CAREER JAM™
WORKFORCE DEVELOPMENT IN ACTION!

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

CAREER JAM 2023

Workforce Development In Action!

SCHENECTADY HIGH SCHOOL
GRADES 9TH - 12TH

Schenectady City Schools Est. 1854

May 4th Community & Parents Night 5-8pm
May 5th Grades 9-12

Imagine...

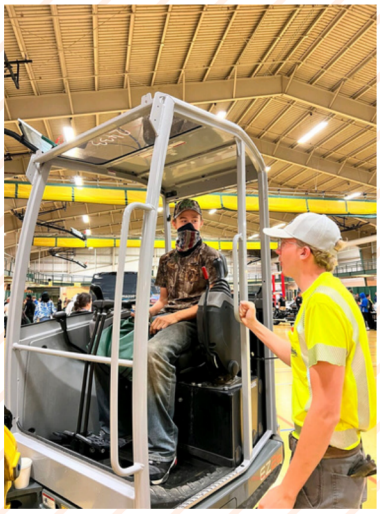
...A unique and immersive experience that inspires students, equips educators, supports employers and empowers families.

That's Career Jam - the most powerful workforce solution

www.career-jam.com

CAREER JAM™
WORKFORCE DEVELOPMENT IN ACTION!

Career Jam provides a hands-on, interactive experience. Students get a unique glimpse inside the spectrum of careers available locally and in our region. Students learn about in-demand skills essential for today's workforce.



Our Vision

To empower students of all backgrounds and abilities to imagine their future.

Schenectady High School
Sponsorship Opportunities

SHS Industry Exclusive Leadership Partner_____$10,000 **-4 Available**

Premier SHS Sponsor. Career Jam will feature your digital content, career opportunities, career pathways internships and apprenticeship opportunities directly into the classroom. Connect with educators and high school students from Schenectady High School, parents and surrounding community to raise awareness about your business/organization.

Choose which Leadership Community of Students that best fits your business/organization:

-Freshman Academy (Career Exploration)
-Business, Marketing & Entrepreneurship Leadership Community
-S.T.E.M. Leadership Community **-Sold**
-Humanities, Communication & Advocacy Leadership Community
-Visual & Performing Arts Leadership Community

SHS Student Success_____$5,000

Sponsor students' All-Access-Pass (in-person & virtual) to Career Jam.™

SHS Hospitality Suite_____$3,000

Hospitality Suite for all educators, exhibitors, and local stakeholders at your selected venue. Opportunity to provide handouts & signage, giveaways. (sponsor provided).

SHS Invest-In-Skills_____$1,000

Shape & Build the next generation sustainable workforce.

SHS Inspire Sponsor_____$500

Promote your business to regional educators, economic & workforce leaders, and thousands of local students and their parents.

All sponsors have access to all live events throughout the Capital Region, electricity, & include all high school and middle school students.
There are no additional fees to display vehicles, heavy equipment or larger displays.

Sponsorship Registration
www.career-jam.com

Pre-Jam Event Promotion	Leadership Partner $10,000	SHS Student Success $5,000	SHS Hospitality Suite $3,000	SHS Invest-In-Skills $1,000	SHS Inspire $500
Booths at all LIVE events (4)	X	X	X	X	X
Social Promotion (LI, IG, FB)	X	X	X	X	X
Included in Media Advisory and Press Release	X	X			
Logo on Student Swag Bag (Co-branded)					
Career Jam Event Promotion					
Invitation to Ribbon Cutting Ceremony & Reception	X	X	X		
Merchandise included in every student bag (sponsor provided)	X	X			
Logo displayed at Prep Rally Orientation	X				
Invitation to Company Employees to hand-out Student Swag Bags					
Post Jam Promotion					
Recognized in Annual Career Jam Explore Student Impact Report	X	X	X	X	X
Company Logo in Career Jam Explore Recap video	X	X			
Eligible to be interviewed for Career Jam Explore Recap Video	X	X			
Company named in Career Jam Explore Recap Video			X	X	
Reach & Impact to SHS Students					
Virtual Booth (for educators, students, households)	X	X	X	X	X
Marquee Logo Placement in Virtual Lobby & Exhibition Hall	X	X	X	X	X
Pop-up Notifications in Virtual Experience	X				
Featured video in Virtual Auditorium	X	X			
Featured Guest on Career Jam Podcast	X	X	X	X	X
Opportunity to Host Educator Tour & Roundtable	X	X			
Invitation to Educator Tour & Roundtable	X	X	X	X	X
Unlimited Access to Career Jam Connect	X	X	X	X	X

2023 SHS Exhibitor Opportunities

includes Grades 9th - 12th

Schenectady High School Exhibitor Booth_____~~$399~~

$320 For Schenectady County Businesses

Includes (1) 8ft x 10ft booth space (pipe & drape), with (1) 6ft table & (2) chairs.
PLUS (1) Virtual Booth to promote your digital content to students, educators and households.
+ All Live events & locations around Capital Region

All Exhibitors have access to electricity & include all high school students.
There are no additional fees for vehicles and heavy equipment inside/outside or larger displays.

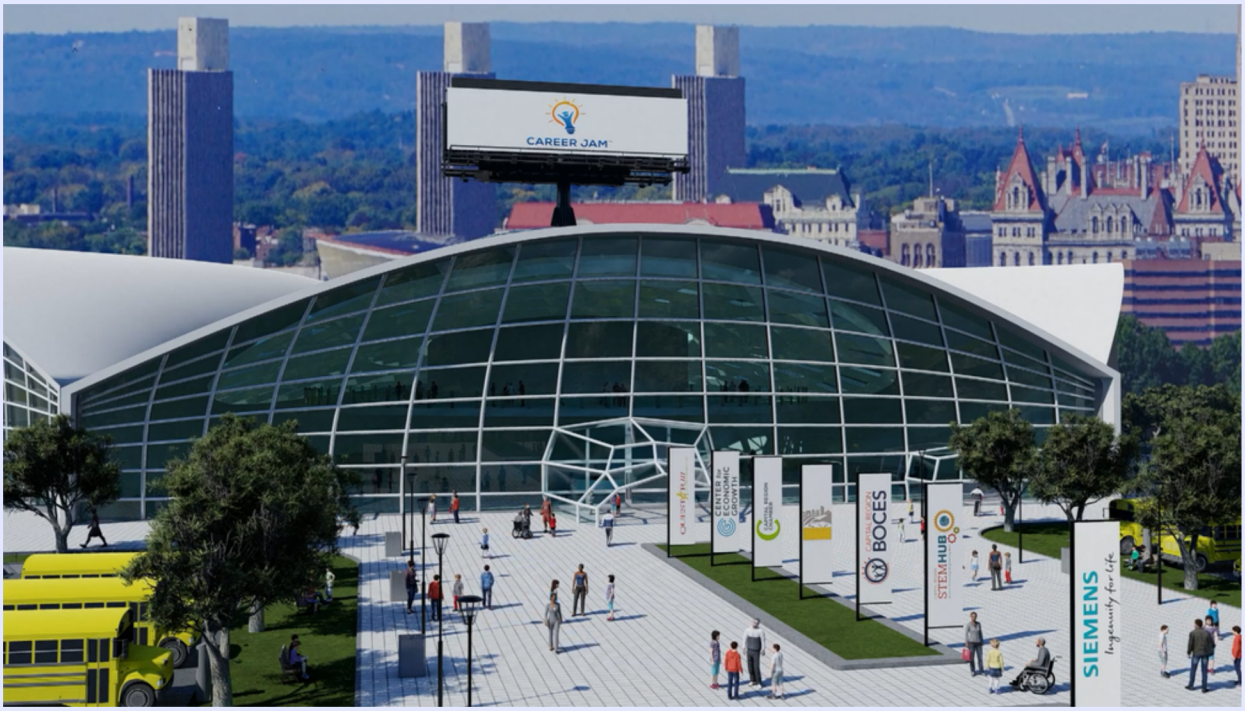
May 5th
Schenectady High School

May 23rd and 24th
Siena College

October 4th and 5th
HVCC North Campus - TEC SMART

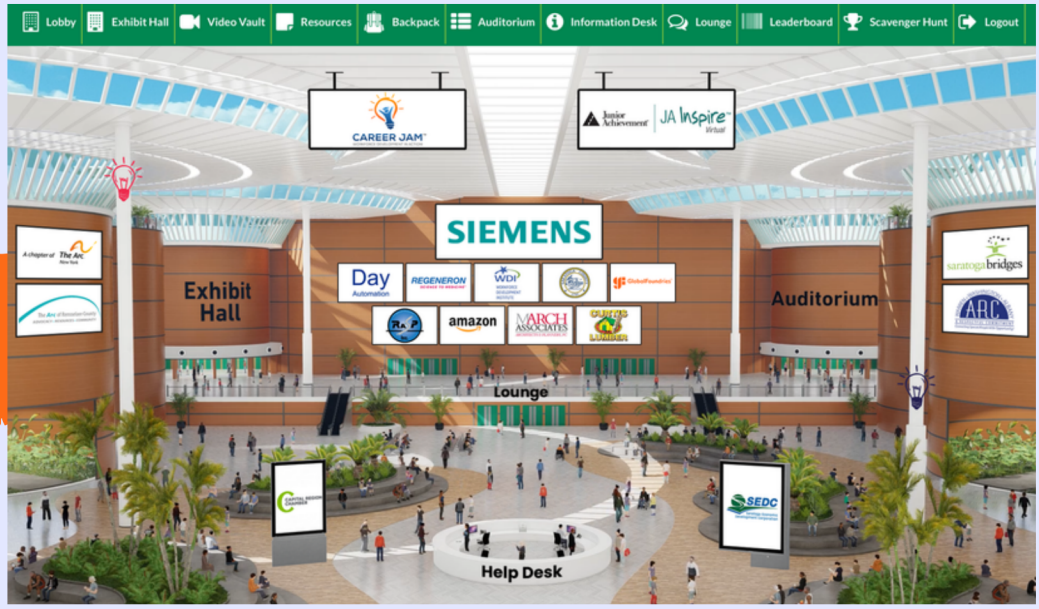
October 19th
Hudson Valley Community College
Main Campus

Exhibit Only Registration
www.career-jam.com

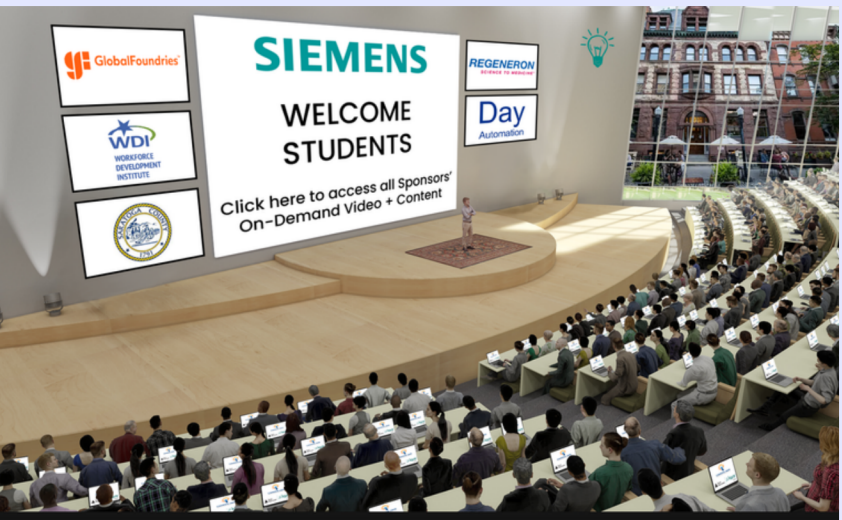


A realistic and active **Exterior View** provides company branding opportunities as students enter the virtual experience.

The Career Jam ***Virtual Experience*** provides students, educators and families with ***full academic year access*** to local employers.



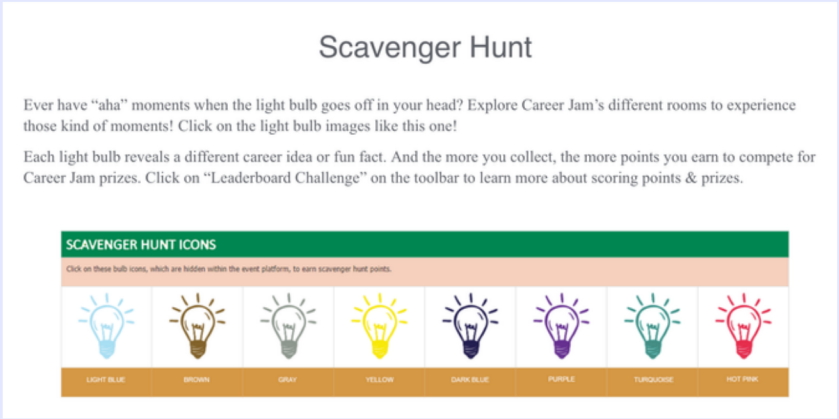
The Lobby welcomes all to the virtual experience. The Virtual Lobby displays branding and direct links to the sponsor's virtual booths, resulting in higher traffic.



The Auditorium features sponsor exclusive digital content and pre-recorded webinars.

Branded and highly visible virtual booths provide students with creative content of videos and pdfs. All content can be easily shared with classmates, educators and families.

The Virtual Career Jam is compatible across all devices, browsers and smart phones allowing employers and students **access to Career Jam on-the-go 24/7.**



Scavenger Hunt

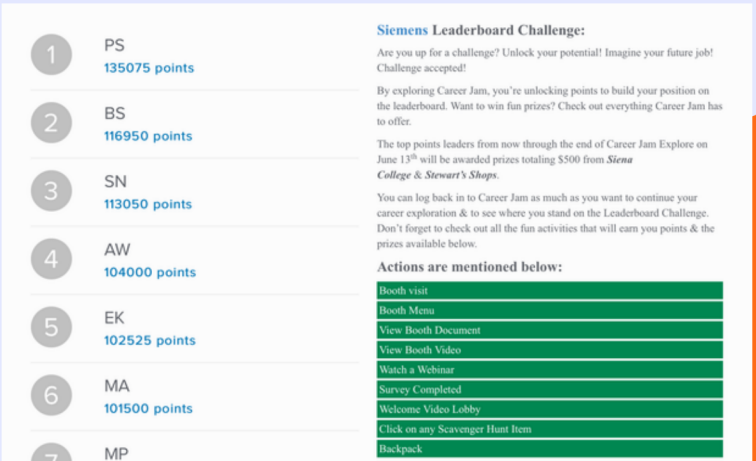
Ever have "aha" moments when the light bulb goes off in your head? Explore Career Jam's different rooms to experience those kind of moments! Click on the light bulb images like this one!

Each light bulb reveals a different career idea or fun fact. And the more you collect, the more points you earn to compete for Career Jam prizes. Click on "Leaderboard Challenge" on the toolbar to learn more about scoring points & prizes.

SCAVENGER HUNT ICONS

Click on these bulb icons, which are hidden within the event platform, to earn scavenger hunt points.

LIGHT BLUE | BROWN | GRAY | YELLOW | DARK BLUE | PURPLE | TURQUOISE | HOT PINK



1 PS 135075 points
2 BS 116950 points
3 SN 113050 points
4 AW 104000 points
5 EK 102525 points
6 MA 101500 points
MP

Siemens Leaderboard Challenge:

Are you up for a challenge? Unlock your potential! Imagine your future job! Challenge accepted!

By exploring Career Jam, you're unlocking points to build your position on the leaderboard. Want to win fun prizes? Check out everything Career Jam has to offer.

The top points leaders from now through the end of Career Jam Explore on June 13th will be awarded prizes totaling $500 from *Siena College* & *Stewart's Shops*.

You can log back in to Career Jam as much as you want to continue your career exploration & to see where you stand on the Leaderboard Challenge. Don't forget to check out all the fun activities that will earn you points & the prizes available below.

Actions are mentioned below:

Booth visit
Booth Menu
View Booth Document
View Booth Video
Watch a Webinar
Survey Completed
Welcome Video Lobby
Click on any Scavenger Hunt Item
Backpack

Game On!

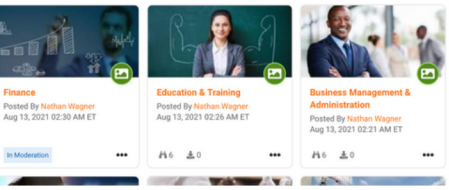
The Virtual Experience features interactive games and prizes to encourage repeated booth visits.

Career Jam's Regional Classroom-to-Career Ecosystem

High-Impact LIVE Events for Middle & High School Students	4 Locations in 2023 to provide exhibitors with greater reach and impact!

24/7 Virtual Experience	Career Jam offers students access to local employers digital content for Students, Employers, Educators & Households

Groundbreaking Student Data	Student Insights & Aptitudes Reporting with Siena College Research Institute. Career Jam provides unique career exploration & future interest findings. This data plays a crucial role in business retention and expansion planning.



Career Jam Connect	A Digital Platform for Communities to align Educators & Employers to build sustainable career pathways

Career Cluster Collabs	Raise awareness and build an industry specific talent pipeline with 11th & 12th Graders & work alongside educators to build career pathways.

Podcasts	Featuring "game changers" in education and workforce

Educator/Employer Roundtable & Tours	Tours at local employers to discuss career pathways, exchange ideas, build relationships.

With Support from our Community Impact Partner

SIEMENS