

YES! Expo ^{3rd Annual}

Youth Employment Solutions

www.yestoyouth.com

2010 SPONSOR PACKET

The Premiere Career Exploration Event for Youth in the Heart of Texas

9:00am - 3:00pm
May 11, 2010
Heart O' Texas
Fair Complex

A Partnership Between



Invest in Your Future Workforce – Become a Sponsor

THE PURPOSE OF THE YES! EXPO

- Expose youth to in-demand occupations with leading employers in high-growth industries
- Provide youth with a clear understanding of career opportunities
- Expose youth to hands-on interactive exploration of careers
- Provide access to high school, dual credits and college courses
- Expose youth to careers that are 'new' to them

THE BENEFITS ARE NUMEROUS

- Creates interest in your products and services
- Promotes your business regionally
- Provides name recognition to a highly desirable audience
- Associates your business with investing in our future workforce
- Broadens your competitive edge by enhancing your public profile
- Exposure in print and electronic media for an entire year
- Potential to increase sales and reach new segments of the marketplace
- Provides your company with an opportunity to “plumb the pipeline” to meet your future workforce needs



For more highlights and information about the YES! Expo, please visit www.yestooyouth.com

2009 YES! Expo Event Highlights



Over 1,000 Youth from the Heart of Texas Region attended.



48%

48% of respondents stated that at least half of the careers they looked at were new to them.



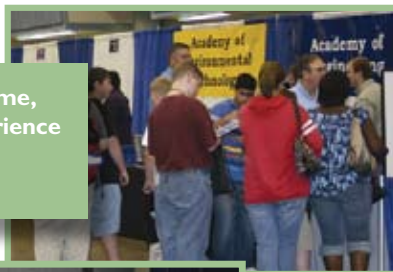
More than 50 Youth volunteers contributed to the success of this event.

“My students were blown away by the sheer size of the event! Everything from the entertainment, snacks and goody bags to the flash drives was awesome and much appreciated.”

– Sharon Heatherington,
Career Counselor for WISD

“It was a great experience for me, and I know it was a great experience for the students.”

–John Fry, NRG, LLC



71 Interactive Booths.

68.6%

Based on what they learned at the Expo, 68.6% of respondents will consider taking some dual credit courses from a community college while in high school.

Sponsor Levels and Benefits

BRANDING/MARKETING

EXHIBITION HALL

TICKETS & HOSPITALITY

PLATINUM SPONSOR: \$1,000

Community-based or non-profit organization: \$800

- Your logo and link as a Platinum Sponsor located in prominent location at the YES! Expo
- Your logo featured in advertisements for the YES! Expo
- Your logo and link displayed on the YES! Expo website
- Listing in 2011 Sponsor and Exhibitor Packages
- One full year of exposure (in all YES! Expo marketing)
- Certificate recognizing Platinum Sponsorship level

- 10'x10' exhibition booth space in prominent location
- Exhibit booth space to include 8' back wall drape, 3' side rails, one 8' skirted table
- Two line identification sign
- Mention of Platinum Sponsorship during YES! Expo event

- 4 YES! To Youth backpacks filled with goodies
- Continental breakfast
- Free catered lunch for 2 attendees

GOLD SPONSOR: \$750

Community-based or non-profit organization: \$500

- Your company logo featured as Gold Sponsor in promotional spot at the YES! Expo event
- Your company logo and link featured on the YES! Expo website
- Listing in 2011 Sponsor and Exhibitor Packages

- 10'x10' exhibition booth space in prominent location
- Exhibit booth space to include 8' back wall drape, 3' side rails, one 8' skirted table
- Two line identification sign
- Mention of Gold Sponsorship during YES! Expo event

- 2 YES! To Youth backpacks filled with goodies
- Continental breakfast
- Free catered lunch for 2 attendees

SILVER SPONSOR: \$500

Community-based or non-profit organization: \$250

- Company link on YES! website

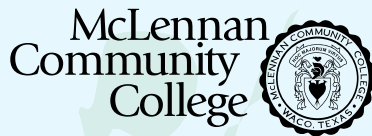
- 10'x10' exhibition booth space in prominent location
- Exhibit booth space to include 8' back wall drape, 3' side rails, one 8' skirted table
- Two line identification sign

- 1 YES! To Youth backpacks filled with goodies
- Continental breakfast
- Free catered lunch for 2 attendees

2009 YES! Expo Partners and Sponsors



YES! Expo Partners



YES! Expo Sponsors



communications
Integrated Systems



YES! Expo Food & Beverage Sponsors



YES! Expo Contributors

Vogue Beauty College
Old Navy

Wes & Diane Cowan
The Clothesline

Sponsorship Registration

Dear Sponsor,

Thank you for your interest in the 3rd Annual YES! Expo. You are helping to make this important event successful! To efficiently handle your application, please complete sections 1-6 of this form or visit www.YESToyouth.com to complete your registration electronically. The registration deadline is **April 9, 2010**.

Questions? Contact Us:

Judy Hedge

T: (254) 296-5393

F: (254) 753-3173

E: judy.hedge@hotworkforce.com

W: www.yestoyouth.com

SECTION 1: Company Information

Company Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Web Site Address: _____

Email Address: _____

How did you hear about the YES! Expo? _____

Were you a sponsor or exhibitor last year? Yes No

SECTION 2: Exhibit Booth Information*

Complete ONLY IF your company would like a booth.

Select a business industry group for your booth:

Transportation, Aviation and Logistics

Advanced Manufacturing and Energy

Healthcare

Business, Computers, and Finance

Other: _____

Need Electricity? Yes No

Do you need more than 2 chairs? Yes How Many? _____

Do you have any special needs or need additional assistance of any kind? _____

*Agenda:

7:00am - 8:00am: Exhibit Set-up

8:00am - 8:45am: Exhibitor Orientation and Continental Breakfast

9:00am - 3:00pm: Exhibition

SECTION 3: Main Sponsorship Contact Person

Name: _____

Job Title: _____

E-mail: _____

Phone: _____

Fax: _____

SECTION 4: Authorized Logo Contact Person

Name: _____

Job Title: _____

E-mail: _____

Phone: _____

Fax: _____

SECTION 5: Sponsorship Details

Corporate Status

Platinum Sponsor \$1,000 or over

Gold Sponsor \$750

Silver Sponsor \$500

Extra Booth \$50

Community-based or non-profit organization

Platinum Sponsor \$800 or over

Gold Sponsor \$500

Silver Sponsor \$250

Extra Booth \$25

The Heart of Texas Workforce Development Board, Inc. is a IRS-certified 501(c)(3) organization. All sponsorships are tax deductible. Please consult your tax advisor for further details.

Sponsorship Registration (cont.)

SECTION 6: Payment Information

- Cashiers or Business Check # _____
- Check Payable to: Heart of Texas Workforce Development Board, Inc.
- Purchase Order # _____
- Other method of payment _____

Return this form with payment by **April 9, 2010**.

As an authorized representative of the contracting services described above, I have read and understood the content of this Agreement as set forth here and agree to abide by them. Fax or email transmissions of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals. This agreement is for sponsoring at the 3rd Annual YES! Expo being held at the Heart O' Texas Fair Complex on May 11, 2010.

Cancellations made by April 16 will be refunded at 75% of charges. Cancellations made after April 16 are non-refundable. I understand and accept the terms of this contract as final and binding. I agree to follow all rules and regulations set forth by the event venue. Please retain a copy for your records.

Sponsor Signature: _____ Date: _____

Thank you for being an important part of this youth focused event in the Heart of Texas!

Remit form with payment to:
The Heart of Texas Workforce Development Board, Inc.
ATTN: Judy Hedge
801 Washington Avenue, Suite 700
Waco, TX 76701