

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



NORTHWEST
**YOUTH
CAREERS
EXPO**

VIRTUAL



March 2022

NW Youth Careers Expo

March 15-16, 2022



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 2022

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 time 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

1 SPONSOR THE EXPO

Your generous sponsorship sustains this important community event for high school students preparing for life after graduation. It also supports the year-round work of the nonprofit Portland Workforce Alliance, developing career-learning experiences that support students' aspirations, skills and connections.

2 EXHIBIT AT THE EXPO

The 2022 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. 17 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 one month after the event.

3 VOLUNTEER

You can help students discover their career aspirations year-round by volunteering at the Expo, hosting a career day, providing mock interviews or serving as a mentor.

March 2022

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 \$7500 | Platinum \$5000 | Gold \$3500 | Silver \$2500 | Bronze \$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

**NORTHWEST
YOUTH
CAREERS
EXPO**

**THANK YOU TO OUR 2021
EXPO SPONSORS!**

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



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