



PARTNERSHIP OPPORTUNITIES

2024-2025



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 Florida State Office at info@skillsusaf1.org.

Jessica Graber
State Director
850.284.8534
jgrabers@skillsusaf1.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 recognized by U.S. Department of Education and U.S. Department of Labor as a successful model of employer-driven youth development training, SkillsUSA prepares every student for career success.



SKILLSUSA MEMBERSHIP BY THE NUMBERS

15 MILLION

Total cumulative members since 1965

475,746

2023-2024 membership (including alumni)

8,825

2023-2024 Florida members (including alumni)

463

teacher members
(SkillsUSA professionals)

174 SkillsUSA Schools

Across the state

487 Classrooms

Representing 33 school districts

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.



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](#)



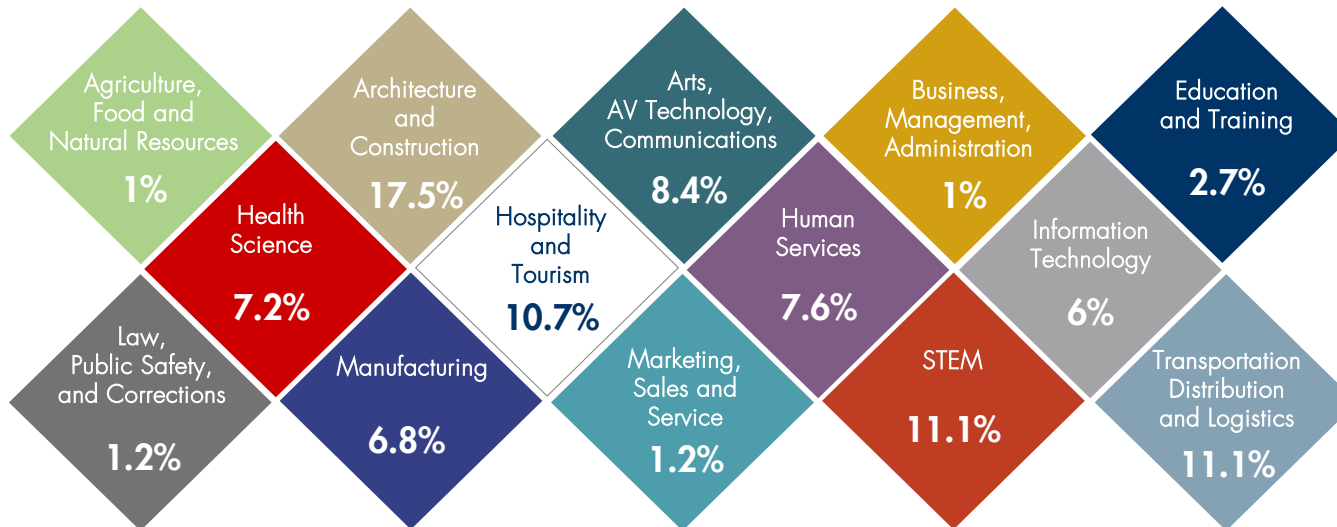
[SkillsUSA Advantage Report](#)

WHAT IS

CTE
AND
CTSO



[Learn more](#) on CTE
[Learn more](#) on CTSO



CAREER CLUSTERS

SkillsUSA Florida serves 14 Career Clusters representing over 130 occupational areas to help learners navigate success in college and career. Find out more about career pathways in Florida [here](#).

Check out our [Contests by Cluster](#) to see our state offerings.



SAVE THE DATE!

SLSC 2024 BY THE NUMBERS

Total attendance of **2,416** includes:

269 educators representing 71 CTE program areas

1,319 student competitors in 103 hands-on technical or leadership contests

Over **100 students** served as voting delegates, volunteers or observers

Attendees were **55% male**
40% female
(of those reporting)

Of those students attending, **66%** are high school, **33%** college/postsecondary and **1%** are middle school

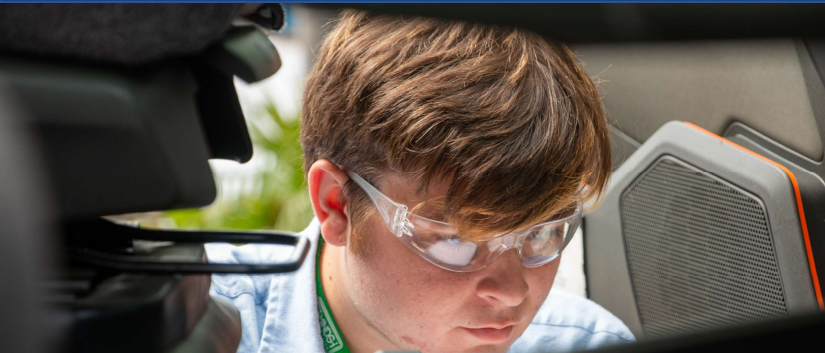
Over **150 committee members** from industry help plan and run competitions.
More than **80 chapters** (schools) were represented

Also attending are administrators, business and industry judges or observers, & local middle and high school students

April 29-30, 2025



STATE LEADERSHIP & SKILLS CONFERENCE



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.

Presenting Partner

M April 28 - May 1, 2025



The SkillsUSA Florida State Leadership & Skills Conference showcases the best career & technical education (CTE) students in the state, representing over 70 different CTE program areas. SLSC25 is the annual premier CTE destination the heart of downtown Jacksonville, providing one of the largest hands-on workforce development events for students in middle school, high school, and college/postsecondary programs. 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!](#)

Opening General Session (Monday)

M April 28, 2025, 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.

Awards General Session (Thursday)

M May 1, 2025, 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.

	SLSC Presenting Partner (PP)	SLSC Opening General Session	SLSC Awards General Session
	CONTACT US!	\$15,000	\$15,000
Qty Available	1	1	1
Commitment Deadline	12/1	3/1	3/1
Social Media Posts	1 (exclusive)	1 (group)	1 (group)
Logo on Event Partner Webpage	With Prominent Placement	✓	✓
Signage / Collateral	"SLSC25 Presented by..." on general event signage and communications	"Opening Session Presented by..." on pre-session slides	"Awards Session Presented by..." on pre-session slides
Promotional Collateral Provided	Presenting Partner logo, plus choice of logo on name badge or lanyard	Logo on Marquee at Florida Theatre	Logo on Screen for Awards Presentation
Press Release (by SkillsUSA Florida)	✓	N/A	N/A
Collaborative Messaging Opportunity (3-5 minutes)	N/A	During session	During session
CareerExpo Booth Space	40x10 Expo Booth (or 400 ft ²)	20x10 Expo Booth (or 200 ft ²)	20x10 Expo Booth (or 200 ft ²)
Meet the Employer Career Fair Table	Prominent table placement and custom app listing	Prominent table placement and custom app listing	Prominent table placement and custom app listing
Official Partner Benefits	✓	✓	✓

SLSC Featured Support Packages

S Students
 T Teachers
 M Multiple (all)

The packages below represent some general options for support, and outline the benefits of each option. We would love to customize a package for you – please reach out to jgraber@skillsusafl.org to discuss your company’s unique needs and goals!

	Conference T-Shirt Sponsor Package	Advisor Luncheon Sponsor Package	Courtesy Corps Champion	Advisor Advocate	Conference Pin Sponsor Package	Expedition: SLSC Sponsor Package	Contest Sponsor Package
	\$10,000	\$7,500	\$7,500	\$5,000	\$5,000	\$2,500	\$2,000
Commitment Deadline	3/1	3/1	3/1	3/1	12/1	3/1	3/1
Social Media (group shoutout)	✓	✓	✓	✓	✓	✓	n/a
Logo on Event Webpage	✓	✓	✓	✓	✓	✓	✓
Signage / Collateral	Logo on screen during general sessions	Logo on screen during general sessions and Advisor event signage	Logo on screen during general sessions	Logo on screen during general sessions and Advisor event signage	Logo on screen during general sessions	Logo on screen during general sessions and Expedition SLSC signage	Logo on contest signage as official contest sponsor
Promotional Collateral Provided	Company logo on the sleeve of the conference t-shirt and distributed to all attendees (approx. 2,000)	Recognition as sponsor for Advisor Framework Luncheon with the opportunity to address SkillsUSA Advisors for 5-10 minutes	Logo on Courtesy Corps t-shirts worn by our most visible volunteers (50+) each day of the conference	Recognition as sponsor for Advisor Lounge (2 days) with the opportunity to display promotional materials. Company logo on sleeve of Advisor t-shirt distributed to all advisors (approx. 300)	Conference pin is affixed to a custom card (designed by partner) and distributed to each conference registrant	Recognition as sponsor for Expedition SLSC activity, a gamification of our CareerExpo, with two custom game listings in the app	Logo on career cluster t-shirts provided to contestants (<i>Transportation, Construction, Manufacturing only</i>); Recognition in conference app as contest sponsor
CareerExpo Booth Space	30x10 Expo Booth (or 300 ft ²)	30x10 Expo Booth (or 300 ft ²)	30x10 Expo Booth (or 300 ft ²)	20x10 Expo Booth (or 200 ft ²)	20x10 Expo Booth (or 200 ft ²)	10x10 Expo Booth (or 100 ft ²)	10x10 Expo Booth (or 100 ft ²)
Meet the Employer Career Fair Table	✓	✓	✓	✓	✓	✓	✓
Official Partner Benefits	✓	✓	✓	✓	✓	✓	n/a



ADVERTISING AND BRANDING *Opportunities*

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



Advertising and Branding Opportunities

S Students
T Teachers

M Multiple (all)

ADVERTISING AND BRANDING (at SLSC)

M

Lanyards and Name Badges

Prominent co-branding with SkillsUSA worn by all attendees, lanyards and name badges must be worn to access the conference. These are the most highly visible personal item worn at SLSC, providing maximum exposure. Select lanyards, name badges, or both. (approximate distribution: 2,000)

\$5,000 – Lanyards
\$5,000 – Name Badges
Deadline = February 1



M

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: 2,000)

\$5,000
Deadline = December 1

M

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: 2,000)

\$7,500
Deadline = March 1



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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!

\$5,000
Deadline = February 1

T

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: 300 advisors)

\$7,500 Luncheon
Deadline = March 1



\$4,000 Lounge
Deadline = March 1

S

Scavenger Hunt: Expedition SLSC

Expedition: SLSC is guaranteed to increase your exposure! 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.

\$2,500 Overall Sponsor
Deadline = March 1



\$250/Activity
Deadline = March 1



Overall Sponsor of the Scavenger Hunt:

- Co-branding on opening screen of app
- Promotion of game and activities including Sponsored by: (LOGO)
- Up to 2 individual scavenger hunt activities
- Opportunity to provide/contribute to overall prizes for winners

Individual Scavenger Hunt:

- 1 scavenger hunt activity

Competition Support Opportunities

S Students
T Teachers
M Multiple (all)

2025 COMPETITIONS

- | | | | | | |
|-------------------------------------|----------------------------------|---------------------------------|--------------------------------------|---|---|
| 3-D Visualization & Animation | Chapter Display | Culinary Arts Quiz Bowl | Graphic Imaging Sublimation | Medical Terminology | Residential/Commercial Appliance Technology |
| Action Skills | CNC 2-Axis Turning Programmer | Customer Service | Hair Weave | Mobile Robotics Technology | Restaurant Service |
| Additive Manufacturing | CNC 3-Axis Milling Programmer | Cyber Security | Health Knowledge Bowl | MRE Challenge | Robotics & Automation Technology |
| Advertising Design | CNC 5-Axis Milling Programmer | Diesel Equipment Technology | HVACR | Nail Care | Robotics: Urban Search & Rescue |
| American Spirit | CNC Programmer | Digital Cinema Production | Industrial Motor Control | Nurse Assisting | Team Engineering Challenge |
| Architectural Drafting | Collision Damage Appraisal | Early Childhood Education | Information Technology Services | Occupational Health & Safety | TeamWorks |
| Audio Production | Collision Repair Technology | Electrical Construction Wiring | Interactive Application & Video Game | Outstanding Chapter | Technical Computer Applications |
| Automated Manufacturing Technology | Commercial Roofing | Electronics Technology | Internet of Things & Smart Home | Photography | Technical Drafting |
| Automobile Maintenance/Light Repair | Commercial sUAS Drone Technology | Emergency Medical Technician | Internetworking | Pin Design | Telecommunications Cabling |
| Automotive Refinishing Technology | Community Action Project | Employment Application Process | Job Interview | Plumbing | T-Shirt Design |
| Automotive Service Technology | Community Service | Engineering Technology & Design | Job Skill Demonstration A | Practical Nursing | Video Production |
| Baking & Pastry Arts | Computer Programming | Entrepreneurship | Job Skill Demonstration Open | Prepared Speech | Video News Production |
| Barbering | Cosmetology | Esthetics | Marine Service Technology | Principles of Engineering Technology | Web Design & Development |
| Basic Health Care Skills | Cosmetology Quiz Bowl | Extemporaneous Speaking | Masonry | Promotional Bulletin Board | Wedding Cake Design |
| Cabinetmaking | Crime Scene Investigation | Facilithon | Mechatronics | Promotional Poster | Welding |
| Career Pathways Showcase | Criminal Justice | Firefighting | Medical Assisting | Quiz Bowl | Welding Fabrication |
| Carpentry | Culinary Arts | First Aid-CPR | Medical Math | Related Technical Math | Welding Sculpture |
| Chapter Business Procedure | | | | | |

Technical Contest, Leadership Contest

COMPETITION SUPPORT (at SLSC)

M

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 social media recognition, and cluster support branding on our website and at the State Leadership & Skills Conference. The logo of sponsors in the Transportation, Construction, Hospitality, and Manufacturing clusters will be included on t-shirts distributed to contestants to wear during competition. [Read More Here: Career Clusters - SkillsUSA.org](http://SkillsUSA.org)

\$500/cluster

Qty Available = unlimited

Deadline = March 1

S

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 receive a list of advisor contact information for participating schools, and their logo will be included on the cluster t-shirts distributed to contestants. Add additional funds that can be distributed directly to the winning school for NLSC travel!

\$500-\$2,000/contest

Qty Available = 100+

Deadline = March 1

M

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 incredible exposure for your brand to all attendees.

\$2,500/day

Qty Available = 4

Deadline = March 1

M

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 15,000 national participants. (Distribution: approx. 200)

\$7,500

Qty Available = 1

Deadline = March 1



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 with logo*
- 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 (\$1,500 value)*
- Promotional materials or information distributed to SkillsUSA Florida Advisors by the state office, upon request
- Logo inclusion on Advisor Conference T-shirts*
- Custom company listing with logo mobile app for SkillsUSA Florida CONNECTED Expo*
- One task or challenge in Expedition: SLSC*

*pending receipt and approval of necessary logos, artwork, and/or copy by agreed upon deadlines



2024 OFFICIAL PARTNERS

(as of April 2024)



THE CAREEREXPO

Get students excited about future careers at the CareerExpo! This event will run concurrently with the SLSC, providing SkillsUSA students and local middle and high school students the opportunity to experience different skilled trade careers. Through interactive booths and exhibits, students will have the chance to put their hands on technology and tools while learning more about prospective career paths and educational opportunities. The CareerExpo provides an opportunity for partners to connect with the future workforce and provide valuable insight into your industry and company.

Partners are invited to participate on April 29-30 from 9 AM to 2 PM. Space is available on a first come, first served basis – sign up early to secure your spot!

Booth space can be added to any partnership package, and may even be a complimentary benefit! Contact us for details.

All companies and organizations participating in the CareerExpo are also invited to participate in the Meet the Employer Career Fair, a direct recruitment activity and your chance to connect with job-seekers at the Hyatt on April 29 from 5 PM to 8 PM.

Pricing Type	Regular Rate (through 2/28/25)	Late Rate (3/1/25 to 4/20/25)
10' x 10'	\$1,000	\$1,250
20' x 20'	\$2,500	\$3,000
40' x 40'	\$8,000	\$9,000

HOW TO CLAIM YOUR SPOT

SHOW HOURS:

Tuesday, April 29 and Wednesday, April 30, 2025,
from 9 AM to 2 PM.

Load in April 28, 8 AM to 5 PM

Load out April 30 after the event

CONTACT:

Jessica Graber

State Director

Email: jgrab@skillsusafl.org

Phone/Text: 850.284.8534

SIGN UP:

<https://form.jotform.com/220033772078048>

PICK YOUR SPOT:

<https://bit.ly/CareerExpo25>

LOCATION:

Prime Osborn Convention Center
1000 Water Street
Jacksonville, FL 32202

PRICING:

Customizable spaces in 10' x 10' increments, up to 1600 ft² available. Contact us for more details!

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.



Thank you for your support!

It is essential for delivering SkillsUSA's mission to empower students to become skilled professionals, career-ready 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