



2023-24  
**PARTNERSHIP  
PROSPECTUS**



**STATE LEADERSHIP &  
SKILLS CONFERENCE**

**DES MOINES | APRIL 25-26, 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

**#1 Hardest  
Jobs to Fill**

ARE  
SKILLED TRADES  
POSITIONS

STUDENTS NEED  
EMPLOYABILITY SKILLS

**Executives  
Report 89%**

OF FIRST-TIME HIRES  
WHO LOSE THEIR JOB,  
DUE TO A LACK OF  
EMPLOYABILITY SKILLS

## OUR PARTNERSHIP

YOU HAVE A UNIQUE  
OPPORTUNITY TO

**Strengthen the future  
of your business  
&**

**Open up great  
futures for  
America's Workforce**

For more information, please contact the SkillsUSA Iowa Office of Business Partnerships and Development:



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Executive Director &  
Iowa State Director

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Business Partnerships &  
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# ABOUT SKILLSUSA

## WHAT IS SKILLSUSA

SkillsUSA is a 501(c)(3) non-profit association of 400,000 members students and educators partnering with business and industry to ensure that America has a globally competitive skilled workforce. We improve the quality of our nation's future skilled workforce through the development of SkillsUSA Framework skills that include personal, workplace and technical skills grounded in academics. Our vision is to produce the most highly skilled workforce in the world, providing every member the opportunity for career success.

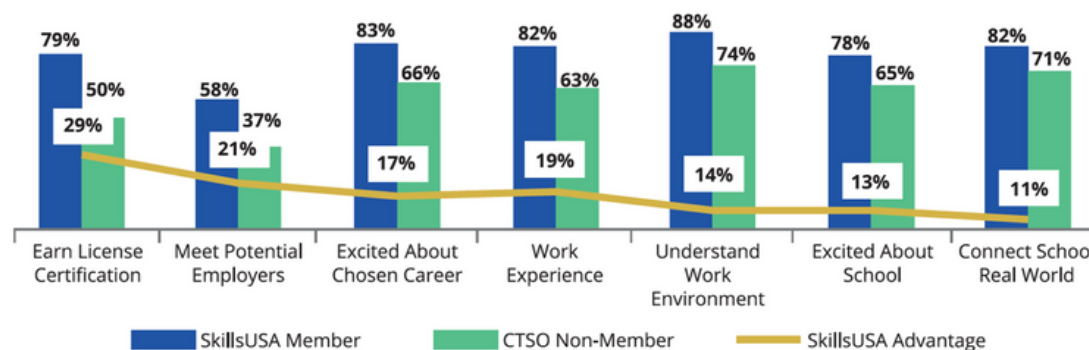


Iowa has a partnership of students, teachers, and industry working together in 170+ high schools and 14 community college programs reaching hundreds of students to build the next generation workforce.

## WHY SKILLSUSA

SkillsUSA overcomes two major obstacles we face in the 21st century, a skilled labor gap and career readiness. The most difficult vacancies to fill are for skilled trades workers. The true ratio of jobs in our economy is 1:2:7. For every occupation that requires a master's degree or more, two professional jobs require a university degree, and there are over a half a dozen jobs requiring a one-year certificate or two-year degree and each of these technicians are in great demand.

### THE SKILLSUSA ADVANTAGE



[www.skillsusa.org/who-we-are/impact/](http://www.skillsusa.org/who-we-are/impact/)

# PARTNERSHIP LEVELS

## STATE LEADERSHIP & SKILLS CONFERENCE



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. Learn more and sign up at [skillsusaiowa.org/partner](https://skillsusaiowa.org/partner)

PARTNERSHIP ELEMENTS	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
	\$10,000   1 Available	\$5,000   3 Available	\$2,500   10 Available	\$1,000   15 Available
Complimentary Conference Registration(s)	4	2	2	2
Exhibit Space at TECHSPO	TECHSPO Plus	TECHSPO Plus	TECHSPO Plus	TECHSPO Standard
General Session Naming Rights	Awards Ceremony			
General Session Speaking Opportunity	Awards Ceremony (3 minutes)			
Pre-conference Email to Attendees	2	1		
Co-branded Social Media Posts on SkillsUSA Platforms	4	2		
Company/Organization Logo Placement	Website Attendee Program Signage Contest Results Page	Website Attendee Program Signage	Website Attendee Program Signage	Website Attendee Program Signage
Conference Program Advertisement	Full Page Back	Half Page Internal	Quarter Page Internal	
Company/Organization Provided Marketing Materials in Conference Registration Packet	X	X		
Conference Attendee Email List (Post-event)	All Attendees	Advisor Only	Advisor Only	
Sponsorship Recognition in Conference Presentation	X	X	X	X
Partnership Recognition in Conference Communications	X	X	X	X
Company/Organization Logo on Conference Lanyards	X			

# TECHSPO (EXHIBITOR) OPPORTUNITIES

## STATE LEADERSHIP & SKILLS CONFERENCE



The TECHSPO is the best opportunity for your business or organization to showcase the latest technology and its application by our future workforce, teachers and experts, as well as opportunities for certifications, apprenticeships, and post-secondary education. The TECHSPO is integrated alongside state career competitions and leadership sessions that shape and celebrate career-ready students.

<p><b><u>TECHSPO PLUS</u></b></p> <p><b>\$600 - Business &amp; Industry</b>  <b>\$500 - Non-profit &amp; Education Institutions</b></p>	<p><b><u>TECHSPO STANDARD</u></b></p> <p><b>\$400 - Business &amp; Industry</b>  <b>\$300 - Non-profit &amp; Education Institutions</b></p>
<ul style="list-style-type: none"> <li>• Two (2) - 8' tabletop exhibits</li> <li>• Power provided for TECHSPO exhibit</li> <li>• Company/organization name and logo listed on website as TECHSPO exhibitor</li> <li>• Company/organization name and logo listed in conference program at TECHSPO exhibitor</li> <li>• One (1) cobranded social media post promoting TECHSPO exhibit</li> <li>• Two (2) SkillsUSA provided lunch for exhibit (addl. \$20 each)</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) - 8' tabletop exhibit</li> <li>• Company/organization name listed on website as TECHSPO exhibitor</li> <li>• Company/organization name listed in conference program at TECHSPO exhibitor</li> <li>• One (1) SkillsUSA provided lunch for exhibit (addl. \$20 each)</li> </ul>

**LEARN MORE & SIGN UP**

**SKILLSUSA IOWA.ORG/PARTNER**



**Friday, April 26, 2024**  
**11 AM - 5 PM**  
**Des Moines Area Community College**  
**Ankeny, Iowa**





# ADVERTISING & BRANDING OPPORTUNITIES

## YEAR ROUND & CONFERENCE SPECIFIC



ADVERTISING & BRANDING OPPORTUNITY		Available Year-Round	State Conference	National Conference
<p><b><u>Social Media Advertisement</u></b> Promote your company/organization through ads/videos shared across SkillsUSA social media channels including Facebook, Instagram, X (Formerly Twitter), YouTube and LinkedIn.</p>		\$250 per Post	\$200 per Post	\$150 per Post
<p><b><u>Email Banners Advertisements</u></b> Place your company/organization advertisement in an official SkillsUSA Iowa email blast sent to students and advisors. Options include regular/general email communications (sent weekly), or conference specific emails for SLSC or NLSC.</p>		\$250 per Advertisement	\$200 per Advertisement	\$150 per Advertisement
<p><b><u>Conference T-Shirt</u></b> Sponsor and your company/organization logo will be placed on the back of the Iowa t-shirt for conference (branding subject to approval and cobranded with SkillsUSA Iowa logo).</p>			\$1,000 5 Available	\$500 5 Available
<p><b><u>Advisor Lounge</u></b> Sponsor and gain access to the exclusive Advisor Lounge at SLSC for advisors and chaperones to network, relax, and enjoy programming and refreshments during the conference. Company/organization may provide marketing materials and greet/network with advisors.</p>			\$2,000 1 Available	
<p><b><u>Backdrop Banner</u></b> Sponsor the cobranded SLSC photo backdrop banner where chapters and competitors will take photos all throughout the conferences (branding subject to approval and cobranded with SkillsUSA Iowa logo).</p>			\$1,500 1 Available	
<p><b><u>Conference Attendee Gift</u></b> Collaborate with SkillsUSA Iowa staff to customize a souvenir for SLSC attendees with your logo and company/organization information (branding subject to approval and cobranded with SkillsUSA Iowa logo).</p>			\$2,500 1 Available	

# **PARTNERING WITH SKILLSUSA IOWA**

## ***POLICIES & PROCEDURES***



### **BEFORE YOUR SIGN UP**

It is understood that purchasing a partnerships will become a binding contract upon acceptance by SkillsUSA Iowa, and incorporated into this contract are the following terms, conditions and rules, and regulations (found at [skillsusaiowa.org](http://skillsusaiowa.org)). The individual purchasing partnership represents and warrants that they are authorized to execute a binding agreement on behalf of the company/organization, and should they be removed from their position, the contracting organization is required to fulfill the obligations under this agreement.

### **PAYMENT POLICY**

Payments can be made in two equal installments paid in full by March 1, 2024. Payments can be made by check or credit card. Failure to pay invoice within these terms may result in loss of partnership or conference sponsorship. Shared partnerships or sponsorships are prohibited.

Contributions to SkillsUSA Iowa are deemed charitable under section 501(a) of the Internal Revenue Code as an organization described in Section 501(c)(3). Please consult your accountant for any clarification.

Legal Name: Iowa Association of SkillsUSA, Inc.  
DBA: SkillsUSA Iowa  
EIN: 42-6093583

SkillsUSA Iowa is a non-profit 501(c)(3) organization dedicated to securing & stewarding private gifts and grants that benefit SkillsUSA Iowa. SkillsUSA Iowa is committed to retaining public trust. SkillsUSA Iowa openly discloses information about its policies and activities, financial statements, and other information to further understanding its mission and operations. To obtain a copy of our most recent financial statement, please email us at [kent@skillsusaiowa.org](mailto:kent@skillsusaiowa.org).

### **LOGO USAGE**

All SkillsUSA Iowa partner logos must be co-branded with the official SkillsUSA Iowa logo. Prior approval is required before their usage is authorized for digital and print productions.

### **RIGHT OF FIRST REFUSAL**

The Right of First Refusal for existing SkillsUSA Iowa partners is a policy that grants current partners the priority option to renew their sponsorship for the upcoming year's events and activities.

# SECURE YOUR PARTNERSHIP TODAY & BUILD THE NEXT GENERATION WORKFORCE

LEARN MORE & SIGN UP

[SKILLSUSAIOWA.ORG/PARTNER](https://skillsusaiowa.org/partner)



## STATE LEADERSHIP & SKILLS CONFERENCE

DES MOINES | APRIL 25-26, 2024



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