

# PARTNERSHIP PACKET

## 2021 STATE CONFERENCE

### Conference Details

Greensboro Coliseum &  
Koury Convention Center  
April 20-22, 2021

### Booth Information

The TechSpo & Career Fair  
will be held on the following  
dates & times:

- April 20 & 21, 2021
- 8:00am - 3:00pm
- Greensboro Coliseum
- 10 ft. x 10 ft. Space
- 1 Table
- 2 Chairs
- 1 Electrical Outlet (upon request)
- \$250 per additional booth space

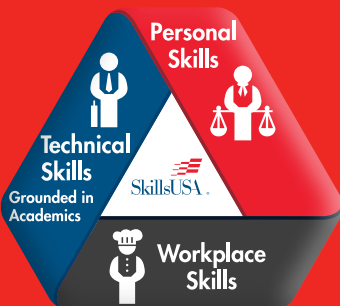
### Ceremony Options

The following is a list of all ceremonies that partners can be recognized at based off of their level:

- Opening Ceremony (April 20 - 7:00pm)
- Ribbon Cutting (April 21 - 9:00am)
- Postsecondary Awards (April 21 - 7:30pm)
- Awards Ceremony (April 22 - 9:00am)

### Contact Us

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SkillsUSAnc.org/Partners



Engage your company and your brand by helping build the leaders of tomorrow's workforce! Over **2,600 students & 400 advisors** will be on site showcasing their **Personal, Workplace and Technical** skills in more than **120 Skilled, Technical and Leadership Development competitive events**.

Looking to recruit skilled employees? Want to build your brand or gain product exposure? We want to partner with you to help you meet your goals and connect you with skilled students that are ready to work and the teachers that train them.

See the general partnership opportunities below and additional opportunities on the following page. Go to **SkillsUSAnc.org/partners** to complete your partner form or contact info@SkillsUSAnc.org with any questions.

### BOOTH - \$500

- 10 x 10 Booth Package
- Recognition in Conference Program
- Logo on Website

### TRADE CLUSTER SPONSOR - \$1,000

Select the Cluster(s) of your choice: Construction, Transportation, Public Safety, Technology & Design, Health & Human Services, Manufacturing & Engineering, and Leadership.

- Logo on Trade Area Banner at Coliseum and Koury
- Recognition Online and in Program with Trade Cluster Sponsors
- 10 x 10 Booth Package

### BRONZE - \$2,500

- 10 x 10 Booth Package
- Recognition in Conference Program
- Logo on Website
- Recognition at ALL Ceremonies
- Social Media Spotlight
- Signage - Small Sign at the Contest Entrance and at the Opening & Awards Ceremonies

### SILVER - \$5,000

- 2 - 10 x 10 Booth Packages
- 1/4 Page in Conference Program
- Logo on Website
- Recognition at ALL Ceremonies with on Stage Opportunity
- Social Media Spotlight
- Signage - Medium Sign at the Contest Entrance and at the Opening & Awards Ceremonies

### GOLD - \$10,000

- 2 - 10 x 10 Booth Packages
- 1/2 Page in Conference Program
- Logo on Website
- Special Recognition at ALL Ceremonies with a Speaking Opportunity of Choice
- Social Media Spotlight
- Prominent Logo on Conference T-Shirt
- Signage - Large Sign at the Contest Entrance, All Ceremonies, and in Common Spaces

### PLATINUM - \$25,000

- 3 - 10 x 10 Booth Packages
- Full Page in Conference Program
- Logo on Home Page and Sponsor Page of Website for 1 Year
- Special Recognition and Speaking Opportunity at ALL Ceremonies
- Prominent Logo on Conference T-Shirt
- Signage - Large Sign at the Contest Entrance, ALL Ceremonies, and Common Spaces at the Conference
- Company Insert Into All Registrant Packets
- Logo on Conference Lanyards
- Reception Sponsorship of Choice

# PARTNERSHIP PACKET

## SPECIFIC EVENT OPPORTUNITIES

### OTHER OPPORTUNITIES

#### ACTIVITY SPONSORSHIPS

You can select any of the events below to have an opportunity to have your brand showcased at that specific event. Each event sponsorship includes:

- Speaking opportunity at the event
- Signage at the event
- Ability to pass out information
- Recognition in conference program
- Recognition on website

#### CEREMONIES - \$5,000 each

These ceremonies are the largest gatherings during the conference with a captive audience. The ceremony would be billed as "The (ceremony name) Ceremony Presented by (Your Company)." Each ceremony is also live streamed and posted for viewing afterwards.

Ceremony options include:

- Opening Ceremony (1,800 present)
- Postsecondary Ceremony (800 present)
- Awards Ceremony (2,000 present)

#### MEALS - \$2,500 each

- Advisor Reception (100+ instructors)
- Chairperson Orientation
- Judges Meal (400+ judges)
- Student Social (For all students)

#### LIVE STREAM - \$2,500

The opening and closing ceremonies are live streamed online and made available for viewing afterwards. Parents, friends and relatives of over 2,500 students will be watching for their son or daughter. Includes:

- Recognition at Opening, Postsecondary & Awards Ceremonies
- Logo placed on the corner of the screen for the entirety of each broadcast

#### T-SHIRT - \$500 to \$2,500

- Over 3,000 t-shirts given to attendees
- Logos will appear on T-Shirt
- Main Sponsor - \$2,500 (large logo)
- Supporter - \$500 (smaller logo)

Register Online at:  
[SkillsUSAnc.org/Partners](http://SkillsUSAnc.org/Partners)

### CONTEST MATERIALS/PRIZE PROVIDER

Many of our contests require a variety materials, consumables, tools, equipment and more in order to provide students with a real-world work experience. We rely heavily on our business and industry partners to help supply these products and materials. We also strive to provide product prizes to the winners in all 120+ contests. Our industry partners are key in providing products, promotional items, and more that can be awarded to the winners. Recognition levels are listed below:

#### SUPPORTER - ANY VALUE

- Place Your Logo on Your Donated Material

#### APPRENTICE - \$1,000+

- Place Your Logo on Your Donated Material
- Recognition in Online and Printed Publications
- Booth Package
- Space in Contest Area for one Free-standing Sign (*not to exceed 2.5' x 6'*)

#### JOURNEYMAN - \$5,000+

- Place Your Logo on Your Donated Material
- Recognition in Online and Printed Publications
- Booth Package
- Space in Contest Area for 2 Free-standing Signs (*not to exceed 6' x 8'*)
- Recognition on Contest Awards Slides
- Placement on Signage at Contest Entrance
- Special Recognition at Opening Ceremony & Ribbon Cutting Ceremony
- Social Media Spotlight

#### CRAFTSMAN - \$10,000+

- Place Your Logo on Your Donated Material
- Recognition in Online and Printed Publications
- Booth Package
- Space in Contest Area for 4 Free-standing Signs (*not to exceed 6' x 8'*)
- Recognition on Contest Awards Slides
- Individual Sign at Contest Entrance
- Special Recognition at Opening Ceremony & Ribbon Cutting Ceremony
- Social Media Spotlight
- Speaking Opportunity with Contestants in Contest of Choice
- Speaking Opportunity at Ceremony of Choice

### JUDGES & CHAIRPERSONS

Industry judges are critical to the success of our event. Any group providing judges will receive recognition in the conference program. An industry member providing a contest chairperson can place one free-standing sign (*not to exceed 2.5' x 6'*).

### EDUCATIONAL SCHOLARSHIPS

Partners at the Bronze level (\$500)\* have the opportunity to offer educational scholarships to our members. Bronze level partnerships include a booth package.

*\*Exemptions: Educational groups providing full ride scholarships\*\* or industry partners providing \$500 or more in materials.*

*\*\*Those providing a full ride scholarship will receive special recognition*  
Please complete the Bronze level partnership form and Educational Scholarship form at: [SkillsUSAnc.org/Partners](http://SkillsUSAnc.org/Partners).