



THE MOST POWERFUL WORKFORCE
SOLUTION PUTS **STUDENTS FIRST.**

2025

SPONSORSHIP
GUIDE



SPRING 2025:

Wednesday, May 28 - Career Jam Launch (10th-12th) at Siena College

FALL 2025:

Career Jam Explore (8th-9th) at TEC-SMART, HVCC North Campus
Career Jam Explore (8th-9th) at Hudson Valley Community College



CAREER JAM™
WORKFORCE DEVELOPMENT IN ACTION!

1252 Saratoga Road Ballston Spa, NY 12020
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www.career-jam.com

Career Jam™ is an immersive career exploration event designed to inspire and guide students toward meaningful and fulfilling futures. This hands-on experience exposes students to a diverse range of professions, fosters interactive learning, and ignites a sense of purpose in their academic and career journeys. More than just an event, **Career Jam™** is a catalyst for transformation. By putting students first, we empower them to make informed decisions, develop essential skills, and become confident, purpose-driven individuals ready to shape the future.

Sponsorship Benefits	Industry Leader Sponsor \$10,000	Innovation Sponsor \$7,500	Student Success Sponsor \$5,000	Inspire Sponsor \$3,000	Workforce Sponsor \$1,000
Complimentary exhibitor space at 2025 CapNY Career Jam™ events.	Includes all 3 events, up to 4 booths	Includes all 3 events, up to 3 booths	Includes 2 events, up to 3 booths	Includes 2 events, up to 2 booths	Includes 1 event, up to 2 booths
Industry-exclusive sponsorship for a career cluster.	X				
Promotion of your existing educational programs and/or curriculum to local schools.	X				
Included in media advisory, press release, and day of event photo op.	X	X			
Logo included on all promotional materials; student swag bags, t-shirts, recap video, etc.	X	X	X		
Opportunity to provide collateral materials in the hospitality suite.	X	X	X		
Merchandise placement in student swag bags.	X	X	X		
Volunteer involvement and participation in events.	X	X	X	X	
Recognition in event directory for educators and exhibitors.	X	X	X	X	X
Recognition in 2025 Student Impact Report.	X	X	X	X	X

Additional Benefits for All Sponsors: **Social Media Promotion** on Facebook, LinkedIn, and Instagram, **Website Recognition** on the Career Jam CapNY region webpage at career-jam.com, **Logo Placement** in event-day materials, **Regional Exposure** to thousands of future job seekers

Why be part of Career Jam?

PROMOTE YOUR BUSINESS

to thousands of area students and educators who influence career paths for the future workforce.

EXPAND YOUR TALENT PIPELINE

to a more diverse and skilled workforce.

GROW YOUR NETWORK

with school administrators, counselors, teachers, and key regional economic and workforce organizations.

ALIGN YOUR BRAND

with the region's most powerful workforce development solution.



Exhibitor Package 2025

The cost to exhibit at one CapNY Career Jam™ event is \$450, which includes:

- **One exhibitor booth:** Complete with pipe and drape, signage, a 6-foot table, and 2 chairs.
- **Complimentary refreshments:** Provided for up to 2 company representatives in our hospitality suite.
- **Wi-Fi:** Included for all exhibitors.
- **Electricity:** Available upon request.
- **Onboarding materials:** Guidance to help you plan your booth set up and develop engaging activities for students.

With Support from CapNY's Workforce Collaborative



Capital Region
Workforce Development Board



Community Impact Partner

Interested in partnering with us on a larger scale? Let's make a lasting impact together! Reach out to learn more.

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