

Date

Name

Title

Company

Address

City, State, Zip

Dear (First Name):

Your support of SkillsUSA Louisiana's capstone annual event will help us provide a national forum for education and business to interact and exchange ideas. As we review SkillsUSA Louisiana's priority needs, we hope (Company Name) will consider a \$_____ donation to partially sponsor our 2019 State Leadership and Skills Conference and its highlight event, the SkillsUSA Championships (\$_____ general support and \$_____ support of the _____). Your support would help find solutions to the following questions:

- ◆ How do we as a state keep public career and technical training programs current and relevant to industry needs?
- ◆ How can employers inform career and technical educators of the performance standards for entry-level skilled workers?
- ◆ How can we upgrade the public perception of occupational education and career and technical students? Of skilled professions?

SkillsUSA Louisiana's conference draws a large audience of business leaders, educators and government decision-makers in work force development. With your support, it's becoming *the* place to address the skilled training needs of our economy.

The high point of our conference, and of our members' year, is the SkillsUSA Championships—the culmination of more than 1,000 contests held at local, and district levels state wide. In April, more than 350 career and technical students, all local winners in 54 occupational and leadership contests, will gather to compete for state titles in Shreveport in hopes of representing Louisiana in Louisville, KY. There is no better place to witness the quality and relevance of technical training in Louisiana public education.

Nearly 950 people attended our conference in 2019, with more student competitors, contests, volunteers and guest VIPs than ever before. Your support helps SkillsUSA Louisiana defray more than \$60,000 in direct operating costs, including exhibit hall rental, utilities, security, local transportation, student awards, and construction and materials required to set up contest areas totaling more than five football fields in floor space in comparison.

At the 2019 SkillsUSA Louisiana Championships, we will:

- ◆ Conduct 54 separate leadership and hands-on occupational skill contests with the active participation and guidance of business, industry and labor.

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- ◆ Attract approximately 1,280 students, teachers, administrators, volunteers, government officials and VIPs from business, industry and organized labor.
- ◆ Draw media attention to the role of the skilled workforce in the state's economy.
- ◆ Bring employers and educators together to evaluate the relevance of career and technical education.
- ◆ Provide recognition for Louisiana's finest young skilled workers and trainees.
- ◆ Influence the quality of public career and technical education programs statewide.
- ◆ Inspire students to excel in thousands of local career and technical classrooms.
- ◆ Promote our sponsors' efforts to recruit entry-level skilled workers who are well prepared.
- ◆ Promote the multitude of fine products and services offered by many of SkillsUSA Louisiana's corporate partners.
- ◆ Demonstrate to key audiences the high quality and preparedness of SkillsUSA students, and show that Louisiana industry stands firmly in support of career and technical education—thereby enhancing its public image and participation.

(Company Name) can join other prestigious organizations to help SkillsUSA Louisiana underwrite the general operating costs of the SkillsUSA Championships. In recognition of its \$_____ donation, your association will be publicly cited as a _____ contributor. Standard partner benefits for _____ membership are listed in the attachment to this proposal letter.

Your support of SkillsUSA Louisiana's State Leadership and Skills Conference will help keep America's skilled work force vital and growing. You will inspire more than fifty thousand career and technical students to become "Champions at Work," which is our theme this year.

Checks should be made payable to *SkillsUSA Louisiana, Inc.* We have enclosed a "Request for Donation" form for the convenience of your Accounting department. The IRS designates both SkillsUSA Louisiana as 501(c)(3) nonprofit organizations.

I am happy to discuss this sponsorship proposal and provide any additional information to facilitate a favorable review of this appeal. Please feel free to contact me (225/492-2249; skillsusala@yahoo.com).

Thank you so much for your continuing interest in SkillsUSA Louisiana and your support of our students.

Sincerely,

Name
Title

Enclosures