

# 2020-2021 SPONSORSHIP OPPORTUNITIES



Annual Report and Recognition Reception	Career Education and Work Standards Symposium	Career Readiness Education Workshop (CREW)	School Directors Dinner
Location: TBD	Location: York County School of Technology	Location: H.A.C.C. – York Campus	Location: Heritage Hills Golf Resort - Terrace
<b>September 30, 2020</b> <u>Anticipated Audience:</u> York County School administrators, educators, and community/business partners <b>Prev. Year's Attendance: 93</b>	<b>February 11, 2021</b> <u>Anticipated Audience:</u> York County school teachers, administrators, advisors, and counselors <b>Prev. Year's Attendance: 178</b>	<b>March 11, 2021</b> <u>Anticipated Audience:</u> York County students, teachers, counselors, and industry speakers/representatives <b>Prev. Year's Attendance: 220</b>	<b>April 29, 2021</b> <u>Anticipated Audience:</u> 140+ York County school board members, superintendents, teachers, and counselors <b>Prev. Year's Attendance: N/A</b>
This event is formatted as a 2-hour networking/happy hour event with a brief 30-minute program to review YCAL's previous year impact and to provide an overview for the upcoming school year. This event also serves to recognize those partners that have assisted YCAL in fulfilling its mission throughout the past year. <b>Ideal sponsors are those organizations looking to build awareness and show support to school personnel and YCAL-affiliated employment partners.</b>	This educator-centered event includes dinner, a keynote speaker's address, break-out sessions, an employer panel, and door prizes. This purpose of this event is to promote inclusion of Career Education and Work Standards into curriculum at all levels of K-12 education. Sponsors are provided a display table to engage attendees during arrival and dinner. <b>Ideal sponsors are post-secondary schools and employers looking to build awareness to the educators attending the event.</b>	This student-focused event is held at HACC's York Campus and includes 16 career cluster breakout sessions presented by practitioners in that field. The second half of the day provides students with an essential business skills session, lunch, and a post-secondary expo consisting of local schools, training centers, military career recruiters, and exceptional school-to-work employers. <b>Ideal sponsors are employers and post-secondary institutions seeking additional exposure for their high school recruitment efforts.</b>	This event is held annually to celebrate and honor members of the York County School Boards for their service and belief in the value of education. In addition to the award presentation, YCAL will showcase one of its programs with participants from that program attending the event to speak of their experiences. <b>Ideal sponsors are businesses that wish to build awareness and promote their product, services, and general goodwill/support to the school board members and school administrators in attendance.</b>

## SPONSORSHIP LEVELS AND RECOGNITION

↓ SPONSORSHIP DELIVERABLES ↓	PRESENTER (\$3,000)	GOLD (\$1,500)	SILVER (\$750)	PARTNER (\$300)
Logo Featured as "Presented by" on All Event Promotions	☑	-	-	-
Speaking Opportunity at the Event	☑	-	-	-
Company Logo on Event Promotions, Website, and Handouts	☑	☑	-	-
Company Name on Event Promotions, Website, and Handouts	☑	☑	☑	-
Inclusion in YCAL Annual Report	☑	☑	☑	☑
Promotional table(s) at Sponsored Event	2	2	1	1
Reserved Seating for Company Representatives at Event	8	6	4	2
Sponsorship(s) availability per Event	1	5	8	12

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