

# BUILD IT: CONSTRUCTION!

# 2020 SPONSOR LEVELS

## EXECUTIVE TRAINER

**\$4,500**

- MASTER AND SKILLED JOURNEYMAN BENEFITS
- VIDEO - CUSTOMIZED 1 MINUTE OR LESS BREAKOUT VIDEO SHOWCASING YOUR COMPANY'S ROLE IN EVENT, INCLUDING ONE TEACHER AND ONE STUDENT TESTIMONIAL.
- PATHWAY X DISCOUNT ON EVENT MANAGEMENT FOR ONE 2020 COMPANY EVENT
- *PARTNERING WITH OTHER COMPANIES IS OPTIONAL TO OBTAIN THIS LEVEL OF BENEFITS.*

## MASTER INFLUENCER

**\$2,000**

- SKILLED JOURNEYMAN BENEFITS PLUS
- BLOG CONTENT ARTICLE UP TO 500 WORDS NAMING YOUR BUSINESS AS AN "INFLUENCER" OF YOUTH CAREER PATHWAYS
- 5 PROFESSIONALLY EDITED EVENT PHOTOS. MINIMUM OF 3 SHOTS WILL INCLUDE YOUR COMPANY'S SPECIFIC ACTIVITY
- LOGO ON ALL SPONSOR SIGNS
- HIGHLIGHTED RECOGNITION PXE WEBSITE.
- *PARTNERING WITH OTHER COMPANIES IS OPTIONAL TO OBTAIN THIS LEVEL OF BENEFITS.*

## SKILLED JOURNEYMAN

**\$750**

- 15'X15' SHOWCASE ACTIVITY SPACE (INCLUDES ELECTRICITY)
- LOGO ON SCHOOL FLYERS AND COMMUNICATIONS AS A RECOGNIZED PARTNER
- EVENT SIGN RECOGNITION AT YOUR STATION AND ON ALL SPONSOR SIGNS
- COMPANY NAME RECOGNITION IN PRESS RELEASE
- MENTION ON PXE SOCIAL MEDIA
- LOGO TO CAREER PAGE LINKED ON PXE WEBSITE

## INFLUENCER SPONSOR

**\$1,000**

- VIDEO MENTION
- LINKED LOGO TO COMPANIES CAREER PAGE ON PXE WEBSITE
- LOGO ON SCHOOL FLYERS AND COMMUNICATIONS AS A RECOGNIZED PARTNER
- COMPANY NAME RECOGNITION IN PRESS RELEASE
- MENTION ON PXE SOCIAL MEDIA
- OPTIONAL PROMOTIONAL ITEMS ON-SITE IN HIGHLIGHTED AREA

## SPONSOR FORM

Sponsorship of the Pathway X Events program will include recognition of your company as a role model in workforce development practice as well as hiring opportunities, marketing collateral and the ability to showcase your business. Pathway X Events promises to work with true integrity and transparent authenticity when representing your industry. FUNDING will 100% apply to the production and administration of this event series.

**SPONSOR NAME** \_\_\_\_\_

(AS IT SHOULD APPEAR ON SIGNS)

**PRIMARY CONTACT** \_\_\_\_\_

**PHONE NUMBER** \_\_\_\_\_

(ON-SITE)

**EMAIL ADDRESS** \_\_\_\_\_

**COMPANY ADDRESS** \_\_\_\_\_

**CHECKS WRITTEN TO: PATHWAY X EVENTS, LLC**

**ADDRESS: 651 WEST BRECKENRIDGE, FERNDALE, MI 48220**

**PAYMENT DUE BY: FEBRUARY 15, 2020**

**LEVEL OF SPONSORSHIP COMMITMENT:**



**\$4,500 EXECUTIVE TRAINER**



**\$750 SKILLED JOURNEYMAN**



**\$2,000 MASTER INFLUENCER**



**\$1,000 INFLUENCER**

**BUILD IT: CONSTRUCTION!**

**2020**

**HAS YOUR COMPANY TAKEN AN ACTIVE ROLE IN 'HANDS ON EXPERIENTIAL' EVENTS BEFORE?**



**EMBER, A 10TH GRADER, WALKING WITH HER FRIEND AT SCHOOL, SAYS "WASN'T THAT CONSTRUCTION EVENT WE WENT TO COOL? I REALLY LIKED IT".**

*~8 MONTHS AFTER THE FIELD TRIP*

**Do you know what it's like to inspire a young person to WANT to do what YOU do?**



**THE ENERGY IN THE ROOM IS PALPABLE.**

The doubtful curiosity of the students who arrive for the field trip, wondering if there could REALLY be anything cool or interesting about **CONSTRUCTION**.

**The students energy growing** as they move with their small group through each hand's on activity station.

The company staff who have broken away from the non-stop work pace of their busy jobs to run a station for the day, who think they will just be going through the motions, but then you see the **dawning of the realization** that they are **literally sharing TANGIBLE life-knowledge** with the next generation **of their own company's potential workforce**.

The bridging of young students, and the company owners, staff, and apprentices is so awe-inspiring and enjoyable that it is easy to see why these events are unlike any other.

**These are the seeds of inspiration.**



**THIS SPRING, WE ARE PRODUCING THREE EVENTS THAT WE EXPECT TO HAVE A DEEP IMPACT ON OUR PARTICIPATING BUSINESSES AND STUDENTS, SHOWCASING CONSTRUCTION AND MANUFACTURING AT THE HANDS-ON LEVEL.**

## Pathway X wants to be YOUR partner.

WE UNDERSTAND YOUR NEED TO INCREASE NEW HIRES.

**WE ALSO UNDERSTAND THE NEED TO CONNECT YOU TO SCHOOLS TO PROVIDE OPPORTUNITIES FOR CAREER PLANNING FOR SKILLED TRADES AND MANUFACTURING.**

**PATHWAY X BRIDGES THE GAP BY PRODUCING FUN AND ORGANIZED HANDS ON EVENTS TO SHOWCASE YOUR INDUSTRY.**

### OUTCOMES

- Teach companies to expand their efforts to attract the next-generation of engaged and talented people to their industry. If you inspire the student, adults will follow.
- Inspire and incentivize youth to aim for realistic high school grades in order to work in the construction industry at age 18
- Educate the educators, guidance counselors, adult chaperones about real world construction career paths.
- showcase an event to the media and other workforce programs that reflects the success of this type of outreach between the construction industry and local schools
- Produce an organized, replicatable event series that can benefit small and large businesses and school districts.

### NUMBERS

- 630 students have experienced the program, growing to 1,000 by Spring 2020.
- PxE has placed 3 students in construction related jobs/job-shadowing.
- 31 companies - 11 are repeat sponsors/activities
- 4 schools, growing to 6 by Spring of 2020

#### 2020 Spring Events:

- 10 activity stations - construction industry
- up to 400 students
- 50 volunteers
- Increasing school district reach from Detroit border towns: Ferndale, Oak Park, Hazel Park
- 2 SCECH hours for PD: Guidance Counselors and career training teachers
- NEW: Full Day Workshop to produce a project related to Construction & Manufacturing and next steps for students and adults.

### 2020 SHOWCASE EVENT TIMELINE



7:30am load in for activity centers

8:30am show ready

8:30am - 11:30am - guidance counselor PD



9:00am buses arrive with students

9:15am - 12:15am - activity rotations

10:30am - Media Advisory / branding video filming

12:30pm - Lunch on site for activity producers and



volunteers

2:00pm complete load-out