



PARTNERSHIP

Opportunities



2023 - 2024



WORKING TOGETHER TO OPEN FUTURES



OUR MISSION

SKILLSUSA IS AMERICA'S PROUD CHAMPION OF THE SKILLED TRADES. OUR MISSION IS TO EMPOWER STUDENTS TO BECOME SKILLED PROFESSIONALS, CAREER-READY LEADERS AND RESPONSIBLE COMMUNITY MEMBERS.

WHY IT MATTERS TODAY

BUSINESSES NEED SKILLED TALENT

SKILLED TRADE WORKERS:

#1
HARDEST JOBS
TO FILL

STUDENTS NEED EMPLOYABILITY SKILLS

EXECUTIVES:

89%
OF ALL FIRST-TIME HIRES
WHO LOSE THEIR JOB, DO
SO BECAUSE OF A LACK OF
EMPLOYABILITY SKILLS

OUR PARTNERSHIP

BY PARTNERING, YOU HAVE A UNIQUE OPPORTUNITY TO:

STRENGTHEN
THE FUTURE OF
YOUR BUSINESS

AND

OPEN UP
GREAT FUTURES
FOR AMERICA'S
CTE STUDENTS

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



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ABOUT SKILLSUSA

SkillsUSA partners with business and industry who share our mission and common goal to grow our future skilled workforce.

Founded in 1965 and is recognized by U.S. Department of Education and U.S. Department of Labor as a successful model of employer-driven youth development training



SKILLSUSA MEMBERSHIP BY THE NUMBERS *

14.6 MILLION

Total cumulative members since 1965

442,723

2022-2023 membership (including alumni)

359,169

student members

319,355

high school members

34,859

college/postsecondary members

4,955

middle school members

21,263

teacher members (SkillsUSA professionals)

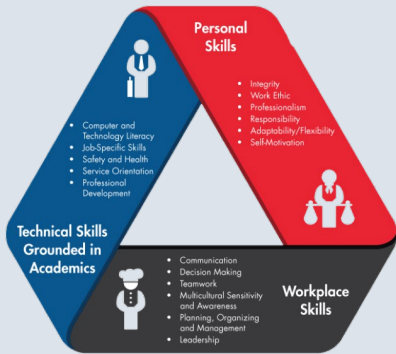
19,718 Classrooms

Spread across the country

4,709 SkillsUSA Schools

Across the country

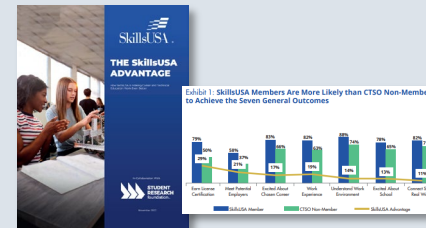
More than 850 business, industry and labor organizations actively support SkillsUSA at the national level through donations, in-kind contributions and involvement in local chapters.



THE DIFFERENCE IS THE FRAMEWORK

The SkillsUSA Framework is the foundation of all our programs. It's made up of three components: Personal, Workplace and Technical Skills grounded in academics.

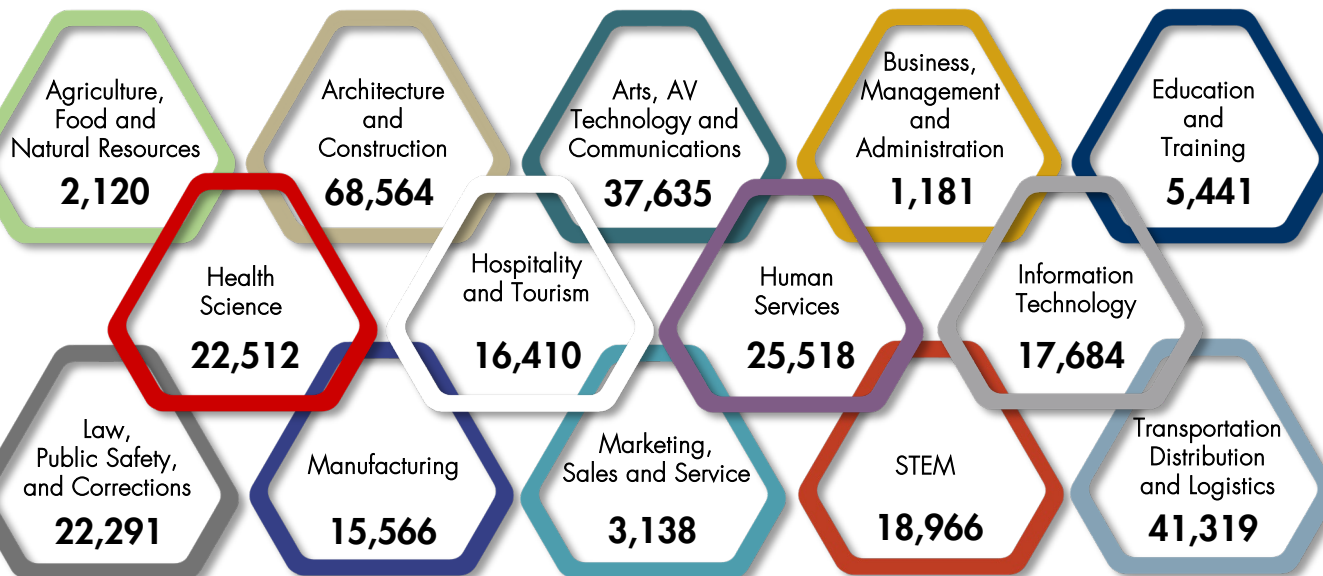
[SkillsUSA Framework - YouTube](#)



[SkillsUSA Advantage Report](#)

WHAT IS CTE AND CTSO

[Learn more](#) on CTE
[Learn more](#) on CTSO



CAREER CLUSTERS

Within CTE there are 16 Career Clusters representing 79 Career Pathways to help learners navigate success in college and career.

Visit [Competitions page](#) for more information.

*For the number of SkillsUSA chapters and members by state, go to: [Fact Resource](#)

NATIONAL PROGRAMS WITH LOCAL IMPACT



SkillsUSA Week

February
Deadline 12/31

MULTIPLE AUDIENCES

A week full of media events, advocacy days, community service activities, member recruitment and SkillsUSA celebrations as our members advocate for SkillsUSA, CTE and skilled trades career pathways with government officials, community leaders, school administrators, counselors, parents and the public.



SkillsUSA National Signing Day

May
Deadline 4/1

STUDENTS

The annual event highlights the skilled trades and celebrates high school seniors and college/postsecondary students who have chosen to pursue a career as a professional in the skilled trades. Local SkillsUSA chapters or partners host signing day events.



Chapter Excellence Program

June - NLSC
Deadline 12/1

TEACHERS AND STUDENTS

A year-long program at the chapter level integrating the SkillsUSA Framework in chapter Program of Work activities. The top 24 chapters are 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.



State Directors Professional Development Training Conference

August
Deadline 6/3

STATE DIRECTORS

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.

Programs	Qty Available		
	\$50K	\$25K	\$10K
SkillsUSA Week (Speaking = Instagram Live)	SOLD	SOLD	N/A
SkillsUSA National Signing Day	SOLD	No Limits	N/A
Chapter Excellence Program	2	3	N/A
State Directors Professional Development Training Conference	2	4	No Limits

Benefits	Price		
	\$50K	\$25K	\$10K
Social Media (programmatic post)	Logo	N/A	N/A
Social Media (shoutout)	1	1	N/A
Program Webpage (if applicable)	Premier Logo	Logo	N/A
Conference App (if applicable during NLSC)	Premier Logo	Logo	Name
Signage or Digital Assets	Premier Logo	Logo	Name
Co-branded Program Material for 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 (on request)	✓	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	2 min recorded	N/A

Program Support Opportunities

TEACHER PROFESSIONAL DEVELOPMENT



Academy of Excellence

Info June – NLSC
Deadline 5/15

A series of professional development sessions at NLSC.
Note: Speaking opportunities for this program are sold out.



Advisor of the Year

Info June – NLSC
Deadline 11/1

Professional member recognition.



Advisor Summit

Info June – NLSC
Deadline 5/1

An immersive Professional Development experience during NLSC.



Advisor Training

Info Year-round
Deadline 9/1

Year-round Professional Development experiences occurring virtually and in-person.



Cohorts

Info Year-round
Deadline 11/1

Develops Professional Learning communities at the local level.

TEACHER PROFESSIONAL DEVELOPMENT

Premier Sponsor **\$175K**

Exclusive Opportunity Receives top level for ALL bundled programs

Bundled Programs	Programs	Qty Available		
		\$125K Choose 3 Programs	\$50K Choose 2 Programs	\$25K Choose 1 Program
	Academy of Excellence (Networking = access to Teacher Lounge)	2	2	No Limits
	Advisor of the Year (Networking = access to Teacher Lounge)	2	SOLD	No Limits
	Advisor Summit	2	2	No Limits
	Advisor Training	2	2	No Limits
	Cohorts	2	2	No Limits

Benefits	Price		
	\$125K	\$50K	\$25K
Social Media (programmatic post)	3 events	N/A	N/A
Social Media (shoutout)	Premier Logo	Logo	Logo
Conference App (if applicable during NLSC)			
Logo on Professional Development webpage			
Signage or Digital Assets			
Co-branded Program Material for attendees (journals, agenda, t-shirts, certificates if program provides)	3 events	2 events	1 event
Promotional Items – Sponsor Provides (optional)	3 events	2 events	1 event
Co-branded Press Release (on request)	✓	N/A	N/A
Acknowledgement (SkillsUSA messages to stakeholders) Pre/Post Event	✓	✓	✓
Collaborative Messaging /Speaking Opportunity (Live or pre-recorded depending on program)	8 min (3 events)	5 min (2 events)	3 min (1 event)
Networking with intended audience	3 events	2 events	1 event

Program Support Opportunities

STUDENT LEADERSHIP

Premier Sponsor **\$175K**
Exclusive Opportunity Receives top level for ALL bundled programs

STUDENT LEADERSHIP



Delegates Program

STATE DELEGATES

This program engages state-identified delegates to represent their respective state associations.



June – NLSC
Deadline 4/1



Elevate

CHAPTER OFFICERS

this is a virtual experience for chapter officer teams focusing on building skills to lead and serve their chapter members.



October
Deadline 9/1



Leverage

STATE OFFICERS

An intensive leadership experience open to SkillsUSA's state officers.



June – Pre NLSC
Deadline 4/1



National Officer Program

NATIONAL OFFICERS

Year-round program develops National Officers into leaders they are destined to become. Networking can involve attendance to your local office.



Year-round
Deadline ???



Washington Leadership Training Institute

ALL STUDENT LEADERS

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



September
Deadline 7/1

Bundled Programs	Programs	Qty Available		
		\$125K Choose 3 Programs	\$50K Choose 2 Programs	\$25K Choose 1 Program
	Delegates Program	2	SOLD	No Limits
	Elevate	1	1	No Limits
	Leverage	1	4	No Limits
	National Officer Program	2	2	No Limits
	Washington Leadership Training Institute (Networking includes booth/table setup)	1	1	No Limits

Benefits	Price		
	\$125K	\$50K	\$25K
Social Media (programmatic post)	3 events	N/A	N/A
Social Media (shoutout)	Premier Logo	Logo	Logo
Conference App (if applicable)			
Signage or Digital Assets			
Logo on Program Webpage (if applicable)	3 events	2 events	1 event
Co-branded Program Material for attendees (journals, agenda, t-shirts, certificates if program provides)	3 events	2 events	1 event
Promotional Items – Sponsor Provides (optional)	3 events	2 events	1 event
Co-branded Press Release (on request)	✓	N/A	N/A
Acknowledgement (SkillsUSA messages to stakeholders) Pre/Post Event	✓	✓	✓
Collaborative Messaging /Speaking Opportunity (Live or pre-recorded depending on program)	8 min (3 events)	5 min (2 events)	3 min (1 event)
Networking with intended audience	3 events	2 events	1 event

Strategic Initiatives with Local and National Impact

WORKPLACE LEARNING EXPERIENCES INITIATIVE

MULTIPLE AUDIENCES

Since 1965, SkillsUSA has worked to close the skills gap.

The SkillsUSA Workplace Learning Experiences Initiative represents a major focus of the organization to:

- Track outcomes and measure efforts to close the skills gap;
- Create a partner-centric system of best practices; and
- More deeply serve the best interests of our students.

SkillsUSA Workplace Learning Experiences will provide students with a path to:

- Industry recognized certifications and postsecondary credentials;
- Program related, paid worksite experiences; and
- Viable apprenticeship, internship, and employment pathway opportunities.

DIVERSITY, EQUITY AND INCLUSION (DEI)

MULTIPLE AUDIENCES

SkillsUSA strives to ensure inclusive participation in all our programs, partnerships and employment opportunities.

We want SkillsUSA to be regarded as a membership organization of choice that encourages all individuals to be involved.

DEI Statements and Actions

- SkillsUSA is committed to serving the diversity of members within our schools and communities.
- 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.
- SkillsUSA identifies and actively removes barriers to equitable access for members while providing inclusive opportunities for students to grow.
- SkillsUSA is committed to critical reflection and continuous learning.
- SkillsUSA the organization is focused on equity within its work environment.

Direct Stakeholder Support

SCHOLARSHIPS

STUDENTS

With our incredible partners and individual donors SkillsUSA distributed over \$1.8M in scholarships in FY2023. This support removes barriers for students to continue their career path and changes their lives. SkillsUSA has developed mechanisms within each scholarship to share collateral and impact with partners and donors to show student outcomes.

- Prize Equity Scholarships
- NLSC Travel Scholarships
- Post-Secondary Education Scholarships
- SkillsUSA Prevail Scholarships

IN-KIND SUPPORT

MULTIPLE AUDIENCES

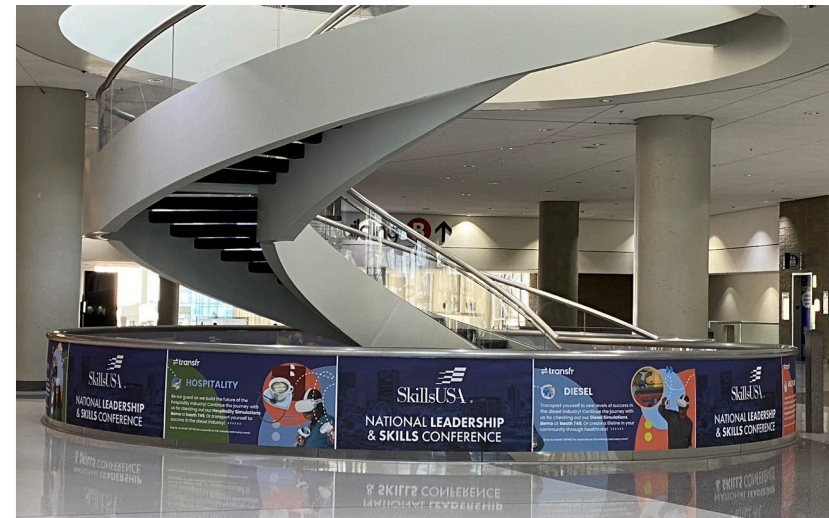
In-kind supplies for competitions, volunteers (technical committee service and judging) is an integral part of the support that helps define industry standards for the competitions and influences classroom curriculum. At the National level we record over \$3,000,000 each year. We can also assist in connecting you to opportunities at the State/Local levels.

- In-Kind Donations for SkillsUSA Championships
- Signing Day In-Kind or Scholarships (local)
- In-Kind support at State and Local Competitions



ADVERTISING AND BRANDING *Opportunities*

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



NLSC 2023 BY THE NUMBERS

Total attendance of
16,102 includes:



Watch this video
about TECHSPO! ▶

5,992
student competitors
in 110 hands-on or
leadership contests

Over **1,000 students**
serve as voting delegates,
volunteers or observers

Attendance is
59% male

40% female
(of those reporting)

Of those students
attending, **75%**
are high school, **23%**
college/postsecondary
and **2%** are
middle school

1,646 chapters (schools)
were represented

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

SAVE
THE
DATE!

NATIONAL LEADERSHIP
& SKILLS CONFERENCE

**June 24-28,
2024**

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

View the TECHSPO [Prospectus](#) and reserve your booth today!

NEW – Reserve your space for [SIM World](#), an immersive simulation experience of skilled trades

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.

Pre-Session (Tuesday) – **New!**

This is an event within the Opening General Session. Be the sponsor of this pre-session where there are a host of pre-defined engagement, interviews, videos and more!

\$25K
Qty Available = 1
Deadline = 5/10

Opening General Session (Tuesday)

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



\$100K SOLD
Qty Available = 1
Deadline = 5/10

Champions Festival (Wednesday)

The Champions Festival is a night of fun, food and games indoors and just outside in the park to celebrate our accomplishments through-out the week. The festivities include outdoor games and activities, numerous food truck vendors and a live DJ on the SkillsUSA Main Stage.



\$150K
Qty Available = 1
Deadline = 5/10



NLSC General Session Cluster Award Sponsors (Friday) – **New!**

The high energy awards session recognizes the accomplishments of participants in the SkillsUSA Championships, national officer election process and more. In addition to those that are present at NLSC, there are an additional 20,000 unique online viewers of the Awards Session.

New this year are sponsors for each of the Career Cluster Awards. Have your brand and video transition recognized kicking off each Career Cluster Awards segment. First come – First served



\$25K (per cluster)
Qty Available = 1 ea.
Deadline = 5/10

Entertainment Sponsor – **New!**

Be the sponsor aligned with our entertainment. Your brand and awareness will be tied to entertainment elements during Opening Session, at GWCC and other locations as defined. Let's kick NLSC up a notch!

This package includes an opportunity to have a VIP meet and greet photo op with some of the entertainment!

\$75K
Qty Available = 1
Deadline = 5/10

Pre-Session (Friday) – **New!**

This is an event prior to Awards Session. Be the sponsor of this pre-session where there are a host of pre-defined engagement, interviews, videos and more!

\$25K SOLD
Qty Available = 1
Deadline = 5/10

Livestream Sponsor – **New!**

Be the sponsor of the livestream and video playback of Opening Session and Awards session. Your logo will be featured on screen of the livestream throughout the event, video/photo clips during transitions and more!

\$25K SOLD
Qty Available = 1
Deadline = 5/10

NLSC Featured Support Benefits


Featured NLSC Sponsored Sessions	SOLD			SOLD		SOLD	
	Pre-Session (to Opening Session) Tuesday	NLSC Opening Session Tuesday	Champions Festival Wednesday	Pre-Session (to Awards Session) Friday	NLSC Cluster Awards Friday	Livestream Sponsor	Entertainment Sponsor
	\$25,000	\$100,000	\$150,000	\$25,000	\$25,000 / cluster	\$25,000	\$75,000
	Qty Available	1	1	1	1 / cluster	1	1
Deadline	5/10	5/10	5/10	5/10	3/1	5/10	5/10
Social Media (programmatic post)	N/A	N/A	1	N/A	N/A	N/A	N/A
Social Media (shoutout)	1	1	1	1	1 post for all cluster award sponsors	1	1
Program Webpage	✓	✓	✓	✓	✓	✓	N/A
Conference App	Logo	Logo on session	Logo on session	Logo	Logo on session	Logo	N/A
Signage / Collateral	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Press Release (by SkillsUSA)	N/A	✓	✓	N/A	N/A	N/A	N/A
Awards & Recognition Digital Book	✓	✓	✓	✓	✓	✓	✓
Sponsor Provided Promotional Items (optional)		✓	✓				
Other Benefits			<ul style="list-style-type: none"> Expedition NLSC Mission Mobile App Push Notification 				
Collaborative Messaging Opportunity	Video clip or 2 min brief on-stage engagement	(2 min video clip)	Welcome message 2 minutes	Video clip or 2 min brief on-stage engagement	20 second clip	<ul style="list-style-type: none"> 3 photos featured at closing Logo on screen during entire livestream Logo included on banner image where playback lives 	N/A
Booth/Table Setup – Activation space	N/A	at State Farm Arena (sponsor can bring booth activation)	Includes TECHSPO Activity Zone branding and space available to bring a booth to the festival	N/A	N/A	N/A	GWCC entertainment

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.
[Home · SkillsUSA Champions](#)

\$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.

Prominent social media posts, cluster branding on our website and at the National Leadership & Skills Conference.

[Reach | SkillsUSA](#)

\$5,000
 Deadline = 5/19



Pour the indusTEA - New!
 Join in on a virtual industry panel discussion specific to each career cluster. This is a high-energy, informative experience that will connect students with business and industry panelist. We invite classrooms to attend this career-focused event.
 (Occurs November 16, 2023)

\$5,000
 Deadline = 10/1



NETWORKING EVENTS (at NLSC)

Lounges

- Advisors Lounge
- Official Partner Lounge
- State Directors Lounge

\$25,000 = 1
\$10,000 = 2
 Deadline = 4/1

NETWORKING EVENTS (at NLSC)

State Directors Welcome Reception *New!* **\$25,000 SOLD**
 Qty Available = 1
 Deadline = 5/1

SD

This is an exclusive networking event occurring on Sunday prior to NLSC. The State Directors meet, network and prepare for NLSC. This exclusive opportunity allows you and a colleague to attend the reception, network with the State Directors and have a short presentation if desired.

BENEFITS

\$25k level:

- Social media shoutout
- Premier logo on signage or digital assets
- Logo on program provided materials (slides, agenda, t-shirts if provided)
- Sponsor provided giveaway items
- 5 min speaking Networking

State Directors Breakfast **\$25,000 = 2**
\$10,000 = 4 SOLD
 Deadline = 4/1

SD **Monday SOLD**

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.
 (occurs on Monday and Friday)

Call to Action Breakfast **\$25,000 = 1**
\$10,000 = 2 SOLD
 Deadline = 4/1

T

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. (Wednesday of NLSC)

Community Service **\$25,000 = 1**
\$10,000 = 4 SOLD
 Deadline = 5/1

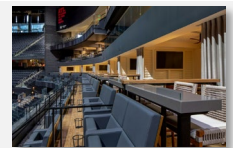
M

Each year at NLSC, over 400 students and teachers showcase their skills in a community service project to give back to Atlanta community.
 (Friday of NLSC)
[Community Service photos Facebook](#)

Competition Lunch Sponsorships *New!* **\$15,000 = 1 each**


- Branding in competition, speaking opportunity during debrief.
- Based on availability, 1 sponsor per competition

Suite - State Farm Arena **\$2,500**
 Qty Available = 8
 Deadline = 6/1



Entertain in style! Reserve one of a few selected suites for each of our agenda events taking place at the State Farm Arena. You will receive 15 wristbands for each event at the arena.

Large Suite - State Farm Arena **\$6,000 SOLD**
 Qty Available = 1
 Deadline = 6/1



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.

Advertising and Branding Opportunities

ADVERTISING and BRANDING (at NLSC) – EXCLUSIVE OPPORTUNITIES

Meeting Pods
 Attendees are always looking for quiet spaces. Be the hero and have your logo on the meeting pods placed throughout the event.

- 13 meeting pods
- Branding on select surfaces
- Includes 1 pod you can place right in your booth!
- (1) Scavenger Hunt mission asking them to take a picture in one of the Meeting Pods showing your logo and (1) mission directing them to your booth

\$30,000 SOLD
 Qty Available = 1
 Deadline = 2/20

- Possibility of 2 opportunities
- (13 pods each)



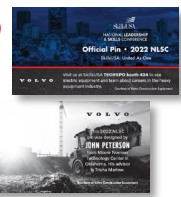
Conference Lanyards
 Prominent co-branding with SkillsUSA worn by all attendees. Lanyards must be worn to access the conference. This is the most highly visible personal item worn at NLSC.

\$25,000 SOLD
 Qty Available = 1
 Deadline = 2/1



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.

\$25,000 SOLD
 Qty Available = 1
 Deadline = 3/1



NLSC Housing Sponsor *New!*

- Logo on NLSC housing websites
- Recognition on digital or printed housing materials
- Logo on NLSC welcome signs (in hotels)
- (1) Scavenger Hunt Mission directing to your booth and (1) having attendees take a pic at one of the hotel housing signs w/Logo

\$20,000
 Qty Available = 1
 Deadline = 2/30

SkillsUSA University
 SkillsUSA University sessions are technical skill learning options during NLSC. This is your opportunity to lead a session, have branding on all SkillsUSA University signage and host a Power Hour session.

\$25,000 SOLD
 Qty Available = 1
 Deadline = 4/20



Virtual Career Cluster Photo Experience *New!*

- Logo on Signage promoting
- Logo on messaging attendees get to retrieve photos
- (1) Scavenger Hunt Mission directing to your booth and (1) asking having attendees upload one of their Career Cluster photos

\$25,000 SOLD
 Qty Available = 1
 Deadline = 4/30

ADVERTISING and BRANDING (at NLSC) – EXCLUSIVE OPPORTUNITIES

NLSC Mobile App Sponsor *New!*

- Logo on NLSC mobile app
- Logo on signage
- Enhanced exhibitor listing
- Banner ad in mobile app
- 1 push notification during event
- (1) Scavenger Hunt Mission photo in your booth and (1) having attendees take a pic at one of the Mobile App signs w/Logo

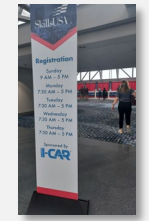
\$20,000 SOLD
 Qty Available = 1
 Deadline = 3/31



Registration Sponsor

- Logo on NLSC Registration website
- Logo on signage in main Registration Hall
- Recognition on digital or printed materials
- Handout opportunity available
- (1) Scavenger Hunt Mission directing to your booth and (1) to take a pic at one of the Registration signs w/Logo

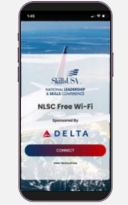
\$20,000
 Qty Available = 1
 Deadline = 3/31



Wi-Fi Sponsor

- 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
- (1) Scavenger Hunt Mission directing to your booth and (1) asking who is the Wi-Fi sponsor

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



Circular Staircase Glass Cling
 This is a key focal point, found in building B Lobby main entrance – near the social kitchen food court area. It is an exclusive co-branded element shared with SkillsUSA conference branding.

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



Large Banner in Entrance *New!*
 Lock in this large statement piece right at the entrance to the A/B building near registration area. Prime custom branding in an exclusive hanging banner. Check out the Info Triangle for more details

\$8,000 SOLD
 Qty Available = 1
 Deadline = 5/1

Advertising and Branding Opportunities

ADVERTISING and BRANDING (at NLSC) – EXCLUSIVE OPPORTUNITIES

Scores Banner

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

[SkillsUSA Medalists and Scores](#)

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

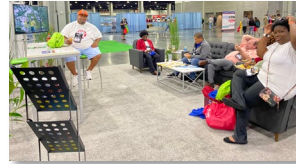


TECHSPO Lounge

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 w/logo identifier
- (1) Scavenger Hunt Mission directing attendees to take a photo in the Lounge with your logo

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



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 SOLD
Qty Available = 1
Deadline = 5/19



\$4,000 SOLD
Qty Available = 1
Deadline = 5/19



Center Step Facings

- Your full branding on 3 of the center steps
- 25”H x 56”W

\$3,500 SOLD
Qty Available = 1
Deadline = 5/24



Elevator Cling

- Your full branding on the prime elevator located in B building near social table

\$3,000 SOLD
Qty Available = 1
Deadline = 5/24



Charging Stations

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

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



There are 10 units included in this sponsorship. Your full-color logo will be placed on the signs as shown, along with NLSC conference branding

ADVERTISING and BRANDING (at NLSC)

Courtesy Corp (T-shirts)

Courtesy Corp is your walking brand advertisement throughout NLSC.

The National Courtesy Corp is an essential group of dedicated high school and post-secondary students, teachers and chaperones. Without their assistance, the national organization would not be able to conduct NLSC.

A different color shirt is worn each day. (Sunday – Thursday)

See Info document for benefits of the levels

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



\$10,000 1 left
Qty Available = 3
Deadline = 5/24

\$5,000
Qty Available = Unlimited
Deadline = 5/24

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 = multiple
Deadline = 5/1



Digital Awards and Recognition Book

Advertisement space in the digital “go to” book for all NLSC competitors and attendees. Link to [NLSC 2023 book](#) for visual

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

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

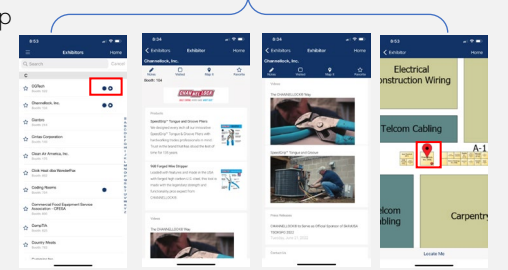


Enhanced Exhibitor Listing

- Compliment your exhibitor listing to include:
- Enhanced icon in exhibitor listing & map
 - URL
 - Online description (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)

Scavenger Hunt

Be a part of a challenge activity at the SkillsUSA 2024 NLSC! Expedition NLSC engages members in all aspects of the conference and encourages networking with partners.

Attendees 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:

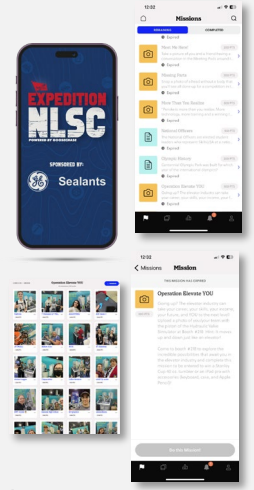
- Co-branding on opening screen
- Promotion of game and activities including Sponsored by: LOGO
- 4 individual scavenger hunt missions
- Sponsor provides/contributes to overall prize for winners

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

Individual Scavenger Hunt:

- 1 scavenger hunt activity

\$1,200
Qty Available = multiple
Deadline 6/1



Column Wrap – **New!**

Showcase your brand on one of the prime columns in the Building B main entranceway near the social table food court.

\$6,500
Qty Available = 4
Deadline = 5/19

More Columns Now Available!
Click on INFO Triangle to see details and prices

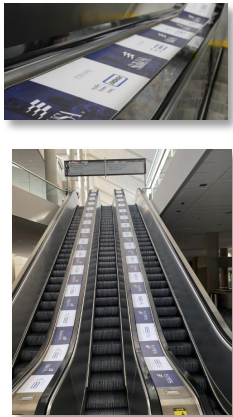


Escalators (Double Runners)

Attendees will be traveling throughout all 3 buildings 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. Logo/booth# in each sponsored area

\$3,800 SOLD
Qty Available = 8
Deadline = 5/19



ADVERTISING and BRANDING (at NLSC)

55" Mobile Monitors (video loop)

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

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

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



LED Wall Monitor (still ad)

Your ad will be in rotation on all 5 large LED wall screens throughout the venue. Each ad is approximately 8-seconds/full loop as 80-sec. including overall conference messaging.

\$2,500 SOLD
Qty Available = 5
Deadline = 6/1



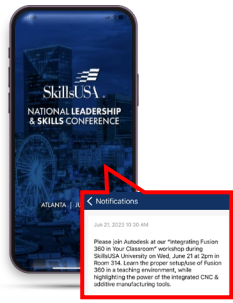
Mobile App Push Notification

Have a drawing at your booth, a special callout, or even a session you want to promote? Lock in a push notification during NLSC to get your message out!

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

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

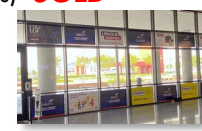
- T - a.m. **SOLD**
- T - p.m. **SOLD**
- W - a.m. **SOLD**
- W - p.m. **SOLD**
- Th - a.m. **SOLD**
- Th - p.m. **SOLD**



Window Clings

Showcase your brand on multiple windows near the main entrance of GWCC Building B near the Social Table food court

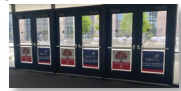
\$1,200 (per 2 clings) SOLD
Qty Available = 10 sets (20 windows)
Deadline = 5/19



Door Clings

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

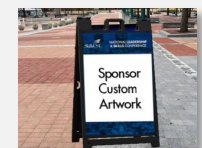
\$300 (per cling) SOLD
Qty Available = 19 doors
Deadline = 5/19



Walkway Signs - **New!**

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

\$1,000 (per sign)
Qty Available = 30
Deadline = 5/1



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.

For sponsorship tiers, in-kind is valued at a 2:1 ratio. Two dollars in-kind value = one dollar tier credit

2024 OFFICIAL PARTNER BENEFITS

BENEFITS DURING NISC

Partnership Level	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	OFFICIAL PARTNERSHIP
	\$500,000 +	\$250,000 +	\$100,000 +	\$50,000 +	\$25,000 +	\$25,000 + IN-KIND
Use of SkillsUSA Official National Partner logo according to level	✓	✓	✓	✓	✓	✓
One Career Cluster recognition of choice (\$5,000 value)	✓	✓	✓	✓	✓	✓
Invitation to be a panel member during Pour the IndusTEA career focused virtual event (Nov.) New!	✓	✓	✓	✓	✓	✓
Logo or line credit of official partner recognition at select SkillsUSA events and publications	LOGO					NAME
Logo or name and chosen linked page on SkillsUSA Official Partner webpage (website gains 3.1M hits annually)	LOGO					NAME
Priority selection of booth location for SkillsUSA TECHSPO	✓	✓	✓	✓	✓	✓
SkillsUSA TECHSPO Official Partner discounted booth rate	✓	✓	✓	✓	✓	✓
Upgraded NISC Registration quantity with TECHSPO Booth (3/100 sq ft instead of 2/100 sq ft)	✓	✓	✓	✓	✓	✓
Access passes to the exclusive Official Partner lounge at NISC - A space for networking, meetings and refreshments (must be registered for NISC to access)	20	15	10	8	5	3
Invitation for attendance to a Premier Partner Reception at NISC (Friday) New!	20	15	10	8	5	3
Inclusion in official partner graphic during pre-session slides at NISC Opening Session	LOGO					NAME
Logo along with name and description in mobile app for SkillsUSA TECHSPO	LOGO					NAME
Ad in the NISC Awards & Recognition digital booklet New!	full page ad	½ page ad				
Ad in Champions Magazine (digital publication) New!	1 ad (3 weeks)	1 ad (1 week)				
Priority consideration to present at SkillsUSA University or Technical Fridays	✓	✓	✓	✓		
A joint press release celebrating our partnership (upon request)	✓	✓	✓	✓		
Targeted communication to build pipeline to certifications, apprenticeships and employment or marketing using a joint trackable form (upon request and approval of content) New!	4	3	2	1		
	with \$50K or more cash partnership					
Opportunity to collaborate and co-brand in partner's cause marketing campaigns New!	✓	✓	✓	✓		
	with \$50K or more cash partnership					

2023 OFFICIAL PARTNERS

DIAMOND
Contributions of \$500K +

PLATINUM
Contributions of \$250K +







GOLD
Contributions of \$100K +

















SILVER
Contributions of \$50K +




















BRONZE
Contributions of \$25K +





































OFFICIAL PARTNERSHIP
In-Kind Contributions of \$25K +

Academy for Media Productions
Aigas
Allegheny Educational Systems
ATech Training
ASE (Automotive Service Excellence)
Carrier Enterprise
Deondo Company

G-W Publishers
International Truck
Mastercam
MedCerts
MINDS+ Education
NC3
QUIKRETE

Rheem
Robinson Learning
Stanley Black & Decker
Stellantis
Vermeer
Yamaha Motor Corp.

SkillsUSA Mission Support

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

Mission support allows SkillsUSA to develop and distribute resources that promote skilled trades including:

- Enhanced curriculum for technical classrooms
- Membership recruitment and marketing support
- Support for 60 state SkillsUSA associations
- Support for nearly 20,000 classrooms across 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.

“

We hold that our present society has advanced to its current culture through the hands, the minds and the hearts of working men and women,” he said. “It is about the dignity of work. We are the guarantors of America’s future.”

— Nick Pinchuk,
Chairman and CEO,
Snap-on Incorporated

”



SkillsUSA
2023-2024 Theme

[Click for video](#)

PARTNERSHIP

Opportunities

2023 - 2024

Learn more about SkillsUSA

We are SkillsUSA

[We Are SkillsUSA - YouTube](#)

SkillsUSA NLSC 2023 Flashback

[SkillsUSA NLSC 2023 Flashback - YouTube](#)

SkillsUSA TECHSPO

[SkillsUSA TECHSPO - YouTube](#)

[NLSC Microsite](#)

Thank you for your support!

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

The SkillsUSA logo consists of a stylized red and white flag-like graphic above the text "SkillsUSA" in a blue, serif font, followed by a registered trademark symbol (®).

www.skillsusa.org