



# 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 at [Jeremy@SkillsUSALA.org](mailto:Jeremy@SkillsUSALA.org)



**Jeremy Boudreaux**  
*State Director*  
985-257-7545  
[Jeremy@skillsusala.org](mailto:Jeremy@skillsusala.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 \*



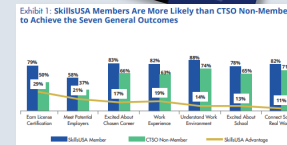
More than 850 business, industry and labor organizations actively support SkillsUSA at the national level through donations, in-kind contributions and involvement in local chapters.



## 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](#)

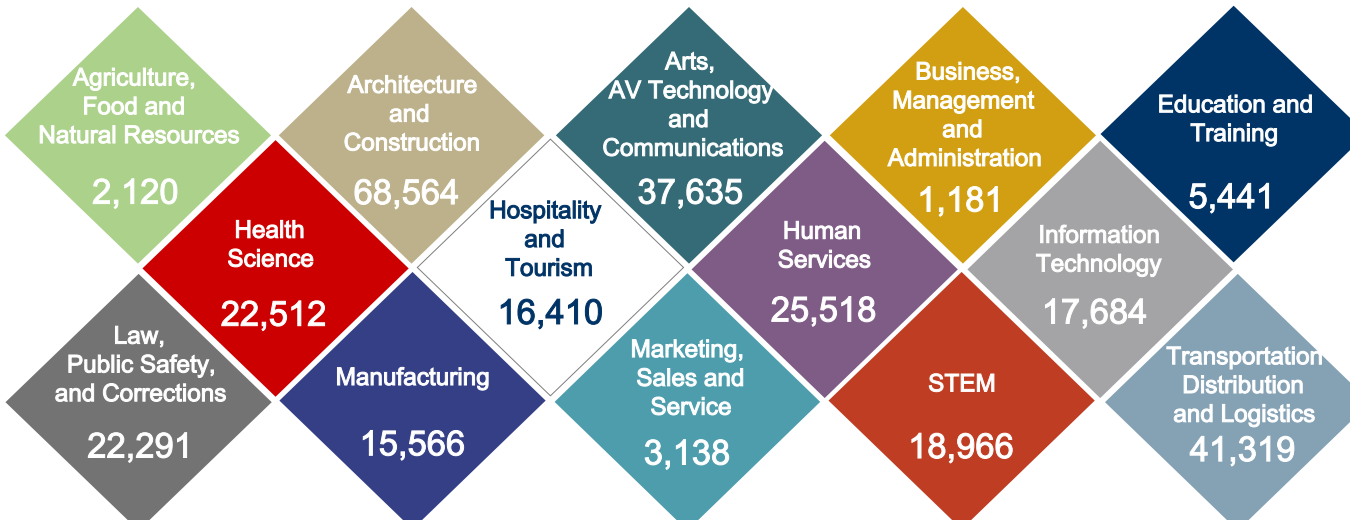


[SkillsUSA Advantage Report](#)

## 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](#)

## SLSC 2023 BY THE NUMBERS

Total attendance of  
**400+** includes:



Watch this video  
about National  
TECHSPO!

**350**  
student competitors  
in 70 hands-on or  
leadership contests

Over **20 students** serve  
as voting delegates,  
volunteers or observers

Attendance is  
**59% male**

**40% female**  
(of those reporting)

Of those students  
attending, **95%**  
are high school and  
**5%** are  
middle school

**12 chapters** (schools)  
were represented

Over **100 committee members**  
from industry help plan  
and run the SkillsUSA  
Championship competitions.

SAVE  
THE  
DATE!

STATE LEADERSHIP  
& SKILLS CONFERENCE

**April 10-12,  
2024**

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

# In-Kind Support

**S** Students  
**T** Teachers  
**M** Multiple (all)

## **S** Signing Day In-Kind or Scholarships (local)

Scholarship and/or In-kind support at local chapters for SkillsUSA Signing Day.

## **M** In-Kind Donations for the State Championships

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

# State Scholarships

## **S** Fall Leadership Conference

Assisting students in need to attend the Fall Leadership Conference.

## **S** SLSC Travel Scholarships

Assisting students in need to attend the State Conference.

## **S** Prize Equity Scholarships (deadline 6/1) (\$1,000 continuing education scholarship prizes\*)

Receive a picture and impact quote from the student.

# Scholarships for National Events

## **S** Washington Leadership and Training Institute Scholarships (\$2,500 per student)

Support student participants in our state to travel to Washington D.C to advocate for Career and Technical Education (CTE) and elevate the perception of the skilled trades.

## **S** SLSC Travel Scholarships (\$2,500 per student)

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.

# 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 Opening General Session (Tuesday)



SLSC

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

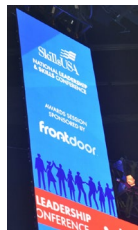


## SLSC Awards General Session (Friday)



SLSC

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.



## SLSC Festival of Champions Sponsors (Thursday) -

**NEW!**



SLSC

New this year is a festival of champions, a way to allow the contestants busy day to unwind and connect with all the participants. Have your brand recognized kicking off the segment. Price begins low and cost effective and can go higher if food is served. First come – First served

## Featured SLSC Sponsored Sessions

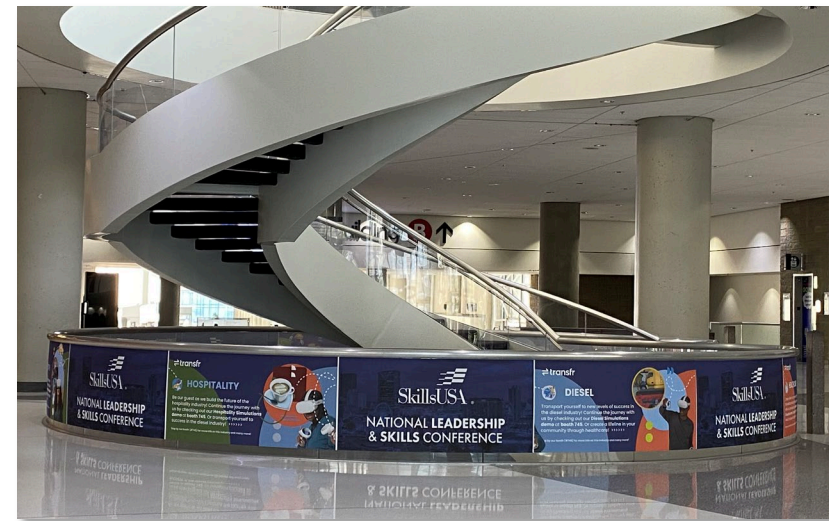
	SLSC Opening General Session	SLSC Awards General Session	SLSC Festival of Champions Sponsor
	\$5,000	\$5,000	\$2,000 +
Qty Available	1	1	1
Deadline	3/1/24	3/1/24	3/1/24
Social Media (programmatic posts)	N/A	N/A	N/A
Social Media (shoutout)	1 Direct Multiple Indirect	1 Direct Multiple Indirect	1
Program Webpage	✓	✓	Yes
Conference App	Logo on session	Logo on session	N/A
Signage / Collateral	Logo	Logo	Logo
Booth/Table Setup	Yes	Yes	Yes





# ADVERTISING AND BRANDING

## *Opportunities*



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



# Advertising and Branding Opportunities

## ADVERTISING AND BRANDING (year-round)

### Social Media Advertisement (One/month)

Promote your company through ads/videos shared across our social media. SkillsUSA posts across our various social media channels including Facebook, Instagram, Twitter, YouTube and LinkedIn.

Varying Cost



### Career Cluster Support

Each of our 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 State Leadership & Skills Conference.

[Career Clusters - SkillsUSA.org](http://Career Clusters - SkillsUSA.org)

\$500



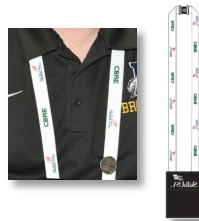
## ADVERTISING AND BRANDING (at SLSC)

### 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 SLSC.

\$1,200

Qty Available = 1  
Deadline = 3/1/24

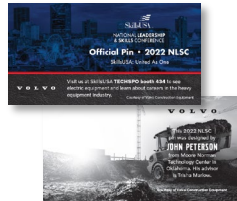


### SLSC Conference Pin

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.

\$2,500

Qty Available = 1  
Deadline = 2/1/24



### SLSC Scores Banner

Prominent logo branding on the medalist results (scores) webpage all competitors visit. (send logo in png or jpeg format and no bigger than 300 pixels tall x 300 pixels wide)

\$750

Qty Available = 1  
Deadline = 4/1/24



## ADVERTISING AND BRANDING (at SLSC)

### LED Wall Monitor (TBD)

Your ad will be in rotation on all 5 large LED wall screens throughout the venue. Each 10-second ad will be on all 5 screens. Full loop is 100 seconds, including overall conference messaging.

\$TBD

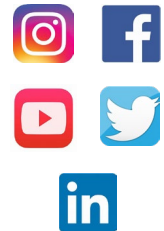
Qty Available = 9  
Deadline = 2/1/24



### Social Media Package

Get your social media messages out to our audiences! Share your messages at SLSC and SkillsUSA TECHSPO through our channels.

Varying Cost



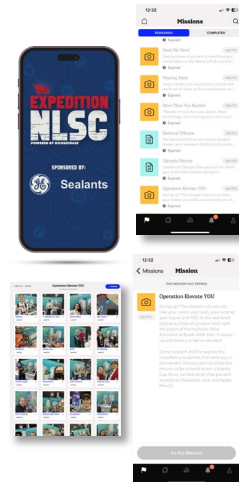
You can provide ready-to-go posts or the messages and photos, and our team will help pull it together and share via one of our platforms (Instagram, Facebook, Twitter, YouTube and/or LinkedIn).

Package includes three separate social posts: 1 each (pre/during/post-conference)

### Scavenger Hunt *New!*

Be a part of a new challenge activity at the SkillsUSA 2024 SLSC! The Scavenger hunt (fondly named Expedition NLSC™) will engage members in all aspects of the conference and encourage networking with partners.

Attendees will 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 activities
- Could provide/contribute to overall prizes for winners

\$1,000

Qty Available = 1  
Deadline = 2/1/24

### Individual Scavenger Hunt:

- 1 scavenger hunt activity

\$400

Qty Available = 10  
Deadline 2/1/24



## 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**.

## 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 **New!**
- SkillsUSA Official Partner webpage listing (website gains 3.1 million hits annually)
- Choose your linked landing page **New!**
- A press release celebrating our partnership, upon request
- Recognition as an official supporter of the SkillsUSA Career Essentials Credential, which validates the SkillsUSA Framework and our mission
- Opportunity to use SkillsUSA Official National 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 (\$5,000 value)
- Priority consideration to present at SkillsUSA University or Technical Fridays
- Priority selection of booth location for SkillsUSA TECHSPO
- Logo along with name in mobile app for SkillsUSA TECHSPO
- Upgraded NLSC Registration Quantity (3/100 sq ft instead of 2/100 sq ft) **New!**

### Premium benefits:

At a minimum \$50,000 cash partnership you receive the standard benefits and the following:

- Targeted communications to teachers or students upon request and approval of content.
- Opportunity to collaborate and co-brand in partner's cause marketing campaigns. **New!**

## 2023 NLSC OFFICIAL PARTNERS

(as of NLSC June 2023)

DIAMOND Contributions of \$500K +		PLATINUM Contributions of \$250K +	
			
			
GOLD Contributions of \$100K +			
			
			
			
			
SILVER Contributions of \$50K +			
			
			
			
			
			
			
BRONZE Contributions of \$25K +			
			
			
			
			
			
			
			
			
			

# SLSC - TECHSPO

## RESERVING SPACE

### CONTACT:

**Jeremy Boudreaux**  
**State Director**  
Email: [Jeremy@skillsusala.org](mailto:Jeremy@skillsusala.org)  
Office: 985-257-7545

### LOCATION:

Louis Miller Terrebonne Career and  
Technical High School  
3051 Patriot Dr.  
Houma, La 70359

### BOOTH PRICING:

Booth pricing per 10'x10' space noted below.  
Booth includes booth ID sign, Two attendee  
badges, and Organization listed in exhibitors  
listing  
All other booth furniture, electrical, etc. can  
be purchased separately from the conference  
vendors

Pricing Type (10'x10' space)	Early Bird Rate Thru 1/1/24	Regular Rate 1/1 – 2/1	Late Rate 2/1 – 3/1
Standard	\$300	\$350	\$400
Official Partner *	\$250	\$300	\$350
Nonprofit **	\$250	\$300	\$350



Learn more about SkillsUSA

#### What is SkillsUSA and NLSC?

[What is SkillsUSA & NLSC? – YouTube](#)

#### The SkillsUSA Framework

[SkillsUSA Framework - YouTube](#)

#### SkillsUSA Championships Overview

[The SkillsUSA Championships – YouTube](#)

**Thank you  
for your support!**

For more information, contact the SkillsUSA Office of  
Business Partnerships and Development [Jeremy@skillsusala.org](mailto:Jeremy@skillsusala.org)



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