

JOIN THE REGION'S LEADING EMPLOYERS AT OREGON'S PREMIER CAREER-EDUCATION EVENT



NORTHWEST  
**YOUTH  
CAREERS  
EXPO**

**WE'RE  
GOING  
VIRTUAL!**



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](https://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.

March 2021

# NW Youth Careers Expo

SUPPORT OREGON'S SCHOOLS & WORKFORCE. SPONSOR THE NW YOUTH CAREERS EXPO!

## 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.



| Sponsor Level                                                     | Diamond<br>\$7500              | Platinum<br>\$5000               | Gold<br>\$3500                   | Silver<br>\$2500    | Bronze<br>\$1500    |
|-------------------------------------------------------------------|--------------------------------|----------------------------------|----------------------------------|---------------------|---------------------|
| Expo Booth (optional)                                             | Premier placement, Large Booth | Prominent placement, Large Booth | Prominent placement, Large Booth | Large Virtual Booth | Large Virtual Booth |
| Recognition in promotional materials                              | Logo                           | Logo                             | Logo                             | Listing             | Listing             |
| Recognition on Event Landing Page                                 | Logo                           | Logo                             | Logo                             | Logo                | Listing             |
| Custom listing in Expo2Go resource                                | ✓                              | ✓                                | ✓                                | ✓                   | ✓                   |
| Special social media recognition pre and post-event               | ✓                              | ✓                                | ✓                                |                     |                     |
| Promotion of materials in Resource Center (up to 3 items)         | ✓                              | ✓                                | ✓                                |                     |                     |
| Logo in virtual lobby                                             | ✓                              | ✓                                | ✓                                |                     |                     |
| Brand advertising at event                                        | ✓                              | ✓                                | ✓                                |                     |                     |
| Exhibit featured in Industry Spotlights sent to educators         | ✓                              | ✓                                |                                  |                     |                     |
| Year-round partner recognition in PWA print and digital materials | ✓                              | ✓                                |                                  |                     |                     |
| Opportunity for special welcome video                             | ✓                              |                                  |                                  |                     |                     |

*"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*



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# NORTHWEST YOUTH CAREERS EXPO

# THANK YOU TO OUR GENEROUS 2020 EXPO SPONSORS

## DIAMOND



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