



## 2023-24 Fact Sheet



# SkillsUSA Nebraska Championships

April 11th - 13th, 2024

Heartland Events Center and Fonner Park  
700 E Stolley Park Rd, Grand Island, NE 68801  
[www.SkillsUSANebraska.org](http://www.SkillsUSANebraska.org)



### 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 14.6 million members. In Nebraska, more than 42,000 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 Atlanta, Georgia.





### 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:** 2500 members in over 90 chapters
- **Free & Open to the Public**
- **Over 100 contests in areas of:**  
Architecture & Construction, Arts, Audio/Video  
Technology, Business Management & Administration,  
Education, Health Science, Public Safety, Hospitality & Tourism, Leadership, Manufacturing,  
Science, Technology, Engineering & Math, Information Technology, Transportation & more!



## I WOULD LIKE TO BE A PARTNER

To become a partner/contributor or/and exhibitor you will need to complete the SkillsUSA Nebraska Partnership Questionnaire located at [skillsusanebraska.org/partners/partnership-pledge/](https://skillsusanebraska.org/partners/partnership-pledge/) or by going to our website [skillsusanebraska.org/partners/](https://skillsusanebraska.org/partners/) and finding the link in the middle of the page under "How to Become a Partner?". Once the form is completed a thank you will popup with instructions on how to get your invoice.

Commitments are needed by January 15, 2024 and full payments are due by February 15, 2024.



# 2024 SkillsUSA Nebraska Leadership & Skills Conference

April 11th - 13th

Heartland Events Center & Fonner Park  
Grand Island, NE

## PLATINUM PARTNER \$15,000+

- 2024-2025 (February - February) Year Partner with the opportunity to be involved with 2 (two) Fall Leadership Conferences and 2 (two) Middle School Conferences, Mid-America Leadership Conferences, along with our Nebraska Championships in April.
- 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 State conference program (choice of inside cover, back cover, or inside back cover) & logo partner link in mobile app
- **First Pick** of 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
- Opportunity to address Advisor Luncheon at the State Championships in April

## GOLD PARTNER \$10,000-\$14,999

- 2024-2025 (February - February) Year Partner with the opportunity to be involved with 2 (two) Fall Leadership Conferences and 2 (two) Middle School Conferences, along with our Nebraska Championships in April.
- Full-page color ad in State conference program & logo partner link in mobile app
- Pick of Prime exhibitor booth space with two 8 ft tables by preferred industry competition
- Name/logo recognition in large print on conference t-shirt, 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 twice a year.
- Opportunity to address students & provide volunteers in preferred industry competition

## SILVER PARTNER \$5,000-\$9,999

- 2024-2025 (February - February) Year Partner with the opportunity to be involved with 2 (two) Fall Leadership Conferences and 2 (two) Middle School Conferences, along with our Nebraska Championships in April.
- Half-page black and white ad in State 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 State 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 of the state championships
- Name recognition in conference program & on website partnership page

## EXHIBITOR \$500

- Exhibitor booth with one 8 ft table within by main competition area