

Workforce Champions

Workforce Champions gives industry partners a meaningful way to invest in and support the next generation of skilled talent, while building brand visibility and community goodwill through a sustained, high-profile partnership with CTE Foundation.



THE OPPORTUNITY

Not an event sponsorship. A year-round partnership.

Since 2012, CTE Foundation has been Sonoma County's bridge between education and industry. [Workforce Champions](#) is a partnership every Sonoma County business can be a part of, with industry representation and community recognition all year long. It's one shared identity with three public promises:



Investment Impact

Workforce Champions offers industry partners a meaningful return on their investment: elevated visibility as a workforce leader, deeper connections to emerging talent, and measurable outcomes that show the real difference your support makes year over year.



Student Success

Flexible, unrestricted support that meets students' most urgent and evolving needs, year after year. Rather than funding a single fixed initiative, partners fuel a responsive resource that adapts to whatever challenges our schools and students face, ensuring help arrives exactly where and when it's needed most.



A Public Movement

Workforce Champions transforms individual sponsorships into a shared, public cause. Through branding, signature events, and storytelling that spotlights both students and partners, this pillar builds visible momentum around workforce development that Sonoma County can rally behind.

CTE FOUNDATION'S SUSTAINED IMPACT

29,000+

students reached through CTE programs since 2012

30+

Middle & High Schools supported since 2012

145+

CTE Programs implemented since 2012

Your Spark Sponsorship is now a Partnership: 365 Days of the Year.

Workforce Champions still gives you access to the unforgettable night you love, but now fuels a full year of impacts and brand visibilities among CTE Foundation's audiences: students, schools and educators, supporters, funders and donors, and more - locally, regionally and nationally.

Spark the Future!

YOUR PREVIOUS SPONSOR LEVEL

Partner & Changemaker Sponsor



Innovator Sponsor



Course Builder Sponsor



Path Builder Sponsor



Spark the Future Presenting Sponsor



WORKFORCE CHAMPIONS BENEFITS - AT A GLANCE

Workforce Supporter

\$2,999/yr

Early ticket access · Student Showcase admission (Showcase only) · plus event & all year-round marketing & branding exposure.

★ **MOST POPULAR**

Workforce Advocate

\$5,999/yr

2 reserved seats at the Spark the Future seated dinner · plus event & all year-round marketing & branding exposure.

Industry Leader

\$12,500/yr

4 reserved dinner seats · Event Booklet advertisement · sector-aligned Showcase class sponsorship · plus year-round marketing.

Premier Champion

\$25,000/yr

VIP table for 8 · presentation of a Spark the Future Award · a speaking moment · naming rights · plus year-round marketing.

Workforce Visionary

\$50,000/yr

Spark the Future Presenting Sponsorship · Executive Access · VIP table for 8 · Award presentation · speaking moment · naming rights · plus year-round marketing.

Become a Workforce Champion Today.

Start making a difference. Your annual support fuels student success today and after graduation. Please contact Malloy Schaffner at mschaffner@ctesonomacounty.org to get started.



NEW TO SPONSORSHIP?

Six Tiers. Escalating Impact & Visibility.

A year-round partnership with CTE Foundation. Invest in Sonoma County's next generation of skilled talent while building brand visibility and community goodwill.

New to CTE Foundation? Start right here - no prior event sponsorship required.

Workforce Ally

\$1,499/yr

Get on the map as a recognized workforce supporter.

Inclusion on the Digital Champions Map and Directory · Early access to Spark the Future tickets · yearly impact report recognition

Workforce Supporter

\$2,999/yr

Show up at our annual signature event - and all year long.

Early ticket access · Student Showcase admission · plus event & all year-round marketing & branding exposure.

★ MOST POPULAR

Workforce Advocate

\$5,999/yr

A seat at the table with a strong brand presence.

2 reserved seats at the Spark the Future seated dinner · plus event & all year-round marketing & branding exposure.

Industry Leader

\$12,500/yr

Lead your sector and reach students directly.

4 reserved dinner seats · Event Booklet advertisement · sector-aligned Showcase class sponsorship · plus year-round marketing.

Premier Champion

\$25,000/yr

Take the stage as a headline partner.

VIP table for 8 · presentation of a Spark the Future Award · a speaking moment · naming rights · plus year-round marketing.

Workforce Visionary

\$50,000/yr

Sonoma County's signature workforce partner.

Spark the Future Presenting Sponsorship · Executive Access · VIP table for 8 · Award presentation · speaking moment · naming rights · plus year-round marketing.

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Everything You Gain - All New, All Year.

CTE Foundation offers a range of benefits and opportunities from digital exposures and brand visibilities, to experiential opportunities. Your brand reaches our engaged local community of 6,800+ supporters across email, social media and more.

To get started today, please contact Malloy Schaffner at mschaffner@ctesonomacounty.org.

BENEFIT	Workforce Ally	Workforce Supporter	Workforce Advocate	Industry Leader	Premier Champion	Workforce Visionary
	\$1,499	\$2,999	\$5,999	\$12,500	\$25,000	\$50,000
VISIBILITY & YEAR-ROUND MARKETING - DIGITAL						
Inclusion on Digital Champions Map	✓	✓	✓	✓	✓	✓
Inclusion on CTE Foundation Champions Directory	✓	✓	✓	✓	✓	✓
Digital badge, window decal & yearly impact report recognition	✓	✓	✓	✓	✓	✓
Annual Access to CTE Foundation 'Brag Kit'	✓	✓	✓	✓	✓	✓
Annual Business Listing on CTE Foundation Dedicated Workforce Champions Page		✓	✓	✓	✓	✓
Annual Business Profile on CTE Foundation Dedicated Workforce Champions Page			✓	✓	✓	✓
Recognition in CTE Foundation Quarterly Impact E-Newsletter (1,400+ subscribers)			✓	✓	✓	✓
Recognition during National CTE Month Advocacy Campaign (February)			✓	✓	✓	✓
Feature in 'Champions eBlast' (2x/year) (reaches 1,400+ subscribers)				✓	✓	✓
Social Media Spotlights (2x/year) (5,300+ social followers)				✓	✓	✓
VISIBILITY & YEAR-ROUND MARKETING - CONVENINGS & WORKSHOPS						
Verbal recognition during start of convenings and information sessions				✓	✓	✓
Slideshow/Visual recognition w/ logo during start of convenings and information sessions				✓	✓	✓
EVENT MARKETING & BRANDING						
Name & Logo Listed on Event Website		✓	✓	✓	✓	✓
Recognition in All eBlast/Newsletter Promotions (event-specific) (1,400+ subscribers)		✓	✓	✓	✓	✓
Name & Logo Featured in Event Advertisement(s)			✓	✓	✓	✓
Sector-aligned Student Showcase Class Sponsorships				✓	✓	✓
Recognition in Radio Promotion (or alternative publicity)				✓	✓	✓
Dedicated Partner Social Media Post (1x) (5,300+ social followers)				✓	✓	✓
Advertisement in Event Program (Print)				Half Page	Full Page	Premium Full Page

ALL OF YOUR BENEFITS PER TIER (CONTINUED)

BENEFIT	Workforce Ally	Workforce Supporter	Workforce Advocate	Industry Leader	Premier Champion	Workforce Visionary
	\$1,499	\$2,999	\$5,999	\$12,500	\$25,000	\$50,000
EVENT RECOGNITION & HOSPITALITY						
Early Access to Tickets & Table Sales	✓	✓	✓	✓	✓	✓
Verbal Recognition During Event Program & Remarks		✓	✓	✓	✓	✓
Name & Logo Listed on Rolling Presentation		✓	✓	✓	✓	✓
Included Student Showcase Admission		2	✓	✓	✓	✓
Included Priority Seats (Dinner Tickets)			2	4	Included in VIP Table	Included in VIP Table
Included Priority VIP Table for 8 Guests					✓	✓
Opportunity to Speak/Give Remarks During Program					✓	✓
Presentation and naming rights of a Spark the Future Student Showcase Award					✓	✓
Spark the Future Presenting Sponsorship						✓
STUDENT ENGAGEMENT & STORYTELLING						
Featured employer story on CTE Foundation Blog and Partners Page business listing				✓	✓	✓
Opportunity to host a designated career exploration workshop				✓	✓	✓
Speaking opportunity during a Student Workshop (Path to Purpose or other)				✓	✓	✓
EXECUTIVE ACCESS, LEADERSHIP & SECTOR ENGAGEMENT						
Featured in CTE Foundation Blog, Article (or equivalent) Spotlighting Employer Partner and Industry Sector				✓	✓	✓
Co-Author an Editorial (or equivalent)					✓	✓
Seat on CTE Foundation Stakeholder Advisory Council (meets 2x/year)					✓	✓
Opportunity to Co-Lead/Collaborate on Sector Roundtables					✓	✓
Annual Presentation to CTE Foundation Board of Directors					✓	✓
Year-round strategic partnership & quarterly impact briefing					✓	✓

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