

2020

MiCareer QuestTM SOUTH

BUSINESS SPONSORSHIP & PARTICIPATION GUIDE

Build your Talent Pipeline

FIND YOUR FUTURE

Be a part of this innovative, hands-on career exploration experience for thousands of high school students, along with their teachers and counselors, as they learn about today's hottest jobs from working professionals. Focus areas:

ADVANCED MANUFACTURING
CONSTRUCTION
HEALTH SCIENCES
AGRICULTURAL SCIENCE



APRIL
23
2020

**CENTER FOR SCIENCE &
INDUSTRY** | 550 E. MAIN STREET
HUDSON, MI 49247



Presenting Sponsor



Event Coordination

Q. What is it?

A. MiCareerQuest South is not your typical career fair. In fact, it is not a career fair at all. It is a career exploration experience for thousands of high school students across our region.

MiCareerQuest began in 2015 with the West Michigan Works! office in Grand Rapids, Mich. The goal was to help build the talent pipeline in key industry sectors. The event now attracts nearly 10,000 students annually.

This year, you can be part of launching MiCareerQuest for our region. Like the successful Grand Rapids event, we are focusing on in-demand jobs in these four career sectors:

- Advanced Manufacturing
- Construction
- Health Sciences
- Agricultural Science

Students will visit all four industry quadrants and participate in hands-on, interactive activities showcasing various occupations and have conversations with working professionals from a multitude of companies in our region.

The goal of the program is for students to get a better understanding of the strong career options available in our region and for them to find their career path.

Q. Why Should I Get Involved?

A. You will have a great opportunity to encourage thousands of students to consider pursuing the needed jobs in your industry – and to play an important role in preparing our youth for viable careers, shaping our region's future workforce.

Also, you and your team can identify students that might be a good fit for internships, job shadowing and more.



100%

of educators agreed MiCareerQuest 2017 (in Grand Rapids) was a valuable career education activity for students.

Check out video highlights
at **MiCareerQuest.org**

As an employer, you have opportunities to contribute and participate in many ways:

EVENT SPONSOR

MiCareerQuest South cannot take place this year without generous, much appreciated financial support from businesses and other organizations across the region. Depending on the visibility level you seek for your company, you have several sponsorship levels to choose from (see chart below).

CAREER QUADRANT LEADERSHIP





As a sponsor or by invitation, you can be on a quadrant steering committee. Each quadrant needs leaders to identify the best companies and professions to include in order to create a high-quality experience for the students.

The quadrant champions will be elected by the group and put in charge of the overall composition and flow of their career quadrant. This includes assuring the hands-on activities complement each other and engage students. The quadrant champions will be highly visible.

CAREER QUADRANT EXHIBITORS

As a sponsor or by invitation, you can join a quadrant team as an exhibitor. There is no registration fee to be an exhibitor. These are the working professionals that will engage directly with the students and share career expertise and advice. They will help design and implement the various job-related demonstrations featuring tools and equipment of their occupations. Enthusiasm for what you do is an important qualification for this role.

Sponsor Opportunities

 ADVANCED MANUFACTURING	 CONSTRUCTION	 HEALTH SCIENCES	 AGRICULTURAL SCIENCE
Platinum (1) \$15,000	Platinum (1) \$15,000	Platinum (1) \$15,000	Platinum (1) \$15,000
Gold (1) \$10,000	Gold (1) \$10,000	Gold (1) \$10,000	Gold (1) \$10,000
Silver (1) \$5,000	Silver (1) \$5,000	Silver (1) \$5,000	Silver (1) \$5,000
Bronze (No Limit) \$2,500	Bronze (No Limit) \$2,500	Bronze (No Limit) \$2,500	Bronze (No Limit) \$2,500
Contributer \$1,000	Contributer \$1,000	Contributer \$1,000	Contributer \$1,000

Sponsor Benefits

PLATINUM

- Logo on top of corresponding quadrant archway
- Logo prominent in student on-site program
- Logo prominent on volunteer t-shirts
- Logo prominent on event website
- Logo recognition in 2020 Event Video
- Quote from senior leadership on select press release
- Display table at event
- Seat on Event Executive Committee
- Seat on corresponding Quadrant Steering Committee

GOLD

- Logo prominent on top left side of quadrant archway
- Logo in student on-site program
- Logo on event website
- Logo recognition in 2020 Event Video
- Display table at event
- Logo on volunteer t-shirts
- Seat on corresponding Quadrant Steering Committee

SILVER

- Logo on left side of quadrant archway
- Logo in student on-site program
- Logo on event website
- Logo recognition in 2020 Event Video
- Seat on corresponding Quadrant Steering Committee

BRONZE

- Logo on quadrant archway
- Name in student on-site program
- Name on event website
- Participant on corresponding Quadrant Exhibitor Team

CONTRIBUTER

- Name on event website
- Participant on corresponding Quadrant Exhibitor Team

NOTE: This will be a large exposition serving 2,400 students. High-level sponsors will receive prominent visibility at the event and in our publicity and social media activities. Your financial support helps us cover the major expenses that come with organizing an event of this scope, including facility rental, display company operation services, security, student and volunteer supplies and subsidizing student transportation where needed.

Event Leadership & Committee Structure

Executive Committee

Event Management

Nathaniel Osborne, Project Manager,
Michigan Works! Southeast

Nicole Bell, Communications Manager
Michigan Works! Southeast

Pam Gosla, Research and Education
Manager

Bill Sleight, Director, Michigan Works!
Southeast

Shamar Herron, Deputy Director, Michigan
Works! Southeast

Dan Rogers, Director, Center for Science
& Industry

High School Administration, Teachers, Counselors & Students

Higher Education Sponsors

Intermediate School District
Representatives

Local School District Leads

Employers/Organizations/Academia

Presenting Sponsor Representative

Advanced Manufacturing Quadrant
Platinum Sponsor

Construction Quadrant Platinum Sponsor

Health Sciences Quadrant
Platinum Sponsor

Agricultural Science Quadrant Platinum
Sponsor

Art/Craft Display

Business Services Representatives

Quadrant Steering Committees

Advanced Manufacturing	Construction	Health Sciences	Agricultural Science
Champion*	Champion*	Champion*	Champion*
Quadrant Platinum Sponsor	Quadrant Platinum Sponsor	Quadrant Platinum Sponsor	Quadrant Platinum Sponsor
Quadrant Gold Sponsor	Quadrant Gold Sponsor	Quadrant Gold Sponsor	Quadrant Gold Sponsor
Quadrant Silver Sponsors	Quadrant Silver Sponsors	Quadrant Silver Sponsors	Quadrant Silver Sponsors
Quadrant Bronze Sponsors	Quadrant Bronze Sponsors	Quadrant Bronze Sponsors	Quadrant Bronze Sponsors
Contributor	Contributor	Contributor	Contributor
Business Services Representatives	Business Services Representatives	Business Services Representatives	Business Services Representatives

*Elected by committee

Quadrant Teams Exhibit Floor Day of Event

Advanced Manufacturing	Construction	Health Sciences	Agricultural Science
Quadrant Bronze Sponsors	Quadrant Bronze Sponsors	Quadrant Bronze Sponsors	Quadrant Bronze Sponsors
Working Professionals	Working Professionals	Working Professionals	Working Professionals
Others TBD	Others TBD	Others TBD	Others TBD

**For more information on sponsorships or
participating as an exhibitor, please contact:**

Nathaniel Osborne, Project Manager
(517) 260-7499 | nosborne@mwse.org

mwse.org/MiCareerQuest



MiCareerQuestSouth



MiCareerQuest