

## Tennessee Leadership Training Institute Event 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, and the opportunity to help **GROW** our future **WORKFORCE!**

**SkillsUSA Tennessee Postsecondary** serves more than \_\_\_\_\_ 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 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 advisors from all 40 community and technical colleges in Tennessee.

**Demographics:** 250-400 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 officers, and advisors participating in Career and Technical Education programs of study who are interested in growing their leadership skills.

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

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

### Monday, November 19, 2018

1. **Registration and pre-opening ceremony (9:00 am-12:30 pm)**
2. **Snack break with officer candidate meet and greet (3:30-4:00 pm)**
3. **TLTI Statesman demonstrations (5:00-5:30 pm)**
4. **Dinner and officer candidate speeches \* Exclusive Sponsor**  
(Sponsor provided SWAG, Logo, Keynote Speaker (15 minutes))
5. **“Show Off Your Skills” Lip Sync competition (8:30-10:30 pm) \* Exclusive Sponsor**  
(Sponsor provided SWAG, Refreshments, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> Prizes. Sponsor recruiters allowed to interact with attendees during event, and provide opening welcome if desired)

### Tuesday, November 20, 2018

1. **Breakfast (7:30-8:30 am)**
2. **TLTI Statesman demonstrations and interviews (10:00-11:15 am)**
3. **Lunch/Awards /Officer Installation (11:15-12:30 pm) \* Exclusive Sponsor**  
(Sponsor provided SWAG, Logo, Opening Welcome if desired (5-10 minutes))

## Tennessee Leadership Training Institute Event Sponsorship

### 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 dinner on Monday and breakfast on Tuesday morning (\$120 value)



**\*Anticipated Immediate Reach: 250-400 College and Career students and advisors**

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

**\*6-7 hours of direct contact with attendees**

**Total TAX DEDUCTIBLE Cost \$500**

## Tennessee Leadership Training Institute Event Sponsorship

### Exclusive Dinner Package

1. 12 Foot Table/ Booth Space
2. TLTI T-Shirt Preferred Logo Placement
3. Media presentation- logo, 15 second intervals, looping during Pre-Opening Ceremony & Breakfast
4. Sponsor Commercial/Promotional Video and Logo– (2-5 minutes) looping prior to dinner
5. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
6. Sponsor may provide a promotional item to include in SWAG bags
7. Sponsor designated Key Note speaker to address all attendees during dinner (15 minutes)  
\*\*Four complimentary VIP Seats for dinner on Monday and breakfast on Tuesday morning (\$240 value)



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**\*6-7 hours of direct contact with attendees**

**\*Exclusive promotional opportunities through:**

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

**Total TAX DEDUCTIBLE Cost \$2,000**

## Tennessee Leadership Training Institute Event Sponsorship

### Exclusive “Show Off Your Skills” Sponsor Package

1. 12 Foot Table/ Booth Space
2. TLTI T-Shirt Preferred Logo Placement
3. Media presentation- logo, 15 second intervals, looping (Pre-Opening Ceremony & Breakfast)
4. Sponsor Commercial/Promotional Video and Logo– (2-5 minutes) looping prior to Lip Sync Battle
5. Social media highlight video to 20,000 SkillsUSA members, 40 community and technical colleges, and Tennessee Board of Regents
6. Sponsor may provide a promotional item to include in SWAG bags
7. Sponsor provides welcome/opening introduction to address all attendees to kick off Lip Sync Battle
  - \*\*Four complimentary VIP Seats for dinner on Monday and breakfast on Tuesday morning (\$240 value)
8. Sponsor recruiters are allowed to interact with attendees during event
9. Sponsor provides 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place prizes and announces the winners!



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**\*Exclusive promotional opportunities through:**

- Lip Sync Battle Kickoff welcome
- Lip Sync Battle awards presentation
- Corporate promotional video
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- Designated social media postings on all SkillsUSA platforms
- Direct contact for recruiters throughout event

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