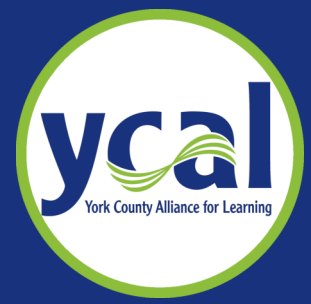


2023-2024 SPONSORSHIP OPPORTUNITIES



YCAL provides several key events throughout the year that would be difficult to maintain without the generous support of our event sponsors. YCAL events offer a captive audience comprising of local educators, administrators, school board members, students, and various leaders throughout the community. If you are interested in exploring some upcoming sponsorship opportunities, please see the listings below.

Annual Report and Recognition Reception	Career Education and Work Standards Symposium	Career Readiness Education Workshop (CREW)	School Directors Dinner
Location: York College of Pennsylvania	Location: York County School of Technology	Location: Penn State - York	Location: Heritage Hills Golf Resort
Thursday, August 24, 2023 <i>Anticipated Audience:</i> York County School administrators, educators, and community/business partners Prev. Year's Attendance: 80	Thursday, October 19, 2023 <i>Anticipated Audience:</i> York County school teachers, administrators, advisors, and counselors Prev. Year's Attendance: 144	Thursday, March 7, 2024 <i>Anticipated Audience:</i> York County students, teachers, counselors, and industry speakers/ reps. Prev. Year's Attendance: 240	Wednesday, April 3, 2024 <i>Anticipated Audience:</i> York County school board members, superintendents, teachers, and counselors Prev. Year's Attendance: 125
This event is formatted as a 2-hour networking/happy hour event with a brief 30-minute program to review YCAL's previous year impact and to provide an overview for the upcoming school year. This event also serves to recognize those partners that have assisted YCAL in fulfilling its mission throughout the past year.	This educator-centered event includes dinner, break-out sessions, an employer panel, and door prizes. The purpose of this event is to promote inclusion of Career Education and Work Standards into curriculum at all levels of K-12 education. Sponsors are provided with a display table to engage attendees during arrival and dinner.	This student-focused event includes 16 career cluster breakout sessions presented by practitioners in that field. The second half of the day provides students with an essential business skills session, lunch, and a post-secondary expo consisting of local schools, training centers, military career recruiters, and exceptional employers.	This event is held annually to celebrate and honor members of the York County School Boards for their service and belief in the value of education. YCAL will also showcase one of its programs with participants from that program attending the event to speak of their experiences.

SPONSORSHIP LEVELS AND BENEFITS

SPONSORSHIP BENEFITS	PRESENTER	GOLD	SILVER	PARTNER
Logo Featured as "Presented by" on All Event Promotions	<input checked="" type="checkbox"/>	-	-	-
Speaking Opportunity at the Event	<input checked="" type="checkbox"/>	-	-	-
Company Logo on Event Promotions, Website, and Handouts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
Company Name on Event Promotions, Website, and Handouts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-
Inclusion in YCAL Annual Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotional table(s) at Sponsored Event	2	2	1	-
Reserved Seating for Company Representatives at Event (where applicable)	8	6	4	2

THIS YEAR YCAL IS OFFERING SPONSORSHIP FOR SINGLE EVENTS OR SPONSORSHIP FOR ALL 4 ANNUAL EVENTS:

PRESENTING SPONSOR
(SINGLE-EVENT)
\$3,000

GOLD SPONSOR
(SINGLE-EVENT)
\$1,500

SILVER SPONSOR
(SINGLE-EVENT)
\$ 750

PARTNER SPONSOR
(SINGLE-EVENT)
\$ 300

PRESENTING SPONSOR
(ALL 4 ANNUAL EVENTS)
N/A

GOLD SPONSOR
(ALL 4 ANNUAL EVENTS)
\$3,000

SILVER SPONSOR
(ALL 4 ANNUAL EVENTS)
\$1,500

PARTNER SPONSOR
(ALL 4 ANNUAL EVENTS)
\$600

If you have any questions or would like to discuss some events in more detail, please contact Kevin Appnel, YCAL Executive Director, at kappnel@ycal.us or (717) 505-0044.