiple premier logo placements, one social media shout-out at event, sponsor acknowledgment in stakeholder messaging.

$15,000 CO-SPONSOR

Multiple logo placements, sponsor acknowledgment in stakeholder messaging.

**Impact**

IMPACT is a state officer program focused on engaging state officers in making a meaningful impact on the chapters and members they serve. State officers are trained by national facilitators and then, in turn, they facilitate trainings for local chapter officers. IMPACT awards will be presented at the NLSC Recognition Session.

$25,000 Multi-placements, sponsor acknowledgment prior to and following the conference in SkillsUSA messages to stakeholders.

$10,000 Multiple logo placements.
STUDENT2STUDENT

The Student2Student Program connects a middle school, high school or college/postsecondary SkillsUSA chapter with younger students (usually in elementary or middle school). The purpose is to encourage younger students to explore future careers and make decisions that will lead to career-readiness skill development and productive futures through facilitating SkillsUSA’s Jump into STEM! curriculum at their school. Each year, SkillsUSA honors a chapter that exemplifies the goals of the Student2Student Program during NLSC. The award will be presented at the NLSC Recognition Session.

$25,000 Multiple premier logo placements, sponsor acknowledgment prior to and following the conference in SkillsUSA messages to stakeholders.

$10,000 Multiple logo placements.

PRESIDENT’S VOLUNTEER SERVICE AWARD

SkillsUSA is a certifying organization of the President’s Volunteer Service Award (PVSA). Individual SkillsUSA members and SkillsUSA chapters can submit their volunteer service hours with documentation to receive a pin and certificate acknowledging their service from the U.S. president and the White House. Recipients will be recognized during the Recognition Session.

$25,000 LEAD SPONSOR
Multiple premier logo placements, sponsor acknowledgment in stakeholder messaging.

$15,000 CO-SPONSOR
Multiple logo placements.
E. Other Conference Sponsorship

BUSINESS PARTNER LOUNGE
Exclusive lounge that is the main hub of partner communication and interaction. The lounge offers space for holding small meetings, making phone calls, charging devices, using our laptops, printing, making copies and enjoying refreshments.

$15,000 SPONSOR
Prominent co-branding with SkillsUSA on the conference lanyards worn by all attendees, including educators, students, parents and business partners. Lanyards must be worn to access the conference floor, educational sessions and events throughout NLSC week. This is the most highly visible personal item worn at NLSC.

CONFERENCE LANYARDS
(limit 1) SOLD!

$50,000 EXCLUSIVE SPONSOR
Premier signage inside and at entrance of lounge.
Meaningful access and interaction with business partners.
Opportunity to hold business card drawing to capture contact information.
Opportunity to provide promotional materials or item giveaways.

$10,000 CO-SPONSOR
Logo on signage inside lounge.
Meaningful access and interaction with business partners and state directors.
Opportunity to provide promotional materials or item giveaways.
**CONFERENCE PIN**
*(limit 1) SOLD!*

**$20,000 SPONSOR**
One way to get your brand into the hands of every registered attendee is by sponsoring the conference pin. The winner of the National Pin Design Challenge is selected by SkillsUSA, and the pin will be affixed to your promotional card. This pin is distributed to all registered participants and is the pin that students wear proudly throughout the conference.

**SCORES BANNER**
*(limit 2)*

**$10,000 CO-SPONSOR**
Prominent logo branding on the medalist results (scores) webpage all competitors visit.

**STATE DIRECTOR LOUNGE**

Exclusive lounge where state directors can recharge. The lounge offers space for holding small meetings, making phone calls, charging devices, using our laptops, printing, making copies and enjoying refreshments.

**$50,000 EXCLUSIVE SPONSOR**
Premier signage inside and at entrance of lounge.

Opportunity to hold business card drawing to capture contact information.

Opportunity to provide promotional materials or item giveaways.

**$20,000 SPONSOR**
One way to get your brand into the hands of every registered attendee is by sponsoring the conference pin. The winner of the National Pin Design Challenge is selected by SkillsUSA, and the pin will be affixed to your promotional card. This pin is distributed to all registered participants and is the pin that students wear proudly throughout the conference.

**$10,000 CO-SPONSOR**
Prominent logo branding on the medalist results (scores) webpage all competitors visit.

**$10,000 CO-SPONSOR**
Prominent logo branding on the medalist results (scores) webpage all competitors visit.

**$10,000 CO-SPONSOR**
Prominent logo branding on the medalist results (scores) webpage all competitors visit.

**STATE DIRECTOR LOUNGE**

Exclusive lounge where state directors can recharge. The lounge offers space for holding small meetings, making phone calls, charging devices, using our laptops, printing, making copies and enjoying refreshments.

**$50,000 EXCLUSIVE SPONSOR**
Premier signage inside and at entrance of lounge.

Opportunity to hold business card drawing to capture contact information.

Opportunity to provide promotional materials or item giveaways.
As a CTE destination, SkillsUSA TECHSPO showcases the latest technology and its application by our future workforce, teachers and experts. Over 200 exhibitors at SkillsUSA TECHSPO are placed alongside national career competitions and leadership sessions that are shaping and celebrating our nation’s career-ready students. Across three exhibition floors, interactive experiences inspire participants while industry connections are forged to enhance classrooms and develop the country’s talent pipeline. Exhibitors let participants experience their technology while viewing 107 concurrent career competitions within these trade, technical and skilled service occupations.

Each booth includes:
- 10’x10’ space with pipe and drape
- Booth ID sign (7” x 44”)
- Two attendee conference registrations per 100 sq. ft. booth*
- Organization listing in the TECHSPO section of the digital Awards and Recognition Book
- 24-hour security

*Registrations have a retail value of $195.

Booth furniture and enhancements are available separately through the conference vendor.

Pricing is based on a 10’ x 10’ booth and the following commitment schedule.

<table>
<thead>
<tr>
<th>Pricing Type</th>
<th>Early Bird Rate Thru 1/31</th>
<th>Regular Rate 2/1-3/31</th>
<th>Late Rate 4/1-5/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>$2,600</td>
<td>$2,800</td>
<td>$3,000</td>
</tr>
<tr>
<td>OFFICIAL PARTNER*</td>
<td>$2,300</td>
<td>$2,500</td>
<td>$2,700</td>
</tr>
<tr>
<td>NONPROFIT</td>
<td>$750</td>
<td>$950</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

*See page 26 for Official Partner definitions and benefits list.
SKILLSUSA TECHSPO FLOOR PLAN

To book your exhibit space, contact: techspo@skillsusa.org.
# Promotional Advertisements

## A. Advertisements: SkillsUSA Champions Digital Hub

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>SkillsUSA Champions Digital Hub Advertisement</td>
<td>SkillsUSA Champions is our flagship digital publication for career and technical educators and students. New content is posted weekly, including chapter and partner spotlights, podcasts, and in-depth features on students, teachers, alumni and partners.</td>
<td>$6,000 per year/ $1,500 per quarter</td>
</tr>
</tbody>
</table>

## B. Advertisements: Social Media

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Advertisement (1 per month)</td>
<td>Promote your company’s opportunities, programs, and products through ads/videos shared across our social media. SkillsUSA posts daily across our social media channels, including Facebook, Instagram, Twitter, YouTube and LinkedIn.</td>
<td>$6,000 per year/ $1,500 per quarter</td>
</tr>
</tbody>
</table>
C. Advertisements: National Leadership & Skills Conference Awards and Recognition Book

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
<th>Inside Front/Back Cover</th>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Awards and Recognition Book</td>
<td>Advertisement space in the digital go-to book for all NLSC competitors and attendees.</td>
<td>$5,000</td>
<td>$3,600</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

D. Advertisements: National Leadership & Skills Conference Other Opportunities

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>DESCRIPTION</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent and Supporter Ad</td>
<td>Ads of 25–50 words communicating your direct support for student and teachers will be shared on social media and/or in the digital Awards and Recognition Book.</td>
<td>$50</td>
</tr>
<tr>
<td>Video Billboard Ad</td>
<td>Ads play on video loop continuously while the conference floor is open.</td>
<td>$2,500</td>
</tr>
<tr>
<td>Business and Industry Pins</td>
<td>Your organization’s promotional pin will be affixed to a card with your custom message, to be distributed in your TECHSPO booth.</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Deadline: 5/1/22
## STRATEGIC INITIATIVES

### A. Scholarships

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prize Equity Scholarship Fund</td>
<td>$10,000 suggested amount ($2,500 continuing education scholarship* prizes)</td>
</tr>
<tr>
<td>SkillsUSA Scholarships*</td>
<td>$2,500 per student</td>
</tr>
<tr>
<td>NLSC Travel Scholarships</td>
<td>$2,500 per student</td>
</tr>
</tbody>
</table>

* Scholarships, as with other sponsorship and program grants, will require an additional 15% contribution to mission support. Other direct scholarship awards to medalists represent full or partial tuition scholarships.

### B. Year-round Initiatives

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEI Initiative</td>
</tr>
<tr>
<td>SkillsUSA CONNECT</td>
</tr>
<tr>
<td>Work-Based Learning Initiative</td>
</tr>
<tr>
<td>(seed partners; active involvement in build)</td>
</tr>
<tr>
<td>WorldSkills USA Team</td>
</tr>
</tbody>
</table>

If you are interested in sponsoring these initiatives, please contact bpd@skillsusa.org
C. **In-kind Support**

SkillsUSA welcomes in-kind support through contest materials and prizes as well as organizational and chapter support.

**CHAPTER OF DISTINCTION MEGA PRIZE EVENT**

*(September)*

The event is a night of virtual celebration in which Chapters of Distinction advisors are honored for engaging members at the highest levels of SkillsUSA through the Chapter Excellence Program. Eligible advisors are invited to enter drawings for mega prize packages. Over 1,300 advisors are invited to the event.

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash or in-kind prizes for advisors (e.g., hotel nights, tickets, experiences, items)</td>
<td>Minimum $1,000 valuation</td>
</tr>
</tbody>
</table>

**IN-KIND DONATIONS FOR THE SKILLSUSA CHAMPIONSHIPS**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations of contest equipment, prizes, personnel, rentals or other resources to support competitive events</td>
<td>Fair Market Value</td>
</tr>
</tbody>
</table>

In-kind donations are now matched dollar-for-dollar toward official partner benefits. **New!**

In-kind donations of time are not recognized by the IRS but will be acknowledged by SkillsUSA through the donor’s fair market valuation of that time.
OTHER FUNDING SUPPORT

A. Career Cluster Sponsorship

Each of our over 100 trade areas falls under one of 16 categories known as “career clusters.” Career cluster sponsorships provide the best opportunity to broadly support students in your specific areas.

$5,000 CO-SPONSOR

Prominent social media posts across a variety of social media platforms, including Facebook, Instagram, Twitter and LinkedIn.

Cluster branding on our website and at the National Leadership & Skills Conference.

Supporting one or more career clusters demonstrates a company’s direct alignment with career education in these fields. To learn more, go to: www.skillsusa.org/about/career-clusters/

B. Giving Tuesday Matching Partner

Co-branding as a Giving Tuesday matching partner on all Giving Tuesday materials and communications.
C. Mission Support

Core mission support provides organizational resources to promote skilled trades through:

1. expanded curriculum and product development;
2. increased membership and marketing; and
3. enhanced support for 60 state associations and more than 20,000 classrooms in the United States.

Mission support also provides SkillsUSA vital organizational capacity; infrastructure enhancements; financial stability and flexibility; and continuous evaluation and systems improvements.

For all sponsorships and programmatic donations, an additional 15% will be added and allocated to mission support.

“I love SkillsUSA, because they really make young people who are part of the trades feel like rock stars.

We need more of that, to really celebrate the young people who are dedicated to taking up the mantel of the trades.”

— Mike Holmes, TV host of “Holmes Makes it Right”
Organizations that have made financial and/or documented in-kind donative contributions of at least $25,000 that support our mission are recognized as a SkillsUSA Official National Partner. We encourage SkillsUSA teachers and students to patronize these organizations when the opportunity arises.

Benefits of Being an Official Partner

- Logo or line credit recognition at select SkillsUSA events and publications.
- SkillsUSA Official Partner webpage listing. Website gains 3.1 million hits annually.
- A press release celebrating our partnership, upon request.
- Recognition as an official supporter of the SkillsUSA Career Essentials Credential, which validates the SkillsUSA Framework and our mission.
- Opportunity to use SkillsUSA Official National Partner logo in branding on behalf of the sponsor’s marketing and campaigns, upon advance approval.
- Access to the exclusive Official Partner Lounge (a space for networking, meetings, and refreshments).
- Targeted communications to stakeholders upon request and approval of content. **New!**
- One career cluster sponsorship of choice ($5,000 value). **New!**
- Priority consideration to present industry demonstrations at SkillsUSA University or SkillsUSA Technical Fridays. **New!**
- Priority selection of booth location for SkillsUSA TECHSPo. **New!**
- Logo along with name in mobile app for SkillsUSA TECHSPo. **New!**

Non-donative includes promotional advertisements and SkillsUSA TECHSPo.
# 2021 OFFICIAL PARTNERS

SkillsUSA Official Partners for 2021 include the following companies.

## DIAMOND $1.5M
- **EMERALD $1.25M**
  - Lowe’s Companies
- **RUBY $1M**
  - Aerotek
- **PLATINUM $500K**
  - Toyota USA Foundation
- **GOLD $250K**
  - 84 Lumber Co.
  - Carhartt, Inc.
  - Invitation Homes

## SILVER $100K
- 3M
- CareerSafe
- Harbor Freight Tools for Schools
- The Home Depot
- Klein Tools
- Magna International
- Snap-on Incorporated
- State Farm Insurance Companies

## BRONZE $50K
- Air Products
- ASE (National Institute for Automotive Service Excellence)
- Centuri Construction Group
- John Deere
- NASSCO (National Association of Sewer Service Companies)
- NCCER (National Center for Construction Education and Research)
- Nissan Motor Corp. in USA
- Ryder System Inc.
- Stanley Black & Decker
- Swinerton
- Volvo Construction Equipment

## $25K OFFICIAL PARTNER LEVEL
- AHRI (Air-Conditioning, Heating, and Refrigeration Institute)
- Caterpillar Inc.
- CBRE
- Channellock Inc.
- DCA (Distribution Contractors Association)
- Fieldpiece Instruments
- Fine Homebuilding/Taunton Press
- Huntington Ingalls Industries Inc.
- IAA Inc. (Insurance Auto Auctions)
- Kreg Tool Co.
- Lincoln Electric Co.
- Michels Corporation
- Miller Electric Mfg. Co. LLC
- NRCA (National Roofing Contractors Association)
- NC3
- Pella Corp
- Penske Truck Leasing
- PHCC Education Foundation
- Pitsco Education
- Robert Bosch Tool Corp.
- SME
- Viega LLC
VIDEO RESOURCES

What is SkillsUSA?
youtube.com/watch?v=Q2YWoF5wwGw&t=1s

SkillsUSA Championships Overview
youtube.com/watch?v=NfOLcFzbxXU

The SkillsUSA Framework
youtube.com/watch?v=AWgDfgDAtp4

PARTNERSHIP OPPORTUNITIES

Your sponsorship is essential for delivering on SkillsUSA’s mission to empower members to become world-class workers, leaders and responsible American citizens. With you standing by us, SkillsUSA’s innovative work in communities nationwide will keep advancing the quality of our nation’s skilled workforce.

For more information, contact the SkillsUSA Office of Business Partnerships and Development: bpd@skillsusa.org