

# WORLD PARTNER SPONSORSHIP GUIDE

**About JOCO WORKS:** This 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. This event will result in a curriculum and virtual experience-based career exposition specifically for 8th grade students. **JOCO WORKS** will present real-world simulations and information about available career options. Students will have the opportunity to explore exciting career paths. Each virtual exhibit will be presented by top employers in our region. By attending **JOCO WORKS**, students will learn how to begin building a meaningful career at the beginning of high school.

**Dates:** February to March 2021

**Location:** Virtual - The **JOCO WORKS** Digital Environment - where students can move through each world to learn more about the industries.

**World Partner Cost:** \$250

## Sponsorship Package Includes:

- Branded virtual presence in World of your choosing
- Exposure to approximately 4,000 future workers and current job seekers
- Linked business listing under World in digital student guide and on website
- Additional exposure at industry, regional, state, and national conferences where **JOCO WORKS** is presented as a talent pipeline solution

## World Partner Expectations:

- Provide digital logo (specific size to be determined; PNG format)
- Provide engaging digital content for virtual environment to expose students to careers in your industry such as, but not limited to:
  - Videos
    - Tour of your facility/Organization overview
    - Job shadowing (ex. A day in the life of ...)
    - HR 101: How to land the job (interviewing tips, soft skills, etc.)
  - Virtual training simulations
  - Downloadable documents
  - Virtually guided activities/experiments/games
- Designated staff to answer questions from students via email or live chat

## WORLDS OF WORKFORCE

Biotechnology

Manufacturing

Healthcare

Energy & Technology

Construction

Transportation & Logistics

Public Works & Safety

Hospitality, Tourism & Retail

Agriculture

Workforce Resources

Join the **JOCO WORKS** Collaborative Partners in shaping the future of Johnston County's Workforce!

LEARN MORE AT [JOCOWORKS.NET](https://jocoworks.net)

**JOCO WORKS** 20-21  
A WORLD OF WORKFORCE OPPORTUNITY

# WORLD LEADER SPONSORSHIP GUIDE

**About JOCO WORKS:** This 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. This event will result in a curriculum and virtual experience-based career exposition specifically for 8th grade students. **JOCO WORKS** will present real-world simulations and information about available career options. Students will have the opportunity to explore exciting career paths. Each virtual exhibit will be presented by top employers in our region. By attending **JOCO WORKS**, students will learn how to begin building a meaningful career at the beginning of high school.

**Dates:** February to March 2021

**Location:** Virtual - The **JOCO WORKS** Digital Environment - where students can move through each world to learn more about the industries.

**World Leader Cost:** \$2,500

## Sponsorship Package Includes:

- Company logo, website link, and information included on **JOCO WORKS** Website
- 1/8 page ad in digital student guide
- Company listed on event promotional materials (emails, press releases, and printed publications)
- World entrance recognition branded with corporate logo and colors and "Welcome" video
- Exposure to approximately 4,000 future workers and current job seekers
- Additional exposure at industry, regional, state, and national conferences where **JOCO WORKS** is presented as a talent pipeline solution

## World Leader Expectations:

- Provide digital logo (specific size to be determined; PNG format) & HEX #'s
- Provide video "Welcome" message to industry world
- Provide ad for digital student guide per specs
- Provide engaging digital content for virtual environment to expose students to careers in your industry such as, but not limited to:
  - Videos
    - Tour of your facility/Organization overview
    - Job shadowing (ex. A day in the life of ...)
    - HR 101: How to land the job (interviewing tips, soft skills, etc.)
  - Virtual training simulations
  - Downloadable documents
  - Virtually guided activities/experiments/games
- Designated staff to answer questions from students via email or live chat

## WORLDS OF WORKFORCE

Biotechnology

Manufacturing

Healthcare

Energy & Technology

Construction

Transportation & Logistics

Public Works & Safety

Hospitality, Tourism & Retail

Agriculture

Workforce Resources

Join the **JOCO WORKS** Collaborative Partners in shaping the future of Johnston County's Workforce!

LEARN MORE AT [JOCOWORKS.NET](http://JOCOWORKS.NET)

**JOCO WORKS** 20-21  
A WORLD OF WORKFORCE OPPORTUNITY