March 2021

NW Youth Careers Expo

March 16-17, 2021 | VIRTUAL

The Careers Expo will look different this year, but our shared goals are the same:
Support and inspire high school students on their career journey.
Connect the region’s leading employers with their future workforce.

PORTLANDWORKFORCEALLIANCE.ORG/EXPO
JOIN US IN 2021

BUILD OUR COMMUNITY
The Virtual Careers Expo will draw thousands of students from high schools across Oregon and SW Washington to explore careers and the educational paths to great job opportunities.

GROW YOUR WORKFORCE
You can connect directly with students, especially those underrepresented in major industry sectors. The Expo supports your goals to strengthen and diversify your future workforce.

SUPPORT OREGON EDUCATION
This is a challenging year for Oregon high school students. You can help young people feel engaged, informed and inspired about their next steps after graduation.

HOW TO GET INVOLVED

SPONSOR THE EXPO
Your generous sponsorship sustains this important community event for high school students during an unprecedented time. It also supports the year-round work of the nonprofit Portland Workforce Alliance. PWA develops career-learning experiences for students and has adapted to virtual learning in 2020-21.

EXHIBIT AT THE EXPO
The 2021 Expo will feature a virtual Exhibit Hall where students and educators can “visit” your booth to learn about your work. Exhibitors can share materials and videos about their workplace, and they can host chats to answer questions.

- Sponsor booth: Starts at $1,500 (see p. 3 for details)
- Exhibitor booth:
  - $550 (private sector, for-profit education, government)
  - $250 (education and nonprofit)

Register before Dec. 18 for a $50 discount!

In the virtual Auditorium students can hear Career Talks and engage with professionals. Students and educators will have full access to the Virtual Expo for up to one month after the event.

VOLUNTEER
You can help students discover their career aspirations at the Expo or year-round by organizing a virtual career day, hosting a talk, giving mock interviews, or serving as a career mentor.

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Sponsor the Expo

Sponsors help high school students attend the NW Youth Careers Expo. Your sponsorship allows PWA to welcome students from across Oregon and ensure access for underserved communities.

Sponsors also fund PWA's year-round work, connecting employers and students for meaningful career exploration.

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Diamond $7500</th>
<th>Platinum $5000</th>
<th>Gold $3500</th>
<th>Silver $2500</th>
<th>Bronze $1500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo Booth (optional)</td>
<td>Premier placement, Large Booth</td>
<td>Prominent placement, Large Booth</td>
<td>Prominent placement, Large Booth</td>
<td>Large Virtual Booth</td>
<td>Large Virtual Booth</td>
</tr>
<tr>
<td>Logo in Virtual Lobby</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Recognition in promotional materials</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
<td>Listing</td>
</tr>
<tr>
<td>Recognition on Event Landing Page</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
</tr>
<tr>
<td>Custom listing in Expo2Go resource</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special social media recognition pre and post-event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotion of materials in Resource Center (up to 3 items)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Brand advertising at event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Exhibit featured in Industry Spotlights sent to educators</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Year-round partner recognition in PWA print and digital materials</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity for special welcome video</td>
<td>✓</td>
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</tbody>
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"The NW Careers Expo is a fantastic opportunity for students to come face to face with professionals from careers that they may never have even dreamed of."

- past exhibitor