SkillsUSA
GEORGIA

PARTNERSHIP OPPORTUNITIES

I'M READY

600,000

The current number of high-skilled jobs that will remain unfilled due to lack of skilled labor

33%

of employers report jobs going unfilled due to a lack of qualified skilled laborers

6 Out of 10

Skilled production jobs are unfilled due to the effects of the skills gap.

130

trade, technical and skilled service occupational titles are represented in the curricula of SkillsUSA member students.

What is SkillsUSA?

SkillsUSA is a partnership of students, teachers and industry representatives working together to ensure America has a skilled workforce. SkillsUSA helps each student excel. SkillsUSA is a national organization serving teachers and high school, middle school and college students who are preparing for careers in technical, skilled and service occupations, including health occupations, and for further education.

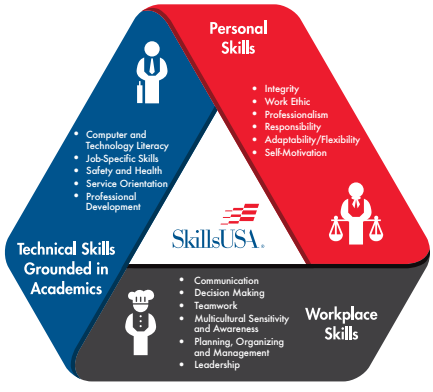
SkillsUSA is an applied method of instruction for preparing America's high performance workers in public career and technical programs. It provides quality education experiences for students in leadership, teamwork, citizenship and character development. It builds self-confidence, work attitudes and communications skills. It emphasizes total quality at work — high ethical standards, superior work skills, lifelong education and pride in the dignity of work. SkillsUSA also promotes understanding of the free-enterprise system and involvement in community service.

Why is SkillsUSA Valuable to My Business?

SkillsUSA provides students with unique opportunities to further their careers in skilled trades by providing them with educational, training, and competitive opportunities. SkillsUSA students simultaneously learn personal, technical and workplace skills that make them the qualified future workforce of America. Hiring a student with SkillsUSA on their resume is one of the best hiring decisions your business can make. SkillsUSA provides opportunity to both your future employees and your future consumer base.

How does my business benefit from a partnership?

A partnership with SkillsUSA Georgia will not only show that your business is taking the lead in ensuring the development of America's future skilled workforce, but will also allow you to get your brand out in front of tomorrow's workplace professionals, while simultaneously giving you the opportunity to recruit talent directly from a pool of some of the most qualified student-candidates in the state.



How can my business get involved?

SkillsUSA Georgia invites all interested businesses to exhibit at the annual career expo, held in conjunction with the SkillsUSA Georgia Championships at the State Leadership and Skills Conference. This event gives partners the unique chance to interact with students in a trade show setting while also being able to expose students to their products in a hands-on environment. For more info see page 8.

Is a partnership just for potential employers?

While SkillsUSA Georgia is focused on connecting Georgia's students with potential employment opportunities, this event is not just limited to employers. In fact, the Career Expo is a great place to introduce your products or brand to America's future workforce. Getting brand exposure in front of the next generation of consumers can be invaluable for your business' future.

What trade areas does SkillsUSA Georgia represent?

SkillsUSA Georgia represents over 130 unique trade areas and provides a competitive experience for each area, allowing students from all over the state of Georgia to put their skills up against the best of the best in their respective fields. Some of the fields we cover are:

Architecture & Construction • Arts, A/V Production and Communications • Automotive • Employability • Health Science • Hospitality & Tourism • Human Services • Information Technology • Law, Public Safety, Corrections & Security • Manufacturing • Science, Technology, Engineering & Math • Transportation, Distribution & Logistics

"America is the greatest country in the world, but some say our future is challenged. I say the American workforce is the answer. Our extraordinary society has always been shaped by everyday work, but we've lost respect for the dignity of that work and for the professionals who deliver it. SkillsUSA is the remedy, celebrating the dignity of a technical career and this essential national calling that will ensure our nation's future."

Nick Pinchuk
Chairman & CEO
Snap-On Incorporated

82%
of surveyed companies predict workforce deficiencies in the future

71
STEM focused or STEM related contests open to students from all over the state of Georgia

421,139
Total national student membership for FY2018.

12,595
Middle School, High School & College/Post-Secondary Students represented by SkillsUSA Georgia

Become a SkillsUSA Georgia Partner

Bronze Level Partnership

$3,500

- Logo inclusion on the Official Partner page on the SkillsUSA Georgia High School website and SkillsUSA Georgia Postsecondary website
- Up to 3 ads or job listings in newsletters to Advisors; dates to be selected by partner
- Company name or logo on State Leadership and Skills Conference T-shirt
- One 10 x 10 booth; additional space may be purchased separately
- Social media spotlight on Facebook and Instagram

Silver Level Partnership

$7,500

Includes Bronze Partnership, plus:

- Mention during Closing ceremonies of State Leadership and Skills Conference
- Full page ad in conference program (PS) for State Leadership and Skills Conference and logo on conference app (High School) at State Leadership and Skills Conference
- Up to 5 additional ads or job postings in newsletters to Advisors (8 total)
- Two 10 x 10 booths, additional space may be purchased separately

Gold Level Partnership

$10,000

includes Silver Partnership, plus:

- Sponsorship of the Advisor Reception during State Leadership and Skills Conference, including speaking opportunity
- Participation in Meet the Employer Event
- Full page ad in conference program (PS) and logo on conference app (High School)
- Up to 5 additional ads or job postings in newsletters for Advisors (8 total)
- Company logo on National Leadership and Skills Conference tshirts
- Three 10 x 10 booths, additional space may be purchased separately

Additional Sponsorship Opportunities

Meet the Employer Sponsor

$500

- Company name in the program and on app
- Interview space and opportunity to interview high school and postsecondary students

Alumni/Volunteer Sponsor

$2,000

- Company name or logo on t-shirts provided to Alumni/Volunteers
- Half page ad in conference program (PS) and conference app (HS)

Advisor of the Year Sponsor

$2,000

- Half page ad in conference program (PS) and conference app (HS)
- Participate in judging
- Present the award at conference
- Company name on award
- Company name included in press release

Sponsor a Student

$1,500

- Sponsor a student competing at Nationals (this will help cover the costs for flight, meals, hotel and registration)
- Present medals to student contest winners at State Conference
- Social Media Post

Contestant Prize Sponsor

$2,000

- Company name in the program and on app
- Logo displayed on screens during Pre-Closing Ceremony
- Provide company literature to contest winners

CEP Sponsor

$5,000

- Sponsor the Chapter Excellence Program
- Logo appears on drawstring bag that is given to all Chapters of Distinction students and Advisors
- Literature drop in the bag

Name Badge Sponsor

$3,000

- Company logo on all conference badges

Lanyard Sponsor

$3,000

- Company logo on all conference lanyards

Opening Session Speaker

$5,000

- Company name in the program and on app
- Logo displayed on screens during Pre-Opening Ceremony
- Provide company literature to attendees
- Speaking part on stage at the Opening Session

Awards Ceremony Speaker

$7,500

- Company name in the program and on app
- Logo displayed on screens during Pre-Closing Ceremony
- Provide company literature to contest winners
- Speaking part on stage at the awards ceremony

Career Expo Booths

$1,200 (for 2 days)

- 10’ booth includes:
- 6 foot table and 2 chairs
- Your logo will displayed in the conference program (PS) and on conference app (High School)
- See the following page for more details on Career Expo Booths

SkillsUSA CAREER EXPO

What is the SkillsUSA Georgia Career Expo?

The SkillsUSA Career Expo is an event held in conjunction with the SkillsUSA State Leadership and Skills Conference designed to bring business and industry together with students in a hands on environment. The Career Expo encourages students to explore careers in various trade areas while simultaneously interacting with the top talent from business and industry in those respective fields.

2019 SkillsUSA Career Expo Statistics

Students	5,914
Teachers & Parents	1,187
Industry	1,514
TOTAL ATTENDEES	**8,615**

Expo Booths

Includes one six-foot table and stand alone 10x10 space for two days on the expo floor. Multiple connected spaces may be purchased to extend the space.

$1200

Become an In Kind Partner

What Qualifies as In Kind Support?

Any time, tools, personnel, or other resources that are contributed towards the SkillsUSA Georgia Championships is considered to be in kind support of SkillsUSA Georgia. In kind support of $2,500 or more qualifies your company as a SkillsUSA Georgia In Kind Partner

What do I get for my In Kind Support?

For being a SkillsUSA Georgia In Kind Partner, your company will have its name and logo featured on the SkillsUSA Georgia website. Company logos will also be featured in the official conference program (post-secondary) as well as the official conference mobile app (high school).

Where

Georgia World Congress Center

285 Andrew Young International Blvd
Atlanta, Georgia

When

March 12-14, 2020

Contact

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