What is SkillsUSA?
SkillsUSA is a national nonprofit organization. It is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA serves middle school, high school and college students in programs preparing them for technical, skilled and service careers. In addition to technical skills training, SkillsUSA provides educational experiences for students in leadership, teamwork, citizenship and character development.

Mission:
SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of our nation’s future skilled workforce through the development of personal, workplace and technical skills grounded in academics.

History:
SkillsUSA was founded as Vocational Industrial Clubs of America (Vica) in 1965. In 2004, the name officially changed to SkillsUSA. Since 1965, the organization has served more than 11.5 million members. In Nebraska, more than 35,000 members have participated since 1967.

SkillsUSA Nebraska Championships:
The philosophy of the Championships is to reward students for excellence, to involve industry in directly evaluating student performance and to keep training relevant to employers’ needs. The state championships showcase the best career and technical students in Nebraska. First-place winners compete in the SkillsUSA national championships in Louisville, Kentucky.

Become a Partner with SkillsUSA:
SkillsUSA 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 develop America’s future workforce. Industry partnerships make the event possible. Partners can provide monetary sponsorship, in-kind donations, prizes for the medalists, contest supplies and materials, or scholarships. SkillsUSA seeks partners to coordinate contests making sure each reflect industry standards, provide judges, or sponsor luncheons for the state officers or advisors.

Impact:
Many industries today face a shortage of skilled workers, and SkillsUSA offers a tangible way to help solve this problem by ensuring that there will be a future workforce trained in the skills industry needs. SkillsUSA complements technical skill training with instruction in the employability skills that make a well-rounded worker and citizen. Our programs emphasize high ethical standards, superior work skills, lifelong education and pride.

Key Championship Statistics:
- **Expected attendees:** 1,800
- **Total volunteers:** 535
- **SkillsUSA Nebraska membership:** 2800 members in over 100 chapters
- **Free & Open to the Public
- **Over 100 contests in areas of:**
### PLATINUM PARTNER $15,000-$20,000+
- Recognized as overall state conference partner: your company will be associated with SkillsUSA Nebraska and name/logo will appear on all promotional conference items
- Official partner of opening session or closing awards ceremony: signage & opportunity to address audience
- Full-page color ad in conference program (choice of inside cover, back cover or centroid) & logo partner link in mobile app
- Prime exhibitor booth space with two 8 ft tables by preferred industry competition
- Name/logo recognition in large print on conference t-shirt, sleeve of new state officer polos, our website partnership page with partner link, promotional materials/brochures and social media posts throughout the year
- Access to advisor directory, networking opportunity with advisors, & allowed an “email blast” to advisors once per quarter
- Opportunity to address students & provide volunteers in preferred industry competition

### GOLD PARTNER $10,000-$14,999
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### SILVER PARTNER $5,000-$9,999
- Half-page black and white ad in conference program & logo partner link in mobile app
- Prime exhibitor booth space with one 8 ft table by preferred industry competition
- Name/logo recognition in medium print on conference t-shirt & our website partnership page with partner link
- Opportunity to provide judges and/or contest coordinators in preferred industry competition

### BRONZE PARTNER $2,500-$4,999
- 1/4-page black and white ad in conference program & logo partner link in mobile app
- Prime exhibitor booth space with one 8 ft table within main competition area
- Name/logo recognition in small print on conference t-shirt & on our website partnership page with partner link
- Opportunity to provide judges and/or contest coordinators in preferred industry competition

### CONTRIBUTOR $1,000-$2,499
- Exhibitor booth with one 8 ft table within main competition area
- Name recognition in conference program & on website partnership page

### EXHIBITOR $500
- Exhibitor booth with one 8 ft table within by main competition area
SkillsUSA: Champions at Work

2020 SkillsUSA Nebraska Champions
April 2nd-4th • 8 a.m. - 4 p.m.
Heartland Events Center and Fonner Park
700 E Stolley Park Rd, Grand Island, NE 68801

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I WOULD LIKE TO BE A CONTRIBUTOR: $1,000-$2,499

- CONTRIBUTOR AMOUNT:
- Exhibitor booth with one 8 foot table within main competition area
- Name recognition in conference program & on website partnership page

Make checks payable to: SkillsUSA Nebraska
Mail check to:
Grafton & Associates Attn: Denise Winters
5935 S 56th Street, Suite A, Lincoln, NE 68516

Company: ____________________________
Contact: ____________________________
Address: ____________________________
Phone #: ____________________________
Email address: ________________________

I WOULD LIKE TO BE AN EXHIBITOR: $500

- EXHIBITOR
- Exhibitor booth with one 8 foot table within main competition area giving you access to students, families, and visitors observing the competitions.

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