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

OUT 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@skillsusafl.org.

Jessica Graber
State Director
850.284.8534
jgraber@skillsusafl.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.

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 Membership By the Numbers

|
| 14.6 MILLION |
| 2022-2023 membership (including alumni) |
|
| 442,723 |
| Total cumulative members since 1965 |

|
| 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.

WHAT IS CTE AND CTSO?

Learn more on CTE
Learn more on CTSO

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:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,178 student competitors in 99 hands-on or leadership contests</td>
<td></td>
</tr>
<tr>
<td>Over 100 students served as voting delegates, volunteers or observers</td>
<td></td>
</tr>
<tr>
<td>Attendance is 57% male</td>
<td></td>
</tr>
<tr>
<td>39% female (of those reporting)</td>
<td></td>
</tr>
<tr>
<td>Of those students attending, 73% are high school, 26% college/postsecondary and 1% are middle school</td>
<td></td>
</tr>
<tr>
<td>Over 150 committee members from industry help plan and run the competitions.</td>
<td></td>
</tr>
<tr>
<td>More than 75 chapters (schools) were represented</td>
<td></td>
</tr>
<tr>
<td>Over 100 students served as voting delegates, volunteers or observers</td>
<td></td>
</tr>
</tbody>
</table>

Also attending are instructors, business and industry judges or observers, VIP guests from education, government and families.
**In-Kind Support**

- **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**

- **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)

- **SLSC Travel Scholarships**

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

- **Prize Equity Scholarships**

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

**Scholarships for National Events**

- **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).
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

<table>
<thead>
<tr>
<th>SLSC Presenting Partner (PP)</th>
<th>SLSC Opening General Session</th>
<th>SLSC Awards General Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Qty Available</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Deadline</td>
<td>3/1</td>
<td>3/1</td>
</tr>
<tr>
<td>Social Media (programmatic posts)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Social Media (shoutout)</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Program Webpage</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Conference App</td>
<td>PP Logo</td>
<td>Logo on session</td>
</tr>
<tr>
<td>Push Notifications</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Signage / Collateral</td>
<td>PP Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Promotional Collateral Provided</td>
<td>PP Logo on on Opening and Credits of Recap Video, plus choice of logo on name badge or lanyard</td>
<td>Logo on Marquee at Florida Theatre</td>
</tr>
<tr>
<td>Press Release (by SkillsUSA Florida)</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Collaborative Messaging Opportunity during Session (3-5 minutes)</td>
<td>N/A</td>
<td>✓</td>
</tr>
<tr>
<td>CONNECTED Expo and Trade Show Booth</td>
<td>20x20 Expo Booth</td>
<td>20x10 Expo Booth</td>
</tr>
<tr>
<td>Meet the Employer Career Fair Table</td>
<td>Prominent table placement and custom app listing</td>
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</tr>
</tbody>
</table>
Advertising and Branding opportunities are donative if messaging is not considered revenue generating marketing advertisements.
Advertising and Branding Opportunities

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

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)

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)

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!

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)

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

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Individual Scavenger Hunt:
• 1 scavenger hunt activity
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. 

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.

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.

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)
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.

**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” where we get the attention of students about CTE programs. 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: jgraber@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 Osborn Convention Center for Transportation, Construction, and Manufacturing

**PRICING:** Booth pricing per 10’ x 10’ 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.

<table>
<thead>
<tr>
<th>Pricing Type (10’ x 10’ space)</th>
<th>Regular Rate 2/1-2/28/24</th>
<th>Late Rate 3/1-4/1/24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>Official Partner</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>$850</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

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**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