



# 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 (JOCO) workforce needs of the future. This event is both a live exposition and virtual experience-based career exploration specifically for 8th grade students. **JOCO WORKS** presents real-world simulations and information about available career options. Students have the opportunity to explore fulfilling, high growth career paths. Each exhibit, both live and virtual, will be presented by top employers in our region. By attending **JOCO WORKS**, students learn how to begin building a meaningful career at the beginning of high school.

## WORLDS OF WORKFORCE

**Agriculture  
Biotechnology  
Construction**

**Energy & Technology  
Healthcare  
Hospitality, Tourism & Retail  
Education & Human Services**

**Manufacturing  
Public Works & Safety  
Transportation & Logistics**

### OPPORTUNITIES TO CONNECT WITH THOUSANDS OF STUDENTS

#### PRESENTING SPONSOR \$20,000

- Exclusive company name in the event title
- Company logo, website link, and information included on JOCO WORKS website
- Top billing in all event promotions and
- Company listed in all event promotional materials (emails, press releases, and printed publications)
- 20'x20' preferred World exhibit space
- Premier branding in JOCO WORKS CareerVerse
- Full page ad in digital/print student guide
- Logo printed on student backpack (4,000+)
- Logo displayed on volunteer t-shirt
- Logo displayed on event banners throughout event venue (Johnston Community College)
- Featured in promotional video
- Prominent signage at event
- 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 \$5,000

- Company logo, website link, and information included on JOCO WORKS website
- Company listed on event promotional materials (emails, press releases, and printed publications)
- 20'x20' exhibit space inside World of your choosing
- Premier branding in JOCO Works CareerVerse
- 1/4 page ad in digital/print student guide
- Logo printed on student backpack (4,000+)
- Logo displayed on volunteer t-shirt
- Logo displayed on event banners
- 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

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

P.O. Box 467 | Smithfield, NC 27577 | 919.934.9166

# JOCO WORKS

## WORKFORCE CATALYST

**\$2,000**

- Sponsorship acknowledged in student guide
- Logo printed on student backpack (4,000+)
- Logo displayed on volunteer t-shirt
- Space provided at event for participation in JOCO WORKS, including pre-approved banners and signage
- Sponsorship acknowledged at event through signage displaying logo
- Sponsorship acknowledged in community informational presentations
- Linked company logo appears on the JOCO WORKS website during the calendar year of the event
- 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
- Branded virtual presence in JOCO Works CareerVerse

## WORKFORCE INNOVATORS

**\$1,000**

- Sponsorship acknowledged in student guide
- Name printed on student backpack (4,000+)
- Name displayed on volunteer t-shirt
- Space provided at event for participation in JOCO WORKS, including pre-approved banners and signage
- Sponsorship acknowledged at event through signage displaying logo
- Sponsorship acknowledged in community informational presentations
- Linked business listing under industry world on JOCO WORKS website during the calendar year of the event
- 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
- Branded virtual presence in JOCO Works CareerVerse

## WORKFORCE SUPPORTER

**Less Than \$1,000**

- Sponsorship acknowledged in student guide displaying logo
- Space provided at event for participation in JOCO WORKS, including pre-approved banners and signage
- Sponsorship acknowledged at event through signage displaying logo
- Sponsorship acknowledged in community informational presentations
- Linked business listing under industry world on the JOCO WORKS website during the calendar year of the event
- 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
- Branded virtual presence in JOCO Works CareerVerse

## WORLD PARTNER

**\$250**

- Space provided at event for participation in JOCO WORKS, including pre-approved banners and signage
- Branded virtual presence in JOCO WORKS CareerVerse
- Linked business listing under industry world on JOCO WORKS website during the calendar year of the event
- 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
- Branded virtual presence in JOCO Works CareerVerse