



2019-2020 Official Partnership Information

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. Our goal is to prepare students to be well-rounded and prepared in Personal, Workplace, and Technical Skills Ground in Academics. We strive to prepare the next generation of skilled workers and leaders in all aspects of their work. Each year, we offer skill and leadership competitions for our students at the State Leadership and Skills Conference (SLSC), where 2,000 of the top students and teachers in Florida classrooms meet to compete in over 100 different competitions. They are judged by industry against their peers, with the gold medalist winning a coveted spot at the National Leadership and Skills Conference (NLSC) in Louisville, KY in June. In 2020, SLSC will be held on April 19-21, 2020 in Pensacola, FL.

The SkillsUSA Championships is just one part of SkillsUSA. Each event during our programming year requires industry support, not only SLSC and competitions in April, but also at our State Leadership Training Workshop (SLTW), and in our year-long programs, State Officer program, Courtesy Corps program, and our annual Community Service projects.

The **State Leadership Training Workshop (SLTW)** provides training and leadership development for Regional Officers and chapter leaders from across the state. About 150-200 students and teachers gather to plan chapter activities, dive deeper into personal leadership, and prepare to enter the world of work. Participation is not limited to any particular trade, grade level, or prior experience. Emphasis is placed on developing the personal and workplace skills of our membership, including teamwork, integrity, and responsibility. Advisors receive training on implementing SkillsUSA in the classroom, including how to teach soft skills, preparing for the SkillsUSA Championships, and guiding their students through planning and executing events.

State Officers are elected by their peers during the State Leadership and Skills Conference to membership throughout school year. The State Officer team, comprised of 8-12 high school and post-secondary students, participates in a week-long training each July to prepare and plan for the upcoming school year, and each member of the team is responsible for an aspect of our Program of Work. They plan and execute activities related to fundraising, community service, social activities, and professional development. Additional trainings are held throughout the year at various events. These students are the face of our state association, and serve in various other capacities throughout the year, including membership recruitment, workshop facilitation, advocacy, and more.

The **Courtesy Corps** team is responsible for ensuring the complicated logistical needs of the event are met, including set up and break down, converting contest areas, delivering lunches to judges and contestants, and assisting Technical Committees with any needs to help provide quality contests. Each year, a Leadership Team of 8-10 students is selected during SLTW. They are the first to arrive at to the State Conference and are the last to leave. These hard-working volunteers are invaluable to the more than 100 competitions at the state level, and receive training in a variety of areas, including logistics and planning, basic construction, delegation, teamwork, and the value of hard work. Additional students from across the state register for to participate for a reduced registration fee as Courtesy Corps and vie for an opportunity to represent Florida at the National Leadership and Skills Conference each June.

Part of our Program of Work is **Community Service**, and each year, students participate in community service projects at SLTW and SLSC. The projects are selected, planned and executed by the State Officer team. Past projects have included collecting toiletry items for local needy families, painting and restoration in a local park, and packing lunches for schoolchildren.

Each opportunity provides a different level of exposure and connection with our students and advisors, and each package is customizable depending on the goals of your organization or company. We hope that you will consider this year-long investment into the next generation of workers!

SkillsUSA Florida Official Partnerships



Blazer Partner - \$2,500

- Logo inclusion on the Official Partner page on the SkillsUSA Florida website
- Mention during Opening and Closing ceremonies of both SLTW and SLSC
- Up to 3 ads or job listings in the Tuesday Times (bi-weekly newsletter to stakeholders; dates to be selected by partner)
- Company name or logo on SLTW T-shirt
- Company name or logo on SLTW and SLSC official partner signage
- Silver Worlds of Possibilities Partnership during SLSC (includes one 10 x 20 booth; additional space may be purchased separately)

Emblem Partner - \$5,000 – includes Blazer Partnership, plus:

- Speaking opportunity during Opening or Closing Ceremony at SLTW
- Company name or logo on padfolios at SLTW
- Full page ad in conference program for SLTW and SLSC and logo on conference app at SLSC
- Up to 5 additional ads or job postings in Tuesday Times (8 total)
- Upgrade to Gold Worlds of Possibilities Partnership during SLSC (includes two 10 x 20 booths, additional space may be purchased separately)

Dignity of Work Partner - \$10,000 – includes Blazer Partnership, plus:

- Sponsorship of one of the following Advisor events during SLSC at, including speaking opportunity:
 - o Chapter Connections
 - o Advisor Luncheon
- Participation in Industry Panel during SLTW
- Full page ad in conference program for SLTW and SLSC and logo on conference app at SLSC
- Up to 5 additional ads or job postings in Tuesday Times (8 total)
- Company logo on National Leadership and Skills Conference (NLSC) Florida delegation polos
- Upgrade to Platinum Worlds of Possibilities Partnership during SLSC (includes three 10 x 20 booths, additional space may be purchased separately)

State Officer Sponsor - \$1,000

- Company name or logo on State Officer apparel
- Participate in State Officer training
- Half page ad in conference program for SLSC

Courtesy Corps Sponsor - \$1,000

- Company name or logo on t-shirts provided to Courtesy Corps members
- Participate in interviews of leadership team at SLTW
- Half page ad in conference program at SLSC

Community Service Sponsor - \$1,000

- Logo on t-shirts for community service participants
- Half page ad in conference program at SLSC

Commitment deadline for inclusion on SLTW materials: September 30, 2019

Logos and/or ad artwork must be received by published deadlines and in proper format (high res .pdf or .eps file) to be included