

Dear SkillsUSA Corporate Sponsor,

On behalf of the SkillsUSA Tennessee Postsecondary program, I would like to personally thank you for your consideration of sponsoring our Tennessee Leadership Training Institute (TLTI) on October 4-5, 2019 at the Clyde M. York 4H Center in Crossville, Tennessee. Tennessee.



The TLTI is a two day event that provides our collegiate students and instructors an opportunity to grow their professional skill sets through interactive workshops, direct contact with industry partners and legislative officials, as well as networking with other SkillsUSA members from across the state.

Choosing to participate in TLTI as a Corporate Sponsor provides you with the opportunity for **INPUT** into skill training, a chance to **RECRUIT** top technical students, **PROMOTE** your products and services, and help **GROW** our future **WORKFORCE!**

As you look through our Corporate Sponsorship Packages, please note we have created multiple price points that include both *Exclusive* and *Semi-Exclusive* options for you to take advantage of throughout the conference.

We do have limited space and opportunities, so once we have reached capacity we will not be able to accept additional sponsors for the 2019 TLTI conference. All sponsorship rates are Tax Deductible and SkillsUSA Tennessee Postsecondary will provide you a tax letter for your accounting records.

The following is a brief overview of the Sponsorship Package price points, detailed descriptions of each package are included in the attached document. TLTI Sponsorship Registration is located at: <https://forms.gle/YW9b4f3H1somyU6n8> .

- Basic Package \$500
- Interactive Package \$750
- Breakfast Package \$1,000 **Semi-Exclusive*
- Grand Awards Package \$1,000 **Exclusive*
- Key Note/Dinner Package \$1,000 **Exclusive*
- STAR Package \$1,500 **Exclusive*

Thank you again for your support of our organization, you truly are helping to “Grow Our Future Workforce” through your investment in SkillsUSA Tennessee Postsecondary!

Sincerely,

Joy Rich
Director of Experiential Learning, TBR
SkillsUSA Tennessee Postsecondary State Director

Tennessee Leadership Training Institute Corporate Sponsorship

SkillsUSA Tennessee Postsecondary Partners are supporters of career and technical education. Our partners have an opportunity for **INPUT** into skill training, a chance to **RECRUIT** top technical students, **PROMOTE** their products and services, and help **GROW** our future **WORKFORCE!**

SkillsUSA Tennessee Postsecondary serves more than 100,000 career and technical students and teachers statewide. These students are training in our 40 community and technical colleges in a variety of careers such as mechatronics, cosmetology, automotive technology, health science, machining, drafting, culinary arts, criminal justice, and computer networking.

The **Tennessee Leadership Training Institute (TLTI)** assembles the top student leaders and their instructors from **all** 40 community and technical colleges in Tennessee.

Demographics: 250+ Career and Technical Education students from across Tennessee's 40 community and technical colleges along with college instructors, administrators, and staff ranging in age from 18-65+.

Psychographics: Student leaders, SkillsUSA state officers, and instructors participating in Career and Technical Education programs of study who are interested in developing leadership skills.

Impressions- Social media impact from TLTI will exceed 100,000 as students post to SkillsUSA accounts, and postsecondary institution's media sites. In addition, the conference highlight video featuring sponsors will receive intentional distribution to all 40 postsecondary institutions and over 230 high school SkillsUSA programs totaling 20,000 SkillsUSA members!

Audience Access- All sponsors will have access to interact with TLTI attendees prior to the opening ceremony, and during the various intervals throughout the conference including:

Friday, October 4, 2019

1. **Registration and pre-opening ceremony (9:00 am-12:30 pm)**
2. **Interview Like a Star session (2:00-3:30 pm) * Exclusive Sponsor**
(Sponsor provided SWAG, direct involvement with students during session through round table discussion, and/or mock interviews)
3. **Snack break with officer candidate meet and greet (3:30-4:00 pm)**
4. **TLTI Statesman demonstrations (5:00-5:30 pm)**
5. **Dinner and officer candidate speeches * Exclusive Sponsor**
(Sponsor provided SWAG, Logo, Keynote Speaker (15 minutes))

Saturday, October 5, 2019

1. **Breakfast (7:30-8:30 am) * Semi-Exclusive Sponsor**
2. **TLTI Statesman demonstrations and interviews (10:00-11:15 am)**
3. **Lunch/Grand Awards /Officer Installation (11:15-12:30 pm) * Exclusive Sponsor**
(Sponsor provided SWAG, opening welcome/company promotional video
*5-10 minutes total)

TLTI Basic Package

1. 6 Foot Table/ Booth Space
2. TLTI T-Shirt Logo Placement
3. Media presentation- logo, 10 second intervals, looping during Pre-Opening Ceremony & Breakfast
4. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
5. Sponsor may provide a promotional item to include in SWAG bags
6. Two complimentary VIP Seats for breakfast on Tuesday morning

***Anticipated Immediate Reach: 250+ College and Career students and instructors**

***Anticipated Impressions: 100,000 +**

***6 hours of direct contact with attendees**

Total TAX-DEDUCTIBLE Cost \$500

TLTI Interactive Package

1. **12 Foot** Table/ Booth Space
2. TLTI T-Shirt Logo Placement
3. Media presentation- logo, **15 second** intervals, looping during Pre-Opening Ceremony & Breakfast
4. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
5. Sponsor may provide a promotional item to include in SWAG bags **and host interactive activity at booth space** (Example: Wi-Fi and Phone charging station, Games and Prizes, Product Demonstrations, etc.)
6. Two complimentary **VIP Seats for dinner** Monday evening, and breakfast on Tuesday morning

***Anticipated Immediate Reach: 250+ College and Career students and instructors**

***Anticipated Impressions: 100,000 +**

***6 hours of direct contact and engagement with attendees**

Total TAX-DEDUCTIBLE Cost \$750

TLTI STAR Package

Exclusive Package

1. **12 Foot Table/** Booth Space
2. TLTI T-Shirt Logo Placement
3. Media presentation- logo, **20 second** intervals, looping during Pre-Opening Ceremony & Breakfast
4. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
5. Sponsor may provide a promotional item to include in SWAG bags and **host interactive activity at booth space** (Example: Wi-Fi and Phone charging station, Games and Prizes, Product Demonstrations, etc.)
6. **Two complimentary VIP Seats for dinner** Monday evening, and breakfast on Tuesday morning
7. **Co-present the “Interview Like a STAR” session with students on Monday, November 19th from 2:00-3:30 p.m.** (Session materials will be provided by SkillsUSA TN Postsecondary, corporate sponsor will participate in whole group discussion, round table discussion, and/or mock interviews as well as have the opportunity to supply prizes for ice breaker activity.)

***Anticipated Immediate Reach: 250+ College and Career students and advisors**

***Anticipated Impressions: 100,000 +**

***8-9 hours of direct contact with attendees**

Total **TAX-DEDUCTIBLE** Cost \$1,500

TLTI Breakfast Package

Semi-Exclusive Package

1. **12 Foot** Table/ Booth Space
2. TLTI T-Shirt Logo Placement
3. Media presentation- logo, **25 second** intervals, looping during Pre-Opening Ceremony & Breakfast
4. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
5. Sponsor may provide a promotional item to include in SWAG bags **and host interactive activity at booth space**
(Example: Wi-Fi and Phone charging station, Games and Prizes, Product Demonstrations, etc.)
6. Four complimentary VIP Seats for dinner Monday evening, and breakfast on Tuesday morning
7. Sponsor may provide **SWAG** for breakfast guests
8. Sponsor promotional video or welcome to guests (5 minutes total)

***Anticipated Immediate Reach: 250+ College and Career students and instructors**

***Anticipated Impressions: 100,000 +**

***7 hours of direct contact and engagement with attendees**

Total **TAX-DEDUCTIBLE** Cost \$1,000

TLTI Grand Awards Package

Exclusive Package

1. **12 Foot** Table/ Booth Space
2. TLTI T-Shirt Logo Placement
3. Media presentation- logo, **25 second** intervals, looping during Pre-Opening Ceremony & Breakfast
4. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
5. Sponsor may provide a promotional item to include in SWAG bags **and host interactive activity at booth space**
(Example: Wi-Fi and Phone charging station, Games and Prizes, Product Demonstrations, etc.)
6. **Four complimentary VIP Seats for dinner Monday evening, and breakfast on Tuesday morning, and Awards Luncheon on Tuesday**
7. Sponsor may provide SWAG for lunch guests
8. Sponsor promotional video and welcome to guests (10 minutes total)

***Anticipated Immediate Reach: 250+ College and Career students and instructors**

***Anticipated Impressions: 100,000 +**

***8 hours of direct contact and engagement with attendees**

Total **TAX-DEDUCTIBLE** Cost \$1,000

TLTI Key Note/Dinner Package

Exclusive Package

1. **12 Foot** Table/ Booth Space
2. TLTI T-Shirt Preferred Logo Placement
3. Media presentation- logo, **30 second** intervals, looping during Pre-Opening Ceremony & Breakfast
4. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
8. Sponsor may provide a promotional item to include in SWAG bags and **host interactive activity at booth space**
(Example: Wi-Fi and Phone charging station, Games and Prizes, Product Demonstrations, etc.)
5. Four complimentary VIP Seats for dinner on Monday and breakfast on Tuesday morning
6. **Sponsor may provide SWAG for dinner guests**
7. **Sponsor designated Key Note speaker to address all attendees during dinner (15 minutes)**
8. **Sponsor Commercial/Promotional Video and Logo (2-5 minutes) looping prior to dinner**

***Anticipated Immediate Reach: 250+ College and Career students and advisors**

***Anticipated Impressions: 100,000 +**

***9 hours of direct contact with attendees**

***Exclusive promotional opportunities through:**

- **Keynote Speaker**
- **Corporate promotional video**
- **Preferred logo placement on TLTI shirt**
- **Designated social media postings on all SkillsUSA platforms**

Total **TAX-DEDUCTIBLE** Cost \$1,000