



CAREER JAM™
WORKFORCE DEVELOPMENT IN ACTION!

CAREER JAM™ 2023

Workforce Development In Action!

NEW FOR 2023!

Career Jam for Middles AND High School Students!



Spring & Fall LIVE Events!

May 5th

Schenectady High School
(For SCS only - Grades 9-12)

May 23rd and 24th

Siena College

October 4th and 5th

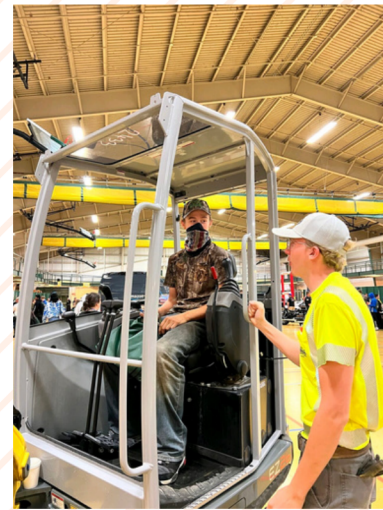
HVCC North Campus - TEC SMART

October 19th

Hudson Valley Community College
Main Campus



Participation includes FULL YEAR ACCESS!



Career Jam draws a regional audience across industry sectors and educational programs.

It is a powerful opportunity for sponsors to position themselves as leaders at the premier workforce event and most innovative workforce ecosystem.



Career Jam's 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!



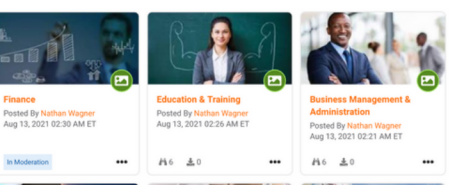
24/7 Virtual Experience

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



2023 Sponsorship Opportunities



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

Student Success_____ \$5,000

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

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).

Invest-In-Skills_____ \$1,000

Shape & Build the next generation sustainable workforce.

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](https://www.career-jam.com)
www.career-jam.com



Pre-Jam Event Promotion	Leadership Partner \$10,000	Student Success \$5,000	Hospitality Suite \$3,000	Invest-In-Skills \$1,000	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			

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



Exhibitor Booth_____ \$399

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](https://www.career-jam.com)
www.career-jam.com



As a sponsor, we look forward to helping you leverage the momentum of Career Jam to:

1. Promote your business to thousands of area students, and educators who influence career paths and choices.
2. Grow your network with dozens of school system administrators, guidance counselors, teachers, all major regional economic and workforce development organizations & chambers region-wide
3. Expand your talent pipeline to a more diverse, and skilled workforce.
4. Align your brand with a regional workforce development solution.

With Support from CapNY's Workforce Collaborative

SIEMENS



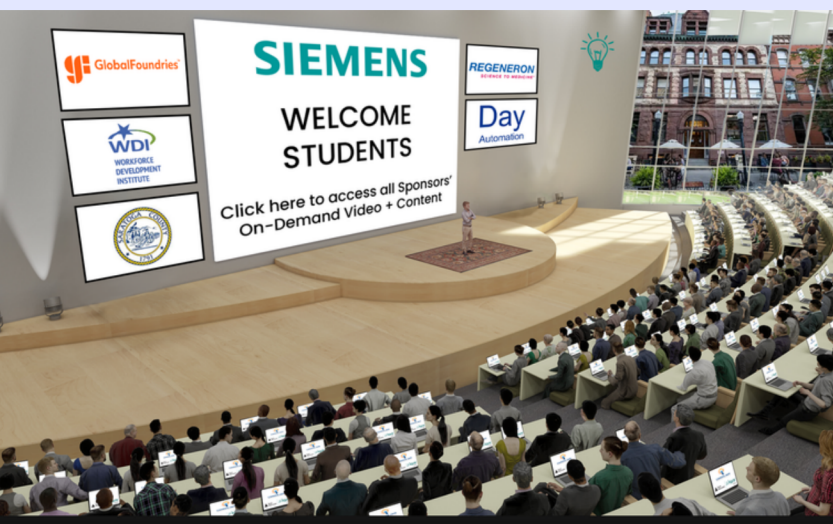


A realistic and active **Exterior View** provides company branding opportunities as students enter the virtual experience.

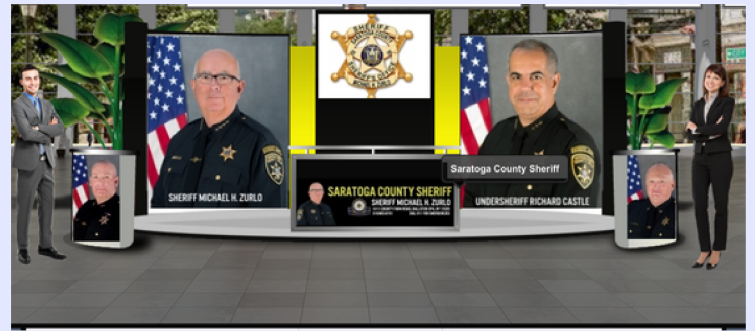
The Career Jam **Virtual Experience** provides students, educators and families with **full academic year access** to local employers.



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.



- 1 PS
135075 points
- 2 BS
116950 points
- 3 SN
113050 points
- 4 AW
104000 points
- 5 EK
102525 points
- 6 MA
101500 points
- 7 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 *Sierra 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.



Access. Connect. Engage.

Home

Communities

Events

Libraries & Resources

Participate

Welcome to Career Jam Connect!

Your centralized hub for educators and employers to A.C.E. ed-to-workforce pathway development



Access

Expand your knowledge and resources with our world-class, proven ecosystem partners.

[More](#)



Connect

Network with like-minded education & workforce professionals to collaborate on ways to build impactful career pathways.

[More](#)



Engage

Discover communities to enrich your ed-to-workforce experience and learning opportunities.

[More](#)



Finance

Posted By **Nathan Wagner**
Aug 13, 2021 02:30 AM ET

In Moderation

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Education & Training

Posted By **Nathan Wagner**
Aug 13, 2021 02:26 AM ET

6 0

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Business Management & Administration

Posted By **Nathan Wagner**
Aug 13, 2021 02:21 AM ET

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Arts, A/V Technology & Communication

Posted By **Nathan Wagner**
Aug 13, 2021 02:16 AM ET

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Agriculture, Food & Natural Resources

Posted By **Nathan Wagner**
Aug 13, 2021 02:10 AM ET

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Architecture & Construction

Posted By **Nathan Wagner**
Aug 13, 2021 01:43 AM ET

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Organize Working Groups

Share Best Practices

Coordinate Curriculum & Career Pathways

Foster Collaboration

Organized Content by Career Cluster

Grow & Sustain Business Advisory Networks

Quick Links



CapNY Student Library



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Post in a Discussion



Help