PARTNERSHIP

Opportunities

2022 - 2023
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 our 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](mailto:bpd@skillsusa.org)
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 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. SkillsUSA, begun in 1965, 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.

DEMOGRAPHICS

49.6%

of the students in SkillsUSA are from historically underrepresented groups by race and ethnicity (among those reporting).

*For the number of SkillsUSA chapters and members by state, go to: Fact Resource

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.
NLSC 2022 By the Numbers

Total attendance of 13,664 includes:

5,055 student competitors in 108 hands-on or leadership contests.

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

Attendance is 55% male

40% female (of those reporting)

Of those students attending, 77% are high school, 22% college/postsecondary and 1% are middle school.

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

Almost 1,500 chapters (schools) were represented.

Also attending are instructors, business and industry judges or observers, VIP guests from education, government and families.

June 19-23 2023
**Program Support Opportunities**

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### National Programs with Local Impact

**SkillsUSA Week**
- **Month**: February
- **Description**: A week full of media events, advocacy days, community service activities, member recruitment and SkillsUSA celebrations while our members educate government officials, community leaders, school administrators, counselors, parents and other students about career pathways in the skilled trades.

**SkillsUSA National Signing Day**
- **Month**: May
- **Description**: This annual national event in classrooms across the country honors our students and elevates CTE and the skilled trades.

**State Directors Professional Development Training Conference**
- **Month**: August
- **Description**: More than 60 state directors representing state departments of education and associations in all states and territories of our country gather for professional development and the pathway to success in CTE.

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**Washington Leadership and Training Institute**
- **Month**: September
- **Description**: Interact directly with over 500 student participants from across our nation who are advocating for and elevating the perception of the skilled trades.

**Activate**
- **Month**: June – Pre NLSC
- **Description**: Activate is a high-energy leadership experience open to SkillsUSA chapter leaders that targets these SkillsUSA Framework skills: Leadership, Service Orientation and Planning, Organization and Management.

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

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**Engage**
- **Month**: June – Pre NLSC
- **Description**: A professional development conference that elevates teaching skills to new levels. Experiential sessions connecting teachers and advisors with intentional best practices that will Engage students even more.

**Call to Action (Breakfast)**
- **Month**: June – NLSC
- **Description**: Call to Action is an annual networking breakfast when SkillsUSA instructors hear CTE news and organizational updates from our executive director, special guests and other teachers from across the nation.

**Community Service**
- **Month**: June – NLSC
- **Description**: Each year at NLSC over 400 students and teachers showcase their skills in a community service project to give back to the Atlanta community.

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**Community Service photos Facebook**
**Academy of Excellence**
June – NLSC

A series of professional development sessions targeted to meet CTE teachers, school counselors and administrators where they are and explore resources and best implementation strategies to offer the highest quality CTE experience back at the local level.

[Professional Development Opportunities at the 2022 NLSC - YouTube](#)

**Advisor of the Year**
June – NLSC

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.

[SkillsUSA Advisor of the Year - YouTube](#)

**Chapter Excellence Program**
T S June – NLSC

A year-long program at the chapter level integrating the SkillsUSA Framework in chapter program of work activities. The top 24 chapters will be interviewed by business and industry partners during NLSC and honored along with the top three schools awarded as Models of Excellence (MOE) in each component area: personal, workplace and technical skills awarded at the NLSC Recognition Session.

[Chapter Excellence Program - YouTube](#)

**Delegates Program**
S June – NLSC

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 organization bylaws, ad hoc committees and the SkillsUSA national officer elections.

**SkillsUSA Certified Advisor**
June – NLSC

Supports and recognizes teachers and advisors who build and sustain comprehensive SkillsUSA classrooms and chapters. They exemplify excellence in constant program growth and are honored during NLSC.

[Professional Development Opportunities at the 2022 NLSC - YouTube](#)

**State Directors (Breakfasts)**
SD June - NLSC

These are annual kick-off and close-out networking breakfasts where industry partners can gather with SkillsUSA State Directors to collect and gather new and upcoming ideas.

**SkillsUSA University**
M June - NLSC

SkillsUSA University sessions are technical skill learning options that occur during NLSC. This is your opportunity to attend or lead an instructional session that focuses on gaining a relevant skill in your career cluster.
### Program Support Stepped Benefits

<table>
<thead>
<tr>
<th>Programs</th>
<th>Qty Available</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SkillsUSA Week</strong> (Speaking = Instagram Live)</td>
<td>2 4 N/A</td>
<td>12/31</td>
</tr>
<tr>
<td><strong>SkillsUSA National Signing Day</strong></td>
<td>6 6 N/A</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>State Directors Professional Development Training Conference</strong></td>
<td>2 4 6</td>
<td>6/3</td>
</tr>
<tr>
<td><strong>Washington Leadership and Training Institute</strong> (Networking includes booth/table setup)</td>
<td>4 4 N/A</td>
<td>7/1</td>
</tr>
<tr>
<td><strong>Activate</strong></td>
<td>1 5 N/A</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>Leverage</strong></td>
<td>1 5 N/A</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>Engage</strong></td>
<td>2 5 N/A</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>Call to Action (breakfast)</strong></td>
<td>1 1 4</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>Community Service</strong></td>
<td>1 1 4</td>
<td>5/15</td>
</tr>
<tr>
<td><strong>Academy of Excellence</strong> (Networking = access to Teacher Lounge)</td>
<td>1 4 4</td>
<td>5/15</td>
</tr>
<tr>
<td><strong>Advisor of the Year</strong> (Networking = access to Teacher Lounge)</td>
<td>1 3 N/A</td>
<td>11/1</td>
</tr>
<tr>
<td><strong>Chapter Excellence Program</strong></td>
<td>4 5 N/A</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>Delegates Program</strong></td>
<td>1 3 N/A</td>
<td>4/1</td>
</tr>
<tr>
<td><strong>SkillsUSA Certified Advisor</strong></td>
<td>1 2 4</td>
<td>5/15</td>
</tr>
<tr>
<td><strong>State Directors (breakfasts)</strong></td>
<td>N/A 2 4</td>
<td>5/15</td>
</tr>
<tr>
<td><strong>SkillsUSA University</strong> (1.5-hour presentation)</td>
<td>N/A 2 10</td>
<td>3/15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefits</th>
<th><strong>$50,000</strong></th>
<th><strong>$25,000</strong></th>
<th><strong>$10,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media (programmatic posts)</td>
<td>Logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media (shoutout)</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Conference App (if applicable during NLSC)</td>
<td>Premier Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Signage or Digital Assets</td>
<td>Premier Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Co-branded Program Materials provided to attendees (journals, agenda, t-shirts, certificates if program provides)</td>
<td>Premier Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Promotional Items – Sponsor Provides (optional)</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Co-branded Press Release (by SkillsUSA)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement (SkillsUSA messages to stakeholders) Pre/Post Event</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Collaborative Messaging / Speaking Opportunity (Live or pre-recorded depending on program)</td>
<td>5 min</td>
<td>3 min</td>
<td></td>
</tr>
<tr>
<td>Networking with intended audience</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Co-branded Program Materials Provided to attendees (call outs)

- **T-Shirt**
- **Certificate**
Strategic Initiatives

Cluster Leadership Council
SkillsUSA Cluster Leadership Councils will provide valuable cluster specific insights and direction as we convene industry, students, and teachers with intentional objectives.

Diversity, Equity and Inclusion (DEI)

Work Based Learning

Giving Tuesday Matching Partner

SkillsUSA CONNECT

WorldSkills USA Team

In-Kind Support

Chapter of Distinction Mega Prize Event
September
Minimum $1,000 value cash or in-kind prizes for teachers (hotel nights, tickets, experiences, items) – Deadline 7/15

Signing Day In-Kind or Scholarships (local)
Scholarship and/or In-kind support at local chapters for SkillsUSA Signing Day.

In-Kind Donations for the SkillsUSA Championships
Donations of contest equipment, prizes, personnel, rentals or other resources to support competitive events.

Scholarships

Prize Equity Scholarship Fund (deadline 6/1)
$10,000 Suggested amount
($2,500 continuing education scholarship prizes*)

BONUS – When you support the following Career Clusters: Leadership, Public Safety, Human Services, IT, Hospitality & Tourism, STEM, Health Sciences, Arts A/V ….. You also receive an additional bonus of the relevant Career Cluster support ($5k value)

SkillsUSA Scholarships (deadline 11/15)
$2,500 per student suggested amount

NLSC Travel Scholarships
$2,500 per student suggested amount
**NLSC Presenting Partner**

June – NLSC

The SkillsUSA National Leadership & Skills Conference is the world’s largest showcase of skilled trades. High-quality career and technical education is the centerpiece of the conference. Thousands of students, teachers, education leaders and representatives from hundreds of national corporations, trade associations, businesses and labor unions participate, network, and collaborate to develop the future workforce.


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**Champions Festival**

June – NLSC

The Champions Festival is a night of fun, food and games in Atlanta’s Centennial Olympic Park to celebrate our accomplishments throughout the week. The festivities include outdoor games and activities, numerous food truck vendors and a live DJ on the SkillsUSA Main Stage.

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**NLSC Opening General Session (Tuesday)**

June – NLSC

The high energy kick-off event of the annual National Leadership & Skills Conference that sets the tone for the week-long conference.

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**NLSC Recognition General Session (Wednesday)**

June – NLSC

The Recognition Session highlights the accomplishments of members, teachers, and leaders at the local chapter and state levels while honoring the skill-building work on all levels of SkillsUSA.

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**NLSC Awards General Session (Friday)**

June – NLSC

The high energy awards session recognizes the accomplishments of attendees who participated in NLSC activities including the SkillsUSA Championships, national officer election process and more.

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**Lounge Opportunities**

**Official Partners Lounge**

June – NLSC

Exclusive lounge that is the main hub for partner communication and interaction. The lounge has space for small meetings, phone calls, charging electrical devices, using our laptop, printing, making copies, and refreshments.

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**State Directors Lounge**

June – NLSC

Exclusive lounge where state directors can recharge. The lounge has space for small meetings, phone calls, charging electrical devices, and refreshments.

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**Teachers Lounge**

June – NLSC

Exclusive lounge where teachers can recharge. The lounge has space for small meetings, phone calls, charging electrical devices, using our laptop, printing, making copies, and refreshments.
## Featured NLSC Sponsored Sessions

<table>
<thead>
<tr>
<th>Program</th>
<th>NLSC Presenting Sponsor (PS)</th>
<th>NLSC Opening General Session</th>
<th>NLSC Recognition General Session</th>
<th>NLSC Awards General Session</th>
<th>NLSC Champions Festival New!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qty Available</td>
<td>$250,000</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$100,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Deadline</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>5/10</td>
<td>5/10</td>
<td>5/10</td>
<td>5/10</td>
<td>5/10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media (programmatic posts)</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media (shoutout)</td>
<td>2</td>
</tr>
<tr>
<td>Program Webpage</td>
<td>X</td>
</tr>
<tr>
<td>Conference App</td>
<td>PS Logo</td>
</tr>
<tr>
<td></td>
<td>Logo on session</td>
</tr>
<tr>
<td></td>
<td>Logo on session</td>
</tr>
<tr>
<td></td>
<td>Logo on session</td>
</tr>
<tr>
<td></td>
<td>Logo on session</td>
</tr>
<tr>
<td>Signage / Collateral</td>
<td>PS Logo</td>
</tr>
<tr>
<td></td>
<td>Logo</td>
</tr>
<tr>
<td></td>
<td>Logo</td>
</tr>
<tr>
<td></td>
<td>Logo</td>
</tr>
<tr>
<td>Promotional Collateral provided</td>
<td>PS Logo on Name badge holder (co-brand with SkillsUSA)</td>
</tr>
<tr>
<td>(journals, agenda, programs, etc. if program provides)</td>
<td>Logo on lawn games, stage, etc.</td>
</tr>
<tr>
<td>Press Release (by SkillsUSA)</td>
<td>X</td>
</tr>
<tr>
<td>Awards &amp; Recognition Digital Book</td>
<td>PS Logo</td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Collaborative Messaging Opportunity (3-5 minutes)</td>
<td>Opening &amp; Awards</td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Booth/Table Setup</td>
<td>20x50 TECHSPO</td>
</tr>
<tr>
<td></td>
<td>Includes TECHSPO Activity Zone branding</td>
</tr>
</tbody>
</table>

## Lounge Benefits

<table>
<thead>
<tr>
<th>Programs</th>
<th>Qty Available</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Partners Lounge</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>State Directors Lounge</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Teachers Lounge</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Programs</th>
<th>Qty Available</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25K</td>
<td>$10K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Programs</th>
<th>Qty Available</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25K</td>
<td>$10K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signage / Collateral</th>
<th>Premier Logo Inside &amp; entrance</th>
<th>Logo Inside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Items – Sponsor Provides (optional)</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to hold Business card drawing</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Speaking Opportunity – Power Hour (Teacher’s lounge only)</td>
<td>10 Min</td>
<td></td>
</tr>
<tr>
<td>Table Setup – to display products or services</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Networking</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Advertising and Branding opportunities are donative if messaging is not considered revenue generating marketing advertisements.
# Advertising and Branding Opportunities

## ADVERTISING AND BRANDING (year-round)

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Availability</th>
<th>Deadline</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions Magazine</td>
<td>$6,000/Year or $1,500/Quarter</td>
<td></td>
<td></td>
<td>Our flagship digital publication with new content posted weekly including school spotlights, podcasts and in-depth features about students, teachers, alumni and partners.</td>
</tr>
<tr>
<td>Digital Hub Advertisement</td>
<td>$6,000/Year or $1,500/Quarter</td>
<td></td>
<td></td>
<td>Promote your company through ads/videos shared across our social media. SkillsUSA posts daily across our various social media channels including Facebook, Instagram, Twitter, YouTube and LinkedIn.</td>
</tr>
<tr>
<td>Social Media Advertisement (One/month)</td>
<td>$6,000/Year or $1,500/Quarter</td>
<td></td>
<td></td>
<td>Promote your company through ads/videos shared across our social media. SkillsUSA posts daily across our various social media channels including Facebook, Instagram, Twitter, YouTube and LinkedIn.</td>
</tr>
<tr>
<td>Career Cluster Support</td>
<td>$5,000</td>
<td></td>
<td>5/19</td>
<td>Each of our over 100 trade areas fall under one of 14 categories known as “Career Clusters”. Providing Career Cluster support is the best way to target and meet your future employees.</td>
</tr>
</tbody>
</table>

## ADVERTISING AND BRANDING (at NLSC)

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Availability</th>
<th>Deadline</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NLSC Conference Pin</td>
<td>$20,000</td>
<td>1</td>
<td>5/1</td>
<td>The student designed pin will be affixed to your card design and your brand will be in the hands of every registered attendee. This is the pin that students proudly wear throughout the conference.</td>
</tr>
<tr>
<td>Business and Industry Pins</td>
<td>$5,000</td>
<td>10</td>
<td>5/31</td>
<td>Your organization’s promotional pin (1,000 count) affixed to your card to share your message to distribute in your TECHSPO booth.</td>
</tr>
<tr>
<td>Scores Banner</td>
<td>$10,000</td>
<td>2</td>
<td>5/26</td>
<td>Prominent logo branding on the medalist results (scores) webpage all competitors visit.</td>
</tr>
<tr>
<td>Courtesy Corp (T-shirts)</td>
<td>$25,000</td>
<td>1</td>
<td>5/24</td>
<td>The National Courtesy Corps is a dedicated group of high school students, college/ postsecondary students, teachers and chaperones selected to represent their state delegation while assisting the national organization in conducting the NLSC. They work with and build a network of industry and educational experts while developing Framework skills, building friendships. Top level ($25,000) includes your logo on the Sunday, Monday and Friday shirts plus your choice of one prime day (Tuesday, Wednesday or Thursday).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>5/24</td>
<td>Second level ($10,000) includes your logo on the back of shirts for one available prime day (Tuesday, Wednesday or Thursday).</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$20,000</td>
<td>1</td>
<td>2/1</td>
<td>Prominent co-branding with SkillsUSA worn by all attendees. Lanyards must be worn to access the conference. This is the most highly visible personal item worn at NLSC.</td>
</tr>
</tbody>
</table>
**Advertising and Branding Opportunities**

### Digital Awards and Recognition Book
- **$3,600 (full page)**
- Qty Available = 6
- Deadline = 5/6
- **$1,800 (half page)**
- Qty Available = 4
- Deadline = 5/6

Advertisement space in the digital "go to" book for all NLSC competitors and attendees.

### LED Wall Monitor (still ad)
- **$2,500**
- Qty Available = 9
- Deadline = 6/1

Your ad will be in rotation on all 5 large LED wall screens throughout the venue. Each 10-second ad will be on all 5 screens. Full loop is 100 seconds, including overall conference messaging.

- Size: 11.5' x 6.5' / 1920x1080 @96dpi JPG/MP4

### 55” Mobile Monitors (video loop)
- **$2,500**
- Qty Available = 8
- Deadline = 6/1

Your compiled video content will be displayed in full on a single sided 55” floor monitor display.

- Displays placed throughout the conference by show management.
- Preferred general locations based on availability.
- Size: 1080x1920 @96dpi JPG/MP4

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### Mobile App Push Notification
- **$1,500**
- Qty Available = 6
- Deadline = 6/1

Have your curated short message pushed to attendees through the mobile app at NLSC.

Do you have a drawing at your booth, a special callout, or even a session you would like to promote? Lock in one of few sponsored push notifications we have during NLSC to get your message out there!

Each opportunity includes 1 push notification on one of the days below. Select the day and morning or afternoon:
- T, W, Th a.m. or p.m.

### Social Media Package
- **$2,000**
- Qty Available = 3
- Deadline = 6/1

Get your social media messages out to our audiences! Share your messages at NLSC and SkillsUSA TECHSPO through our channels.

You can provide ready-to-go posts or the messages and photos, and our team will help pull it together and share via one of our platforms [Instagram, Facebook, Twitter, YouTube and/or LinkedIn].

Package includes three separate social posts: 1 each (pre/during/post-conference)

### Enhanced Exhibitor Listing
- **$500**

Compliment your exhibitor listing to include:
- Enhanced listing icon in exhibitor listing & map
- Your logo
- URL
- Online description character count (1,000 characters)
- Videos (2)
- Digital product showcase (5)
- Show specials (5)
- Press releases (5)

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**Example info**
Advertise and Branding Opportunities

**Escalators (Double Runners)**

Attendees will be traveling throughout all 3 halls during NLSC and the escalators are the primary source of travel. Have your brand literally at the fingertips of the attendees!

- Step and repeat with the SkillsUSA conference branding. Have your full-color logo and booth number placed in each of the sponsored sections.

**Floor Clings (A to B) or (B to A)**

GWCC ranges over 3.9M square feet and directing traffic between Halls A and B is key to driving attendees to your booth!

- Have your full-color logo, and booth number placed on directional arrows to guide attendees toward your booth!
  - 8 arrows from Hall A to B or
  - 8 arrows from Hall B to A

**Charging Stations**

Be the official sponsor of several cellphone or personal device charging stations throughout the venue!

There are 12 units included in this sponsorship. Your full-color logo will be placed on the signs as shown, along with SkillsUSA conference branding.

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Available Qty</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escalators (Double Runners)</td>
<td>$3,500</td>
<td>8</td>
<td>5/19</td>
</tr>
<tr>
<td>Floor Clings (A to B) or (B to A)</td>
<td>$4,000</td>
<td>1</td>
<td>5/19</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$2,000</td>
<td>1</td>
<td>5/19</td>
</tr>
<tr>
<td>Circular Staircase Glass Cling</td>
<td>$10,000</td>
<td>1</td>
<td>5/19</td>
</tr>
<tr>
<td>Suite - State Farm Arena</td>
<td>$2,500</td>
<td>8</td>
<td>6/1</td>
</tr>
<tr>
<td>Large Suite - State Farm Arena</td>
<td>$6,000</td>
<td>1</td>
<td>6/1</td>
</tr>
<tr>
<td>Door Clings</td>
<td>$2,000</td>
<td>8 sets</td>
<td>5/19</td>
</tr>
</tbody>
</table>

**Circular Staircase Glass Cling**

This is a key focal point in the event, found in building B Lobby – near the social kitchen area. It is an exclusive co-branded area shared with SkillsUSA conference branding.

- Branding artwork provided by sponsor for approval by SkillsUSA. Sponsor has seven branding blocks. Blocks can be identical or unique.
  - Each block is 71”w x 33”h

**Suite - State Farm Arena**

Entertain and network with your adult conference guests in style! Reserve one of a few selected suites for each of our agenda events taking place at the State Farm Arena. Physical seating for 12 plus standing room. You will receive 15 wristbands for each event at the arena.

**Large Suite - State Farm Arena**

Similar to the standard size suite, but this is a large room with seating for 27 plus standing room. You will receive 35 wristbands for each day there is an event at the arena.

**Door Clings**

Have your full branding on multiple doors in the main entrances of Buildings A or B.

- Double-sided
- Artwork provided by partner
  - 24” x 24”
  - Sold in sets of 2

2 clings = $500
Scavenger Hunt  New!
Be a part of a new challenge activity at the SkillsUSA 2023 NLSC! The Scavenger hunt (potentially named “NLSC Challenge” or “NLSC Quest”) will engage members in all aspects of the conference and encourage networking with partners.

Attendees will earn points as they navigate the conference and visit exhibit booths to complete a challenge. This activity will drive booth traffic, create more FUN and highlight your company to members, in conference coverage and on social media.

Overall Sponsor of the Scavenger Hunt:
- Co-branding on opening screen
- Promotion of game and activities including Sponsored by: LOGO
- 4 individual scavenger hunt activities
- Could provide/contribute to overall prizes for winners

$10,000
Qty Available = 1
Deadline = 6/1

$1,000
Qty Available = 10
Deadline 6/1

Individual Scavenger Hunt:
- 1 scavenger hunt activity

Window Clings  New!
Showcase your brand on multiple windows near the main entrance of GWCC Building B near the Social Table food court
- Double-sided
- Artwork provided by partner
- 24” x 48”
- Sold in sets of 2
- NLSC branding on neighboring windows

$1,000
Qty Available = 5 sets
Deadline = 5/19

Registration Sponsor  New!
- Logo on NLSC Registration website
- Logo on signage in main Registration Hall
- Recognition on digital or printed materials
- Handout opportunity available

$20,000
Qty Available = 1
Deadline = 3/31

NLSC Housing Sponsor  New!
- Logo on NLSC housing websites
- Recognition on digital or printed housing materials
- Logo on NLSC welcome signs
- Logo on keycard or keycard sleeve at participating hotels

$25,000
Qty Available = 1
Deadline = 1/30

TECHSPO Lounge  New!
Lounge area on the conference show floor for attendees to relax and recharge their devices.
- Branding on various surfaces
- Display rack for your materials
- Monitor for your provided looped video
- Space identified on map with logo identifying lounge space

$10,000
Qty Available = 1
Deadline = 5/19

Meeting Pods  New!
Attendees are always looking for quiet spaces. Be the hero and have your logo on the new meeting pods placed throughout the event.
- 13 meeting pods
- Branding on select surfaces
- Literature pocket for your materials
- Includes one pod you can place right in or near your booth area!

$30,000
Qty Available = 1
Deadline = 4/1
OFFICIAL PARTNER DEFINITION

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.

OFFICIAL PARTNER BENEFITS

Standard benefits of SkillsUSA Official Partners:

• Logo or line credit of official partner recognition at select SkillsUSA events and publications
• Inclusion in official partner graphic during pre-session slides at NLSC general sessions
• SkillsUSA Official Partner webpage listing (website gains 3.1 million hits annually)
• Choose your linked landing page
• 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 upon advance approval
• Access to the exclusive Official Partner Lounge at NLSC (a space for networking, meetings, and refreshments)
• One Career Cluster recognition of choice ($5,000 value)
• Priority consideration to present at SkillsUSA University or Technical Fridays
• Priority selection of booth location for SkillsUSA TECHSPO
• Logo along with name in mobile app for SkillsUSA TECHSPO
• Upgraded NLSC Registration Quantity (3/100 sq ft instead of 2/100 sq ft) New!

Premium benefits:

At a minimum $50,000 cash partnership you receive the standard benefits and the following:

• Targeted communications to teachers or students upon request and approval of content.
• Opportunity to collaborate and co-brand in partner’s cause marketing campaigns. New!
Mission Support

Core mission support provides vital organizational capacity; infrastructure enhancements; financial stability and flexibility; and continuous evaluation and systems improvements.

It allows us to provide organizational resources which promote skilled trades through:
1. enhanced 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.

For all donations, an additional 1.5% will be added and allocated to mission support.

*Non-donative includes SkillsUSA TECHSPO and revenue generating marketing advertisements.

At IAA, more than 80 percent of employees that came to us from SkillsUSA are still employed after five years, and often not in their original role, compared to 20 percent of our other hires.

— Don Hermanek, Senior Vice President, IAA

Thank you for your support!

It is essential for delivering 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.

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

Partnership Opportunities 2022 - 2023