



LEARN
EDUCATE
ACT
DREAM

2026 – 2027

Official Partnership Guide

Invest directly in Illinois's next generation of skilled workers.

SkillsUSA Illinois, Inc. is a registered 501(c)(3) tax-exempt organization — partnership contributions may be tax-deductible.

SkillsUSAIllinois.org
833.754.5545



WHO WE ARE

What is SkillsUSA?

SkillsUSA is a partnership of students, teachers, and industry working together to ensure America has a skilled workforce. SkillsUSA Illinois prepares the next generation of skilled workers with the personal, workplace, and technical skills employers need most. Through hands-on competition, leadership development, and career and technical education, our students graduate ready to enter — and lead — Illinois's skilled workforce.

MISSION STATEMENT

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professions, career-ready leaders and responsible community members.

PREPARING STUDENTS TO BE "JOB READY DAY ONE."

Personal Skills

Integrity, work ethic, and professionalism

Workplace Skills

Teamwork, communication, and leadership

Technical Skills

Industry-specific, hands-on competency

// *SkillsUSA is on the front line, encouraging soft skills, specific skills. They are the connective tissue between opportunities that exist and the hopes that a lot of parents & kids have for their own future...SkillsUSA is actually moving the needle in a way that nobody else is.*

— Mike Rowe, Actor, Host, Narrator

HOW WE DO IT

The SkillsUSA Framework

Every chapter, competition, and leadership activity is built on one shared model of employability. The Framework names the skills employers ask for most and gives students a common language for them.



COMPONENT 01

Personal Skills

Integrity · Work Ethic ·
Professionalism · Responsibility ·
Adaptability & Flexibility ·
Self-Motivation

COMPONENT 02

Workplace Skills

Communication · Decision Making
· Teamwork · Multicultural
Sensitivity & Awareness · Planning,
Organizing & Management ·
Leadership

COMPONENT 03

Technical Skills Grounded in Academics

Computer & Technology Literacy ·
Job-Specific Skills · Professional
Development · Safety & Health ·
Service Orientation ·
Understanding All Aspects of
Industry

WHAT IT MEANS FOR AN EMPLOYER

Shows up ready

Students are held to workplace standards for attendance, dress, and conduct at every event.

Measured, not assumed

Competitions are written and judged by industry to real occupational standards.

Built to lead

Chapter and state officers run meetings, budgets, and statewide programs.



WHERE STUDENTS GO

Career Pathways We Support

Illinois students compete across twelve career clusters and more than 100 hands-on competitions. Find your industry — that is where your partnership goes to work.

01

Advanced Manufacturing

CNC · Industrial Motor Control · Mobile Robotics · Technical Drafting

02

Construction

Carpentry · Electrical · Plumbing · Masonry · HVAC · Commercial Roofing

03

Supply Chain & Transportation

Automotive · Diesel · Collision Repair · Aviation · Power Equipment Technology

04

Healthcare & Human Services

Nursing Assisting · Medical Terminology · Cosmetology · Esthetics · Barbering

05

Public Service & Safety

Firefighting · EMT · Criminal Justice · Crime Scene Investigation

06

Digital Technology

Computer Programming · Cybersecurity · Commercial sUAS Drone · Internetworking

07

Cross-Cutting

Community Service · Job Interview · Job Skill Demonstration · Quiz Bowl

08

Hospitality, Events, & Tourism

Culinary Arts · Baking & Pastry Arts · Restaurant Service

09

Arts, Entertainment, & Design

3D Visualization & Animation · Video Production · Advertising Design

10

Education

Early Childhood Education · Preschool Display

11

Management & Entrepreneurship

Facilithon · Entrepreneurship

12

Marketing & Sales

Customer Service · Pin Design · T-shirt Design · Promotional Bulletin Board

BY THE NUMBERS

A National Movement, Proven in Illinois

SkillsUSA is the answer to America’s skills gap — and the scale keeps growing.

444,100 National SkillsUSA members	420,616 Student members nationwide	23,484 Teacher (professional) members	5,110 Schools, all 50 states & territories
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Illinois's Proven Track Record 2026 State Leadership & Skills Conference — actual results			
2,634 Total attendees	2,351 Student competitors	103 Hands-on competitions	83 Illinois chapters represented

2027 SLSC & TECHSPO at a Glance THE EVENT YOU ARE SUPPORTING

2,600+ Expected participants	100+ Competitions	12 Career clusters
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DATES	VENUE	TECHSPO
April 29 — May 1, 2027	Peoria Civic Center, Peoria, IL	40+ exhibitors alongside the competition floor

Every sponsorship in this guide directly supports this event — choose where your investment makes an impact.

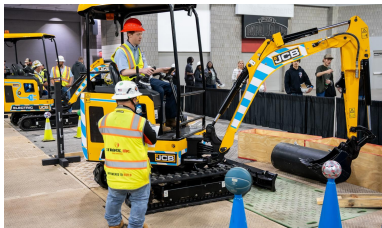
Benefits to Our Partners

A SkillsUSA Illinois partnership is a direct connection to students who have already been prepared for the future workforce — tested by competition, coached by their instructors, and ready to work.



01 Direct Talent Pipeline

Connect with 2,600+ Illinois CTE students statewide — the future employees your industry needs most, already trained to occupational standards.



02 Statewide Visibility

Logo placement, signage, conference app, and social media recognition in front of students, teachers, and parents across Illinois.



03 Workforce Investment

Fund the equipment, tools, and training that help close the skilled-trades gap in Illinois — in the trades you hire in.



04 Flexible, Visible Impact

Every gift maps to something tangible you can see in action — from 100 competitor name badges to an entire career cluster.

ALSO INCLUDED WITH PARTNERSHIP

- Potential connection with advisors who teach in your discipline
- Recruiting access at TECHSPO on the contest floor
- A judging or volunteer role for your team members
- Tax-deductible giving through a registered 501(c)(3)

Three Levels of Partnership

Your tier is set by your total annual commitment — a single sponsorship, several items from the menu, or a combination of cash and in-kind support. Everything adds up toward the same level.

BRONZE

\$1,000 – \$10,000

Get in front of the whole conference: discount exhibit space, logo on the app and website, and recognition in the advisor packet.

BEST FOR FIRST-TIME PARTNERS

SILVER

\$10,000 – \$25,000

Everything in Bronze, plus ceremony recognition, social media spotlights, and a premium booth location.

BEST FOR ACTIVE RECRUITERS

GOLD

\$25,000+

Everything in Silver, plus a speaking platform, banner placement, premium logo treatment, and a named sponsorship.

BEST FOR STATEWIDE LEADERS

BEYOND THE TIERS

TECHSPO Exhibit Booth

A 10'x10' or larger exhibit space with live demonstrations and a TRY-A-SKILL activity. Standard, Official Partner, and nonprofit rates available.

In-Kind & Multi-Year

Donate equipment, materials, storage, transportation, or professional services. Multi-year commitments can be recognized as Major Conference Sponsorships.

Named Funds

Establish an ongoing, named fund — like an access & excellence fund for your industry — that supports students year after year.

Tier Benefits at a Glance

	BRONZE \$1K – \$10K	SILVER \$10K – \$25K	GOLD \$25K+
Discounted TECHSPO booth space	✓	✓	✓
Logo on conference program app	✓	✓	✓
Logo on SkillsUSAIllinois.org	✓	✓	✓
Recognition in the Advisor packet	✓	✓	✓
Mention during Opening Ceremony		✓	✓
Mention during Awards Ceremony		✓	✓
Spotlight on social media		✓	✓
Premium booth location at TECHSPO		✓	✓
Advisor session speaking opportunity			✓
Opportunity to speak during one ceremony			✓
Premium logo placement on app & website			✓
Banner with logo displayed at the conference			✓
Named sponsorship of a career cluster or event element			✓
Year-round recognition as an Official Partner			✓

Benefits are cumulative — each level includes everything in the levels below it.

Your Partnership Menu — Full Price List

Nine categories. Mix and match any items to build a package and reach your tier.

01 • Student Experience		04 • Technology		07 • Career Clusters	
✓ Lunch Sponsor (Friday)	\$20,000	Conference WiFi Sponsor	\$10,000	Manufacturing	\$5,000
Lunch Sponsor (Thursday)	\$7,500	Conference App Sponsor	\$7,500	Construction	\$5,000
Conference T-Shirts	\$17,500	Livestream Sponsor	\$5,000	Transportation	\$5,000
Breakfast Sponsor	\$5,000	Event Photography Sponsor	\$7,500	Health Sciences	\$5,000
Student Delegate Snacks	\$5,000	Event Videography Sponsor	\$5,000	Public Safety	\$5,000
Student Lanyards	\$5,000	Digital Signage Sponsor	\$3,500	Information Technology	\$5,000
Student Competitor Welcome Bags	\$4,000	Charging Stations	\$3,000	Agriculture	\$5,000
Student Name Badges	\$4,000	05 • Volunteers & Judges		Hospitality & Culinary	\$5,000
Water Stations Throughout Venue	\$2,500	Volunteer Meals	\$5,000	Criminal Justice	\$5,000
State Officer Hospitality	\$2,000	Volunteer T-Shirts	\$3,500	08 • Sponsor a Champion	
02 • Competition Support		Volunteer Headquarters	\$3,000	NLSC Travel Assistance Fund	\$10,000
Competition Materials & Supplies	\$10,000	Judge Appreciation Sponsor	\$2,500	Sponsor Five State Champions	\$2,500
Competition Tool & Equipment Fund	\$10,000	Volunteer Recognition Gifts	\$2,500	Sponsor One State Champion	\$500
Competition Printing & Packets	\$5,000	06 • Facility & Operations		Student Scholarship Fund	Custom
Safety Equipment & PPE	\$3,500	Event Operations Sponsor	\$15,000	09 • Fund-a-Need	
Competition Signage	\$3,000	Registration Headquarters	\$5,000	Conference Technology Support	\$10,000
Competition Area Sponsor	\$2,500	Printing & Copy Services	\$2,500	Competition Printing	\$5,000
Competition Judge Hospitality	\$2,500	Venue Signage & Wayfinding	\$7,500	WiFi for One Day	\$5,000
Technical Chair Support Fund	\$2,500	Shipping & Freight Costs	\$3,500	Champions Award Banners	\$2,500
03 • Awards & Recognition		Office & Competition Supplies	\$2,500	Prizes for One Competition Area	\$2,000
Awards Ceremony Sponsor	\$25,000	Forklift & Equipment Rental	\$2,500	Competition Materials for 1 Contest	\$1,500
Medal Stand Sponsor	\$10,000			Volunteer Meals for One Day	\$1,000
Prize Room Recognition Sponsor	\$5,000				
Stage Backdrop Sponsor	\$15,000				
Gold Medal Prize Sponsor	\$3,000				
Silver Medal Prize Sponsor	\$2,500				
Bronze Medal Prize Sponsor	\$2,000				
Award Presenter Sponsor	\$2,500				

Key:

✓ Opportunity Claimed

Prefer to give equipment or services instead of cash? In-kind support counts toward your tier at fair market value.

LET'S BUILD YOUR PARTNERSHIP

A plan built around how you want to engage

We want your sponsorship and commitment to be a direct reflection of how you (your business) wish to engage with and best support SkillsUSA Illinois! Our goal is to work with you to tailor a plan that gives you the exposure with our students, teachers and programs that match the investment level, marketing exposure and workforce benefits you need.

STEP 1

Tell us your goals, budget range, and the trades you hire in.

STEP 2

We draft a package from the menu and confirm your tier.

STEP 3

You approve, and we put your name to work now.

Marla Swanson

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