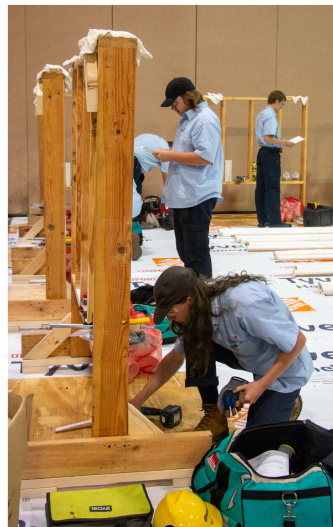
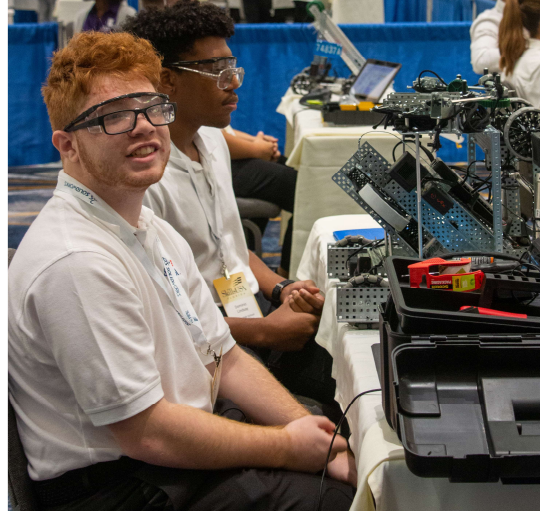




PARTNERSHIP

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 Florida State Office at info@skillsusaf1.org.

Jessica Graber
State Director
850.284.8534
jgrabers@skillsusaf1.org

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)

6,331

2022-2023 Florida members (including alumni)

2,116

high school members

1,026

college/postsecondary members

93

middle school members

623

teacher members
(SkillsUSA professionals)

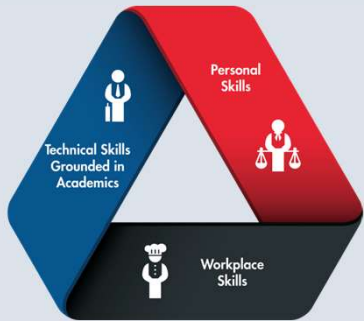
402 Classrooms

Representing 33 school districts

170 SkillsUSA Schools

Across the state

More than 150 business, industry and labor organizations actively support SkillsUSA at the state 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.

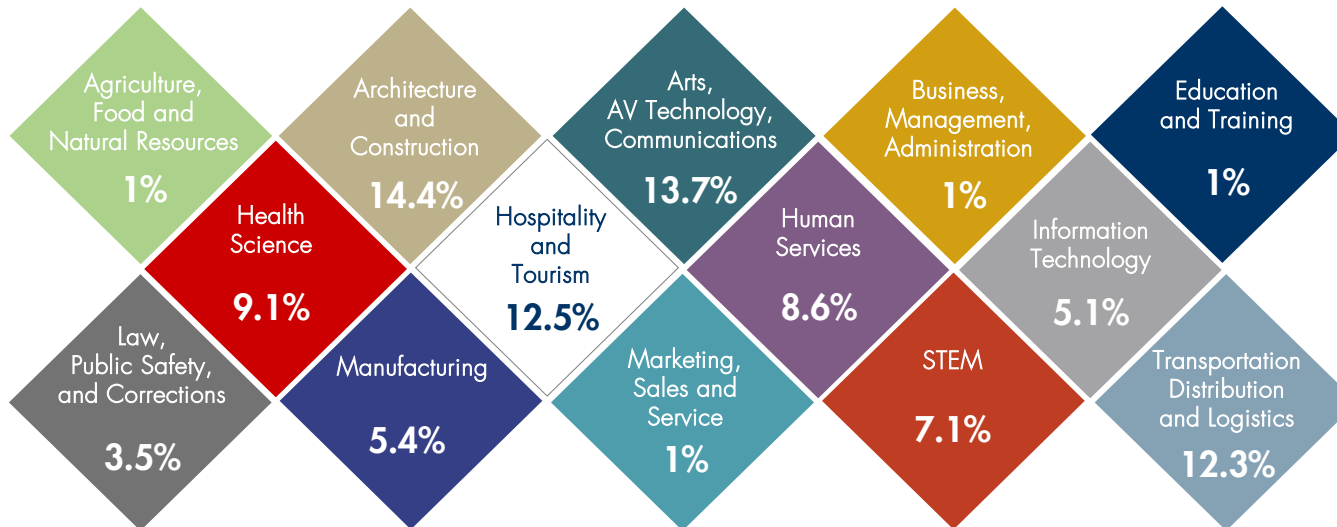
[SkillsUSA Framework – YouTube](#)



[SkillsUSA Advantage Report](#)

WHAT IS
CTE
AND
CTSO

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



CAREER CLUSTERS

Within Career and Technical Education/ (CTE), there are 16 Career Clusters representing 79 Career Pathways to help learners navigate success in college and career.

Check out the [Contest Guide](#) for a list of competitions by Career Cluster.



SLSC 2023 BY THE NUMBERS

Total attendance of
1,911 includes:

1,178 student competitors
in 99 hands-on or leadership
contests

Over **100 students** served
as voting delegates,
volunteers or observers

Attendance is
57% male

39% female
(of those reporting)

Of those students
attending, **73%** are
high school, **26%**
college/postsecondary
and **1%** are middle
school

Over **150 committee
members** from industry help
plan and run the competitions.

More than **75 chapters**
(schools) were represented

SAVE
THE
DATE!

STATE LEADERSHIP
& SKILLS CONFERENCE

April 14-17
2024

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



M In-Kind Donations for the State Championships

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

Scholarships for State Events

M Chapter Support Scholarships

Provide funds to offset membership dues and conference fees for a chapter or program to attend events (*minimum \$1,500 per chapter*)

S SLSC Travel Scholarships

Assist students in need to attend the State Conference. (*\$500 per student*)

S Prize Equity Scholarships

Ensure prize recognition for all students. Receive a picture and impact quote from the student.

Scholarships for National Events

S NLSC Travel Scholarships

Support student participants in our state to travel to Atlanta to compete among the best of the best in our nation in their skilled training program (*\$2,000 per student*).

SLSC Featured Support Opportunities

S Students
T Teachers

M Multiple (all)

The SkillsUSA State Leadership & Skills Conference is the showcase of skilled trades. High-quality Career and Technical Education is the centerpiece of the conference. Students, teachers, education leaders and representatives from local and national corporations, trade associations, businesses and labor unions participate, network, and collaborate to develop the future workforce.

SLSC Presenting Partner



April 14 – 17, 2024



The SkillsUSA Florida State Leadership & Skills Conference:

- Showcases the best career & technical education students in the nation
- Is the annual premier CTE destination the heart of downtown Jacksonville
- 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

Check out previous conference highlights [here!](#)

SLSC Opening General Session (Sunday)



April 14, 2024, 7 PM



The high energy kick-off event of the annual State Leadership & Skills Conference that sets the tone for the week-long conference. Held at the historic Florida Theatre, SkillsUSA Florida recognizes individuals and organizations who have contributed to the success of our organization.

SLSC Awards General Session (Wednesday)



April 17, 2024, 8:30 AM



The high energy awards session recognizes the accomplishments of attendees who participated in SLSC activities including the SkillsUSA Championships, state officer election process and more. The Awards General Session takes place at the Hyatt Regency Jacksonville Riverfront.

Featured SLSC Support Opportunities

Qty Available

Deadline

	SLSC Presenting Partner (PP)	SLSC Opening General Session	SLSC Awards General Session
	\$20,000	\$10,000	\$10,000
	1	1	1
	3/1	3/1	3/1
Social Media (programmatic posts)	1	N/A	N/A
Social Media (shoutout)	2	1	1
Program Webpage	✓	✓	✓
Conference App	PP Logo	Logo on session	Logo on session
Push Notifications	2	1	1
Signage / Collateral	PP Logo	Logo	Logo
Promotional Collateral Provided	PP Logo on on Opening and Credits of Recap Video, plus choice of logo on name badge or lanyard	Logo on Marquee at Florida Theatre	Logo on Screen for Awards Presentation
Press Release (by SkillsUSA Florida)	✓	N/A	N/A
Collaborative Messaging Opportunity during Session (3-5 minutes)	N/A	✓	✓
CONNECTED Expo and Trade Show Booth	20x20 Expo Booth	20x10 Expo Booth	20x10 Expo Booth
Meet the Employer Career Fair Table	Prominent table placement and custom app listing	Prominent table placement and custom app listing	Prominent table placement and custom app listing



ADVERTISING AND BRANDING *Opportunities*

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



Advertising and Branding Opportunities

S Students
T Teachers

M Multiple (all)

ADVERTISING AND BRANDING (at SLSC)

M

Lanyards and Name Badges

Prominent co-branding with SkillsUSA worn by all attendees, lanyards and name badges must be worn to access the conference. These are the most highly visible personal item worn at SLSC, providing maximum exposure. Select lanyards, name badges, or both. *(approximate distribution: 1,750)*

\$5,000 – Lanyards

\$5,000 – Name Badges

Qty Available = 1

Deadline = February 1



M

SLSC 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. Artwork is created by a SkillsUSA student and selected with the conference t-shirt design. *(approximate distribution: 1,750)*

\$5,000

Qty Available = 1

Deadline = December 1

M

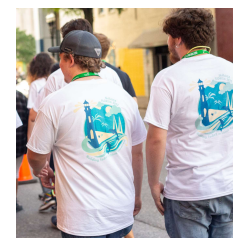
Conference T-Shirts

Each conference participant receives a t-shirt with artwork that reflects the state theme, "SkillsUSA Florida: Cruising Through Challenges." The artwork is created by a student and selected by our membership. This sponsorship includes your company logo on the sleeve of the shirt. *(approximate distribution: 1,750)*

\$7,500

Qty Available = 1

Deadline = March 1



M

Hotel Room Keys

Get your logo in the hands of over 1,000 students, teachers, industry partners and volunteers who are staying at our conference hotel. Your logo or branding is printed on the hotel room keys distributed to all hotel guests during the conference. Include a QR code to encourage job applicants, a "good luck" message to contestants, or any other advertising or branding!

\$5,000

Qty Available = 1

Deadline = February 1

T

Advisor Sponsor

SkillsUSA Advisors are the lifeblood of our organization. Support our educators and express your appreciation for their hard work in preparing our future workforce! This partnership includes company branding in the Advisor Lounge and/or the Advisor Framework Luncheon. The Advisor Luncheon sponsor will have the opportunity for a speaking engagement with SkillsUSA advisors, and prominent logo placement on the SkillsUSA Advisor t-shirts. Advisor Lounge sponsors will have full access to the Advisor Lounge during their designated day to meet and network with educators, and the opportunity to display promotional materials and takeaways for advisors. *(approximate attendance: 200 advisors)*

\$7,500 Luncheon

Qty Available = 1

Deadline = March 1



\$1,500/day Lounge

Qty Available = 2

Deadline = March 1

S

Scavenger Hunt: The SkillSeeker Challenge **New!**

Be a part of a new challenge activity at the SLSC24, The SkillSeeker Challenge! This scavenger hunt activity will engage members in all aspects of the conference and encourage networking with partners. Attendees work in teams to 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 of app
- Promotion of game and activities including Sponsored by: (LOGO)
- Up to 4 individual scavenger hunt activities
- Opportunity to provide/contribute to overall prizes for winners

Individual Scavenger Hunt:

- 1 scavenger hunt activity

\$2,500 Overall Sponsor

Qty Available = 1

Deadline = March 1



\$250/Activity

Qty Available = 1

Deadline = March 1



Competition Support Opportunities

S Students
T Teachers
M Multiple (all)

2024
 COMPETITIONS

3-D Visualization & Animation	Chapter Business Procedure	Culinary Arts	First Aid-CPR	Medical Terminology	Residential/Commercial Appliance Technology
Action Skills	Chapter Display	Culinary Quiz Bowl	Graphic Imaging Sublimation	Mobile Robotics Technology	Restaurant Service
Additive Manufacturing	CNC 2-Axis Turning Programmer	Customer Service	Hair Weave	MRE Challenge	Robotics & Automation Technology
Advertising Design	CNC 3-Axis Milling Programmer	Cyber Security	Health Knowledge Bowl	Nail Care	Robotics: Urban Search & Rescue
American Spirit	CNC 5-Axis Milling Programmer	Diesel Equipment Technology	HVACR	Nurse Assisting	Team Engineering Challenge
Architectural Drafting	CNC Programmer	Digital Cinema Production	Industrial Motor Control	Occupational Health & Safety	TeamWorks
Audio/Radio Production	Collision Damage Appraisal	E-Sports	Information Technology Services	Opening & Closing Ceremonies	Technical Computer Applications
Automated Manufacturing Technology	Collision Repair Technology	Early Childhood Education	Interactive Application & Video Game	Photography	Technical Drafting
Automobile Maintenance/Light Repair	Commercial Roofing	Electrical Construction Wiring	Internet of Things & Smart Home	Pin Design	Telecommunications Cabling
Automotive Refinishing Technology	Commercial sUAS Drone Technology	Electronics Technology	Internetworking	Plumbing	Television (Video) Production
Automotive Service Technology	Community Action Project	Emergency Medical Technician	Job Interview	Practical Nursing	T-Shirt Design
Baking & Pastry Arts	Community Service	Employment Application Process	Job Skill Demonstration A	Prepared Speech	Video News Production
Barbering	Computer Programming	Engineering Technology & Design	Job Skill Demonstration Open	Principles of Engineering Technology	Web Design & Development
Basic Health Care Skills	Computer Science & Robotics	Entrepreneurship	Marine Service Technology	Promotional Bulletin Board	Wedding Cake Design
Biotechnology Knowledge Bowl	Cosmetology	Esthetics	Masonry	Promotional Poster	Welding
Cabinetmaking	Cosmetology Quiz Bowl	Extemporaneous Speaking	Mechatronics	Quiz Bowl	Welding Fabrication
Career Pathways	Crime Scene Investigation	Facilithon	Medical Assisting	Related Technical Math	Welding Sculpture
Carpentry	Criminal Justice	Firefighting	Medical Math		

COMPETITION SUPPORT (at SLSC)

M

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

\$1,000/cluster

Qty Available = unlimited
 Deadline = March 1

S

Contest Sponsor

Over 100 different skill and leadership contests are facilitated over two days. Sponsor a competition and receive prominent logo display space in the contest area, recognition on social media and in the conference app, and photo opportunities with the winning students during the Awards Ceremony. Contest sponsors will also receive a list of advisor contact information for participating schools.

\$2,000/contest

Qty Available = 100+
 Deadline = March 1

M

Courtesy Corps Sponsor

The Courtesy Corps Team are responsible for executing the behind-the-scenes logistics of the conference. These student and teacher volunteers set up contest areas, distribute supplies and materials, deliver lunches to contest sites, escort judges and VIPs, and take care of all the details behind the curtain. This sponsorship includes your company logo on the t-shirts worn by these volunteers, providing a great deal of exposure for your brand to all attendees.

\$2,500/day

Qty Available = 4
 Deadline = March 1

M

National Delegation Backpacks

Gold medalists at the state competition qualify to compete at the National Leadership and Skills Conference in June in Atlanta, GA. The sponsor logo will be displayed (co-branded with SkillsUSA Florida). Florida's national contestants will travel with these backpacks to the conference, providing national visibility to over 10,000 national participants. (Contestants: approx. 200)

\$7,500

Qty Available = 1
 Deadline = March 1



OFFICIAL PARTNER DEFINITION

Organizations that have made financial contributions of at least \$2,500 and/or documented in-kind donative contributions of at least \$7,500 that support our mission are recognized as a SkillsUSA Florida Official 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 SLSC general sessions
- SkillsUSA Official Partner webpage listing
- A press release celebrating our partnership, upon request
- Opportunity to use SkillsUSA Florida Official Partner logo upon advance approval
- Access to the exclusive Official Partner Lounge at SLSC (a space for networking, meetings, and refreshments)
- One Career Cluster recognition of choice (\$1,000 value)
- Access to official SkillsUSA Florida Chapter Roster, including Advisor contact information for one selected career cluster, upon request
- Logo inclusion on Advisor Conference T-shirts
- Priority consideration to present at an SLSC Professional Development Session
- Priority selection of booth location for SkillsUSA Florida CONNECTED Expo
- Priority selection of table space at the Meet the Employer Career Fair
- Custom company listing with logo mobile app for SkillsUSA Florida CONNECTED Expo
- Upgraded Registration Quantity (3/100 sq ft instead of 2/100 sq ft)

Premium benefits:

At a minimum \$5,000 cash partnership you receive the standard benefits and the following:

- Targeted communications to teachers or students upon request and approval of content.
- Access to the full official SkillsUSA Florida Chapter Roster, including Advisor contact information, upon request

2023 OFFICIAL PARTNERS

(as of SLSC April 2023)



CONNECTED Expo and Trade Show

Showcase your products and services, demonstrate new technologies, and connect with students, teachers, and administrators from across the state. The CONNECTED Expo and Trade Show will be held at the Hyatt Regency and the Prime Osborn Convention Center on April 15-16 from 8 AM to 2 PM. The purchase of expo booth space also includes a table at the Meet the Employer Career Fair, a direct recruitment activity and your chance to connect with job-seekers at the Hyatt on April 15 from 5 PM to 8 PM.

RESERVING SPACE

CONTACT: Jessica Graber
State Director
Email: jgrab@skillsusafl.org
Phone/Text: 850.284.8534

SIGN UP: <https://form.jotform.com/220033772078048>

LOCATION: Hyatt Regency Jacksonville Riverfront
225 E Coastline Dr
Jacksonville, FL 32202

**limited booth space available at the Prime Osborne Convention Center for Transportation, Construction, and Manufacturing*

PRICING: Booth pricing per 10'x10' space noted below.
Booth includes pipe and drape, booth ID sign, two attendee badges per 10x10 space, and exhibitor listing on conference app.
All other booth furniture, electrical, etc. can be purchased separately from the expo show management company. Additional attendees may be registered for additional fee.

Pricing Type (10'x10' space)	Regular Rate 2/1–2/28/24	Late Rate 3/1–4/1/24
Standard	\$1,000	\$1,250
Official Partner	\$750	\$1,000
Nonprofit	\$850	\$1,100

NEW THIS YEAR: CareerExpo

Get students excited about future careers at the Career Expo! This event will run concurrently with the SLSC, providing SkillsUSA students, along with local middle and high school students, the opportunity to experience different skilled trade careers through interactive booths and exhibits. We consider this our "seed planting mission," with the goal of getting students excited about CTE programs as early as possible. Partners in construction, transportation, and manufacturing are invited to participate on April 15-16 from 8 AM to 3 PM.

RESERVING SPACE

CONTACT: Jessica Graber
State Director
Email: jgrab@skillsusafl.org
Phone/Text: 850.284.8534

LOCATION: Prime Osborn Convention Center
1000 Water St
Jacksonville, FL 32202

PRICING: \$8,000 per 40'x40'. Space is customizable based on usage and/or needs (\$5-\$10 per sq ft).
Booth includes pipe and drape, general electric, booth ID sign with company logo, and exhibitor listing on conference app.



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 statewide will keep advancing the quality of our state's skilled workforce.

For more information, contact the SkillsUSA Florida State Office at info@skillsusafl.org