JOCO WORKS 2020

A WORLD OF WORKFORCE OPPORTUNITY

October 13-14, 2020

Now is the time to think about career choices.

SPONSORSHIP GUIDE

JOCOWORKS.NET

What is JOCO WORKS?

JOCO WORKS is an industry-led collaborative supported by education, business, civic, and government partners created to meet the Johnston County, North Carolina **workforce needs** of the future. The collaborative will culminate in a curriculum and experienced-based career exposition specifically for 8th grade students. **JOCO WORKS** will present real-world simulations of available career options and students will have the opportunity to explore exciting career paths. Each hands-on exhibit will be presented by top employers in our region. Each career path will include sample occupations, general education requirements, and average salaries within the industry. By attending **JOCO WORKS**, students will learn how to begin building a meaningful career at the beginning of high school.

Who are the JOCO WORKS partners?

The **JOCO WORKS** collaborative partners include: Benson Chamber of Commerce • Clayton Chamber of Commerce • Johnston Community College · Johnston County Public Schools · Johnston County Economic Development • Neuse Charter School • Towns of Johnston County • Triangle East Chamber of Commerce. **JOCO WORKS** is an affiliate of the Triangle East Economic Development Foundation 501(c)3.

When is the JOCO WORKS expo?

The **JOCO WORKS: A World of Workforce Opportunities** is slated for **October 13-14, 2020** at Johnston Community College. All Johnston County 8th grade students (3,500+) will attend the expo. Additional grades and community members will be invited as well. Details will be posted soon at www.jocoworks.net.

Why sponsor JOCO WORKS?

JOCO WORKS is a huge endeavor, but one we believe will provide Johnston County industries a talent pipeline. As a sponsor, you will have the opportunity to **reach up to 4,000 future workers**. Each level provides your company with recognition exposure in publications and on the web site. This event will make an impact on students, administrators, parents and legislators, as well as your own industry. With your help and sponsorship, **JOCO WORKS** will send the message to students that there are many career choices with various education paths and now is the time to begin their journey.

SPONSORSHIP LEVELS

PRESENTING *$10,000*

Pending

- Company name in the event title
- Company logo, website link, and information included on JOCO WORKS website
- Billing in all event promotions
- Full page ad in student guide (4,000+)
- Company listed on all event promotional materials (emails, press releases, and printed publications
- Logo printed on student backpack (3,500+)
- Logo displayed on volunteer t-shirt (400+)
- Logo displayed on event banners
- Featured in promotional video
- Prominent signage at event
- Welcome tent at event
- 20'x 20' preferred World exhibit space

SITE *(in-kind)*

***SOLD** Johnston Community College*

- Company logo, website link, and information included on JOCO WORKS Website
- Billing in all event promotions
- 1/2 page ad in student guide (4,000+)
- Company listed on event promotional materials (emails, press releases, and printed publications
- Logo printed on student backpack (3,500+)
- Logo displayed on volunteer t-shirt (400+)
- Logo displayed on event banners
- Prominent signage at event
- Recognized in promotional video
- Site exposure to potential students and advertising table at event
- 20'x 20' preferred World exhibit space

WORLDS OF WORKFORCE

BIOTECHNOLOGY

MANUFACTURING

HEALTH CARE

INFORMATION TECHNOLOGY

CONSTRUCTION

TRANSPORTATION & LOGISTICS

PUBLIC WORKS & SAFETY

HOSPITALITY, TOURISM, & RETAIL

AGRICULTURE

WORKFORCE RESOURCES

JOCOWORKS.NET

EDUCATION *(in-kind)*

***SOLD** Johnston County Public Schools*

- Company logo, website link, and information included on JOCO WORKS Website
- Billing in all event promotions
- 1/2 page ad in student guide (4,000+
- Company listed on event promotional materials (emails, press releases, and printed publications)
- Logo printed on student backpack (3,500+)
- Logo displayed on volunteer t-shirt (400+)
- Logo displayed on event banners
- Recognized in promotional video
- Prominent signage at event
- Name recognition inside the student guide (as the source for curriculum)
- 20'x 20' preferred World exhibit space

AMBASSADOR *$5,000*

***Available** (in-kind, print media/radio)*

- Company logo, website link, and information included on JOCO WORKS Website
- 1/4 page ad in student guide (4,000+)
- Company listed on event promotional materials (emails, press releases, and printed publications)
- Logo printed on student backpack (3,500+)
- Logo displayed on volunteer t-shirt (400+)
- Logo displayed on event banners
- Live remote opportunity (for radio sponsor) or advertising table at event (for print sponsor)
- 20'x 20' preferred World exhibit space

HOSPITALITY *$5,000*

Available

- Company logo, website link, and information included on JOCO WORKS Website
- 1/4 page ad in student guide (4,000+
- Company listed on event promotional materials (emails, press releases, and printed publications)
- Logo printed on student backpack (3,500+)
- Logo displayed on volunteer t-shirt (400+)
- Logo displayed on event banners
- Hospitality area recognition
- 20'x 20' preferred World exhibit space

WORLD *$2,500*

***10 available** (1 for each world or workforce)*

- Company logo, website link, and information included on JOCO WORKS Website
- 1/8 page ad in student guide (6,000+)
- Company listed on event promotional materials (emails, press releases, and printed publications)
- Logo printed on student backpack (3,500+)
- Logo displayed on volunteer t-shirt (400+)
- World entrance recognition
- 20'x 20' preferred World exhibit space

WORLD PARTNER *$250*

- Exhibit space inside World
- Exposure to approximately 4,000 future workers
- Business listing under World in student guide and on website

Other sponsorships available upon request.