



PARTNERSHIP

Opportunities

2022 - 2023



WORKING TOGETHER TO OPEN FUTURES

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
SkillsUSA Executive Executive Director



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



Cathy Arrington
Interim Director
703-424-0878
carrington@skillsusa.org



Julie Dufour
Senior Manager, TECHSPO
702-806-1089
jdufour@skillsusa.org



Hilary Legge
Data Stewardship Manager
540-336-9141
hlegge@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.

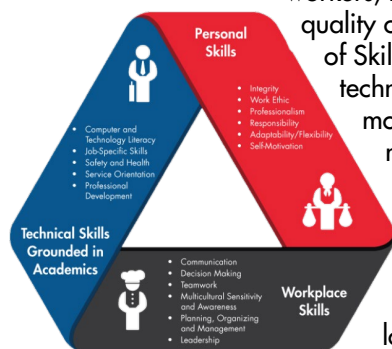
WHO WE SERVE

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.

SKILLSUSA MEMBERSHIP BY THE NUMBERS *

14.2 MILLION

Total cumulative members since 1965

393,357

2021-2022 membership (including alumni)

313,118

student members

297,666

high school members

29,746

college/postsecondary members

3,952

middle school members

18,246

teacher members
(SkillsUSA professionals)

17,115 Classrooms

Spread across the country

4,263 SkillsUSA Schools

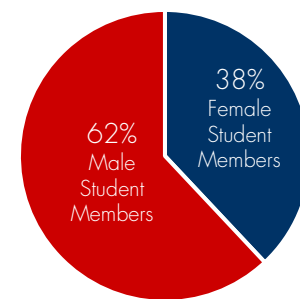
In all 50 states plus Washington, D.C., Puerto Rico and the U.S. Virgin Islands

DEMOGRAPHICS

49.6%

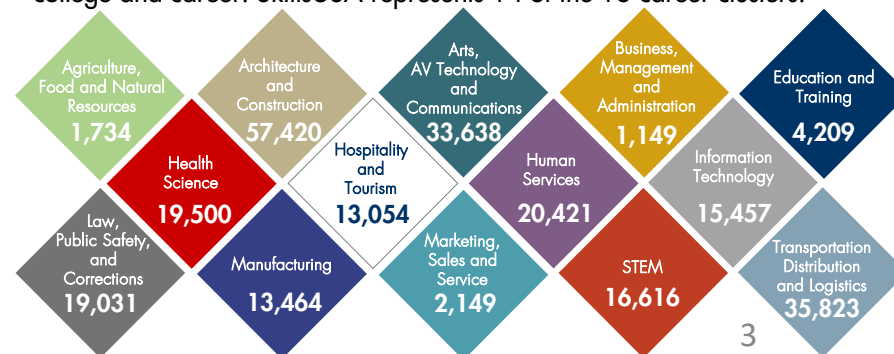
of the students in SkillsUSA are from historically underrepresented groups by race and ethnicity (among those reporting).

*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:

5,177 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.

SAVE
THE
DATE!

NATIONAL LEADERSHIP
& SKILLS CONFERENCE

**June 19-23
2023**



Program Support Opportunities

S Students **SD** State Directors
T Teachers **M** Multiple (all)

NATIONAL PROGRAMS WITH LOCAL IMPACT

SkillsUSA Week

M February

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 Week 2022 - YouTube](#)

SkillsUSA National Signing Day

S May

This annual national event in classrooms across the country honors our students and elevates CTE and the skilled trades.



[2022 SkillsUSA National Signing Day – YouTube](#)

[SkillsUSA National Signing Day on Good Morning America - YouTube](#)

State Directors Professional Development Training Conference

SD August

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.

Washington Leadership and Training Institute

M September

Interact directly with over 500 student participants from across our nation who are advocating for and elevating the perception of the skilled trades.



[WLTi 2021 Recap Video - YouTube](#)

Activate

S June – Pre NLSC

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

S June – Pre NLSC

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



Engage

T June – Pre NLSC

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.



[SkillsUSA Engage Promo - YouTube](#)

Call to Action (Breakfast)

T June – NLSC

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

T S June – NLSC

Each year at NLSC over 400 students and teachers showcase their skills in a community service project to give back to the Atlanta community.



[Community Service photos Facebook](#)

Program Support Opportunities

S Students
T Teachers

SD State Directors
M Multiple (all)

NATIONAL PROGRAMS WITH LOCAL IMPACT (year-round programs with culmination at NLSC)

Academy of Excellence

T 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

T 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](#)
[Sample of previous booklet provided to MOE event](#)

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

T 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.

State Directors Welcome Reception

SD June - NLSC

This is an exclusive networking event occurring on Sunday prior to the event (6/18/23). The State Directors meet, network and prepare for NLSC. This exclusive opportunity allows you and a colleague to attend the reception and network with the State Directors.

Program Support Benefits

Programs	Qty Available			Deadline
	\$50K	\$25K	\$10K	
SkillsUSA Week (Speaking = Instagram Live) <i>SOLD OUT</i>	2	4	N/A	12/31
SkillsUSA National Signing Day <i>SOLD OUT</i> 	6	6	N/A	4/1
State Directors Professional Development Training Conference	2	4	6	6/3
Washington Leadership and Training Institute (Networking includes booth/table setup) 	4	4	N/A	7/1
Activate 	1	5	N/A	4/1
Leverage 	1	5	N/A	4/1
Engage  	2	5	N/A	4/1
Call to Action (breakfast)	1	1	4	4/1
Community Service 	1	1 <i>SOLD</i>	4	5/15
Academy of Excellence (Networking = access to Teacher Lounge)	1	4	4	5/15
Advisor of the Year (Networking = access to Teacher Lounge) <i>SOLD OUT</i>	1	3	N/A	11/1
Chapter Excellence Program 	4	5	N/A	4/1
Delegates Program	1 <i>SOLD</i>	3	N/A	4/1
SkillsUSA Certified Advisor 	1	2	4	5/15
State Directors (breakfasts)	N/A	2	4 <i>Mon Sold</i>	5/15
SkillsUSA University New! (1.5-hour presentation) 	N/A	1 <i>SOLD</i>	10	3/15
State Directors Welcome Reception New!	N/A	1	N/A	5/15

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

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



T-Shirt



Certificate

Strategic Initiatives

M

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.

S

Work Based Learning

S

SkillsUSA CONNECT

M

Giving Tuesday Matching Partner



S

WorldSkills USA Team

M

Diversity, Equity and Inclusion (DEI)

Link to [DEI focused opportunities](#)

DEI Statements and Actions

1. SkillsUSA is committed to serving the diversity of members within our schools and communities.
2. SkillsUSA holds itself accountable to advancing the needs of marginalized students and will endeavor to serve as a leader in this capacity within career and technical education.
3. SkillsUSA identifies and actively removes barriers to equitable access for members while providing inclusive opportunities for students to grow.
4. SkillsUSA is committed to critical reflection and continuous learning.
5. SkillsUSA the organization is focused on equity within its work environment.

In-Kind Support

T

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

S

Signing Day In-Kind or Scholarships (local)

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

M

In-Kind Donations for the SkillsUSA Championships

Donations of contest equipment, prizes, personnel, rentals or other resources to support competitive events.

Scholarships

S

Prize Equity Scholarship Fund (deadline 6/1)

\$10,000 Suggested amount

- 75% of your donation goes to your competition of choice
- 25% goes toward underrepresented competitions to create equity for students

S

SkillsUSA Scholarships (deadline 11/15)

\$2,500 per student suggested amount

S

SkillsUSA Prevail Scholarships

Up to \$5,000 per student suggested amount

The SkillsUSA Prevail Scholarship provides scholarship awards up to \$5,000 to SkillsUSA high school juniors, seniors, and college/post-secondary students in any pathway who are facing significant income instability. The objective of this scholarship is to support SkillsUSA members by removing substantial financial barriers to attainment of education and career goals.

S

NLSC Travel Scholarships

\$2,500 per student suggested amount

NLSC Featured Support Opportunities

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.

NLSC Presenting Partner



June – NLSC

The SkillsUSA National Leadership & Skills Conference:

- Showcases the best career and technical education students in the nation
- Is the preeminent CTE destination each year in the heart of Atlanta
- Is one of the largest hands-on workforce development events for students
- Our career competitions and leadership sessions are elevating the skilled trades while shaping and celebrating our nation's career ready students

[2022 SkillsUSA National Leadership and Skills Conference Flashback - Bing video](#)

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.



Champions Festival (Thursday)



June – NLSC

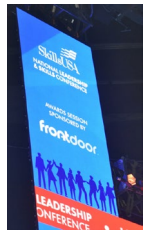
The Champions Festival is a night of fun, food and games in Atlanta's Centennial Olympic Park to celebrate our accomplishments throughout the week. The festivities include outdoor games and activities, numerous food truck vendors and a live DJ on the SkillsUSA Main Stage.

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.



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.

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.

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.

NLSC Featured Support Benefits

Featured NLSC Sponsored Sessions

	NLSC Presenting Partner (PP)	<i>SOLD</i> NLSC Opening General Session	NLSC Awards General Session	<i>SOLD</i> NLSC Champions Festival <i>New!</i>
	\$250,000	\$100,000	\$100,000	\$150,000
Qty Available	1	1	1	1
Deadline	5/10	5/10	5/10	5/10
Social Media (programmatic posts)	1	N/A	N/A	1
Social Media (shoutout)	2	1	1	1
Program Webpage	✓	✓	✓	✓
Conference App	PP Logo	Logo on session	Logo on session	Logo on session
Signage / Collateral	PP Logo	Logo	Logo	Logo
Promotional Collateral provided (journals, agenda, programs, etc. if program provides)	PP Logo on Name badge holder (co-brand with SkillsUSA)	N/A	N/A	Logo on lawn games, stage, etc.
Press Release (by SkillsUSA)	✓	N/A	N/A	✓
Awards & Recognition Digital Book	PP Logo	✓	✓	✓
Collaborative Messaging Opportunity	PP Logo on digital NLSC signage where possible	3-5 minutes	3-5 minutes	N/A
Booth/Table Setup	20x50 TECHSPO	N/A	N/A	Includes TECHSPO Activity Zone branding

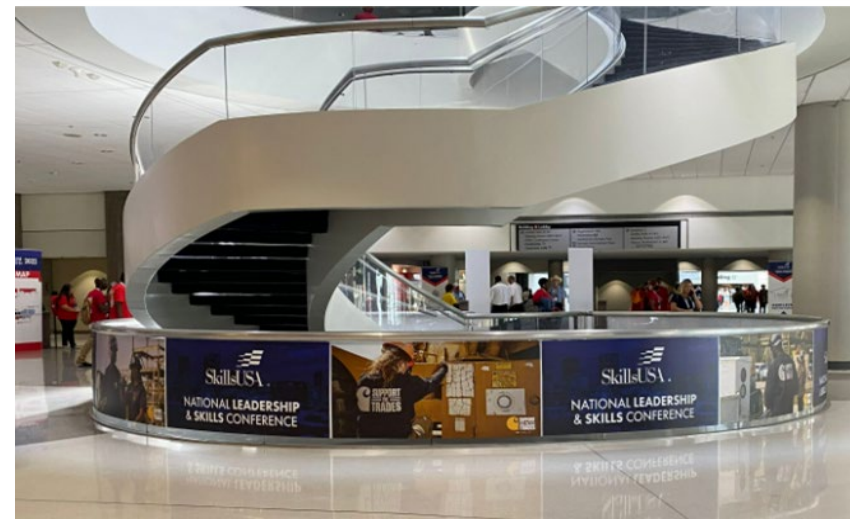
Lounge Benefits

				\$25,000	\$10,000
Programs	Qty Available		Deadline	Premier Logo Inside & entrance	Logo Inside
	\$25K	\$10K			
Official Partners Lounge	1	4	5/1	✓	✓
State Directors Lounge	1	4	5/1	✓	N/A
Teachers Lounge <i>New!</i>	2 <i>SOLD</i>	4	4/1	10 Min	N/A
Signage / Collateral				✓	N/A
Promotional Items – Sponsor Provides (optional)				✓	✓
Opportunity to hold Business card drawing				✓	N/A
Speaking Opportunity – Power Hour (Teacher's lounge only)				10 Min	N/A
Table Setup – to display products or services				✓	N/A
Networking				✓	✓



ADVERTISING AND BRANDING *Opportunities*

Advertising and Branding opportunities
are donative if messaging is not
considered revenue generating
marketing advertisements.



Advertising and Branding Opportunities

ADVERTISING AND BRANDING (year-round)

Champions Magazine Digital Hub Advertisement

Our flagship digital publication with new content posted weekly including school spotlights, podcasts and in-depth features about students, teachers, alumni and partners.

**\$6,000/Year or
\$1,500/Quarter**



Social Media Advertisement (One/quarter)

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.

**\$6,000/Year or
\$1,500/Quarter**



Career Cluster Support

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.

\$5,000

Deadline = 5/19



Prominent social media posts, cluster branding on our website and at the National Leadership & Skills Conference.
[Career Clusters - SkillsUSA.org](https://www.skillsusa.org/career-clusters)

ADVERTISING AND BRANDING (at NLSC)

Lanyards

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.

\$20,000 SOLD
Qty Available = 1
Deadline = 2/1



ADVERTISING AND BRANDING (at NLSC)

NLSC Conference Pin

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.

\$20,000 SOLD
Qty Available = 1
Deadline = 3/1



Business and Industry Pins

Your organization's promotional pin (1,000 count) affixed to a card sharing your message to distribute in your TECHSPO booth.

\$5,000
Qty Available = 10
Deadline = 5/31



Scores Banner

Prominent logo branding on the medalist results (scores) webpage all competitors visit.

\$10,000
Qty Available = 1
Deadline = 4/1



Courtesy Corp (T-shirts)

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.

\$25,000 SOLD
Qty Available = 1
Deadline = 5/24



\$10,000
Qty Available = 2
Deadline = 5/24



Top level (\$25,000) includes your logo the Sunday, Monday and Friday shirts plus your choice of one prime day (Tuesday, Wednesday or Thursday).

Second level (\$10,000) includes your logo on the back of shirts for one available prime day (Tuesday, Wednesday or Thursday).

SOLD SOLD

Charging Stations

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

\$2,000 SOLD
Qty Available = 1
Deadline = 5/19



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.

Advertising and Branding Opportunities

ADVERTISING AND BRANDING (at NLSC)

Digital Awards and Recognition Book

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

\$3,600 (full page)
Qty Available = 6
Deadline = 5/6

\$1,800 (half page)
Qty Available = 4
Deadline = 5/6



LED Wall Monitor (still ad)

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.

\$2,500
Qty Available = 9
Deadline = 6/1



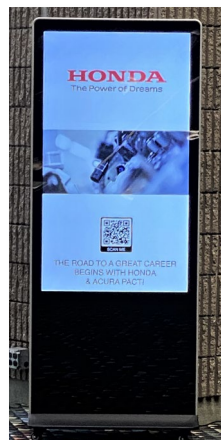
Size:
11.5' x 6.5' / 1920x1080
@96dpi JPG/MP4

55" Mobile Monitors (video loop)

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

\$2,500
Qty Available = 10
Deadline = 6/1

SOLD



Displays placed throughout the conference by show management. Preferred general locations based on availability.

1080x1920 @96dpi JPG/MP4

ADVERTISING AND BRANDING (at NLSC)

Mobile App Push Notification

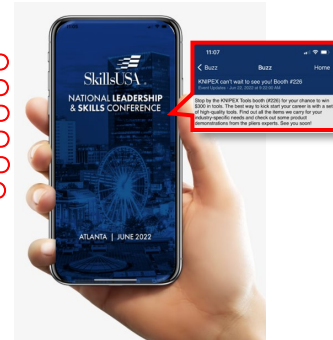
Have your curated short message pushed to attendees through the mobile app at NLSC.

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.

\$1,500
Qty Available = 6
Deadline = 6/1

T - a.m. **SOLD**
T - p.m. **SOLD**
W - a.m. **SOLD**
W - p.m. **SOLD**
Th - a.m. **SOLD**
Th - p.m. **SOLD**



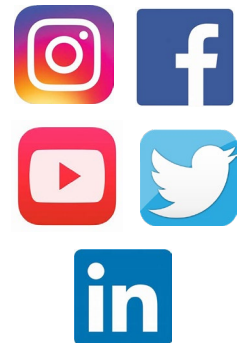
Social Media Package

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)

\$2,000 **SOLD**
Qty Available = 3
Deadline = 6/1

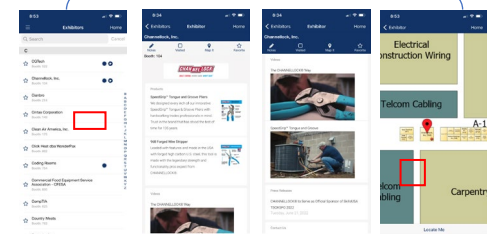


Enhanced Exhibitor Listing

Compliment your exhibitor listing to include:

- Enhanced listing icon in exhibitor listing & map
- URL
- Online description character count (1,000 characters)
- Videos (2)
- Digital product showcase (5)
- Show specials (5)
- Press releases (5)
- Access to analytics

\$500 Example info



Advertising and Branding Opportunities

ADVERTISING AND BRANDING (at NLSC)

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.

\$3,500

Qty Available = 8
Deadline = 5/19

SOLD



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

\$4,000

Qty Available = 1
Deadline = 5/19



\$4,000 **SOLD**

Qty Available = 1
Deadline = 5/19



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 looped video
- Space identified on map with logo identifying lounge space

\$10,000 **SOLD**

Qty Available = 1
Deadline = 5/19

ADVERTISING AND BRANDING (at NLSC)

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

\$10,000 **SOLD**

Qty Available = 1
Deadline = 5/19

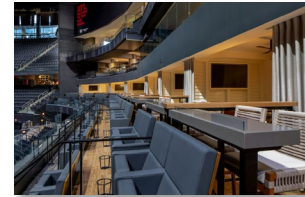


Suite - State Farm Arena

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.

\$2,500

Qty Available = 8
Deadline = 6/1



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.

\$6,000 **SOLD**

Qty Available = 1
Deadline = 6/1



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

Qty Available = 8 sets

SOLD



Advertising and Branding Opportunities

ADVERTISING and BRANDING (at NLSC)

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

Individual Scavenger Hunt:

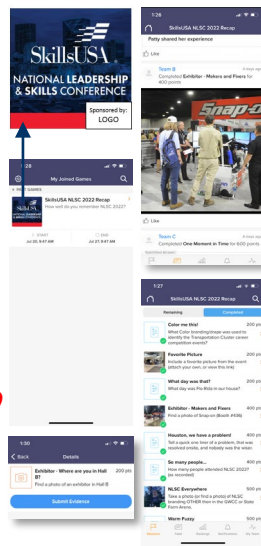
- 1 scavenger hunt activity

\$10,000 **SOLD**

Qty Available = 1
Deadline = 6/1

\$1,000

Qty Available = 20 **Limited Quantity**
Deadline 6/1 **Still Available**



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
- 27"H x 52"W – Top windows **SOLD**
- 30"H x 52"W – Bottom windows **SOLD**
- Sold in sets of 2 windows
- NLSC branding on neighboring windows

\$1,000 **SOLD**

Qty Available = 10 sets (20 windows)
Deadline = 5/19



ADVERTISING and BRANDING (at NLSC)

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 **SOLD**

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

Wi-Fi Sponsor **New!**

- Logo on Wi-Fi Splash Page
- Logo on signage (digital and printed) within event space directing attendees to Wi-Fi
- Logo on App directing attendees to Wi-Fi access instructions
- (1) Scavenger Hunt Mission directing to your booth and (1) asking attendees who is the Wi-Fi sponsor

\$15,000 **SOLD**

Qty Available = 1
Deadline = 3/31

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 your booth area!
- Bonus – (1) Scavenger Hunt mission asking who is the Meeting Pods Sponsor and (1) Scavenger hunt mission directing them to your booth to photo in your meeting pod in your booth

\$30,000 **SOLD**

Qty Available = 1
Deadline = 1/20



Selfie Stations **New!**

We are creating fun and exciting career cluster focused selfie stations throughout the event and invite you to be a part of them!

See Full flyer with details [HERE](#)

\$8,000

Qty Available = Limited
Deadline = 4/1



Be a part of what is sure to be one of the most photographed and socialized elements of NLSC 2023!

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 *New!*
- SkillsUSA Official Partner webpage listing (website gains 3.1 million hits annually)
- Choose your linked landing page *New!*
- 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:

- Two 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!*

2022 OFFICIAL PARTNERS

(as of NLSC June 2022)



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 15% will be added and allocated to mission support.

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

“

Industry's demand for a career-ready workforce is higher than ever, which is why we've seen SkillsUSA alumni thrive working with IAA, our clients and our customers.

— **John Kett,**
CEO and President, IAA

”

PARTNERSHIP Opportunities 2022 - 2023

Learn more about SkillsUSA

What is SkillsUSA and NLSC?

[What is SkillsUSA & NLSC? – YouTube](#)

The SkillsUSA Framework

[SkillsUSA Framework - YouTube](#)

SkillsUSA Championships Overview

[The SkillsUSA Championships – YouTube](#)

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



www.skillsusa.org