



BE PRO BE PROUD

TENNESSEE'S NEWEST
INDUSTRY-LED, CUTTING-EDGE
TECHNICAL CAREER INITIATIVE
CONNECTING STUDENTS, PARENTS & EDUCATORS
TO TENNESSEE'S IN-DEMAND PROFESSIONS

WHAT IS BE PRO BE PROUD?

STARTED IN ARKANSAS, BE PRO BE PROUD IS A UNIQUE WORKFORCE DEVELOPMENT AND INDUSTRY PROMOTION EFFORT DRIVEN BY THE PRIVATE SECTOR TO INCREASE AWARENESS AND WORKFORCE PARTICIPATION IN THE SKILLED TRADES.



WHY BE PRO BE PROUD?

- HUNDREDS OF THOUSANDS OF JOBS IN THE CONSTRUCTION, MANUFACTURING, TRANSPORTATION, AND UTILITY INDUSTRIES ARE UNFILLED ACROSS THE U.S.
- 84% OF MANUFACTURERS REPORT SHORTAGES IN SKILLED PROFESSIONS.
- 86% OF COMMERCIAL BUILDERS STRUGGLE TO FILL OPEN POSITIONS.
- TWO OUT OF THREE PARENTS FEEL A CAREER REQUIRING A SKILLED TRADE IS NOT FOR THEIR CHILD.

HOW DOES IT WORK?

- THE BE PRO BE PROUD MOBILE WORKSHOP IS A CUSTOM-MANUFACTURED, EXPANDABLE SEMI-TRAILER FILLED WITH CUTTING-EDGE VR & AR TECHNICAL CAREER SIMULATORS.
- THE BE PRO BE PROUD TOUR WILL TAKE OUR UNIQUE MOBILE WORKSHOP EXPERIENCE TO MIDDLE & HIGH SCHOOLS ACROSS THE STATE, DELIVERING THE OPPORTUNITY TO TRY A VARIETY OF TECHNICAL ROLES DIRECTLY TO STUDENTS, PARENTS & EDUCATORS.
- THE TOUR TEAM GUIDES STUDENTS THROUGH THE MOBILE WORKSHOP, SHARING FUN INSIGHTS INTO THE WEALTH OF OPPORTUNITY, VARIETY, FREEDOM & SALARY RANGES THAT TECHNICAL CAREERS OFFER.
- STUDENTS CAN THEN 'JOIN THE MOVEMENT'—THAT ALLOWS THEM TO RECEIVE MESSAGING TAILORED TO PROFESSIONS THEY'RE INTERESTED IN VIA RESPONSIVE DIGITAL CAMPAIGNS.





TENNESSEE'S MOBILE WORKSHOP

- CNC MACHINING
- CDL TRUCK DRIVING
- DIESEL TECH
- WELDING
- LINEMAN
- 4 CONSTRUCTION TRADES
- AGRICULTURE
- FORESTRY

TIMELINE AND OPERATIONS

- SPECIAL EVENT VEHICLES COMPANY (SPEVCO) IS BUILDING OUT THE TRAILER AND WILL ADMINISTER ALL OPERATIONS OF THE TRUCK INCLUDING MAINTENANCE, DRIVERS, TOUR MANAGERS, ETC. ADDITIONALLY, THEY WILL ADMINISTER AND SUBMIT REAL TIME DATA OF NUMBER OF STUDENTS REACHED ACROSS TENNESSEE AND OTHER REPORTING FUNCTIONS.
- TOUR SCHEDULING AND LOGISTICS WILL BE HANDLED THROUGH SPEVCO. TOURS CAN BE REQUESTED AT BEPROBEPROUD.ORG.
- OUR GOAL IS A SOFT LAUNCH THIS SPRING WITH A FULL-SCALE KICKOFF EVENT AND LAUNCH IN AUGUST.

IMPACT

One Be Pro Be Proud Truck on the road can reach more than 40,000 students annually

84% of educators say that Be Pro Be Proud helps students understand training and career opportunities

73% of educators report that students now consider one of these professions as a career path

Four of five students have a better impression of these careers

TENNESSEE BE PRO BE PROUD FOUNDING COUNCIL



PARTNER OPPORTUNITIES

STATION PARTNER

CHAIRMAN

\$200,000+

EXECUTIVE

\$100,000

Vice President

\$50,000

LOGO PARTNER

Site Manager

\$25,000

Foreman

\$15,000

Skilled Labor

\$10,000

MEMBER PARTNER

Credentialed

\$5,000

Certified

\$3,000

**SPONSORSHIP
OPPORTUNITIES
AND BENEFITS**

|  BE PRO BE PROUD BEPROBEPROUDTN.ORG | STATION PARTNER | | | LOGO PARTNER | | | BPBP Member | |
|--|---------------------------------|-----------------------|-----------------------|----------------------|-----------------------|-----------------|-------------------|-------------------|
| | Paid over the course of 3 years | | | Paid Annually | | | Paid Annually | |
| | CHAIRMAN | EXECUTIVE | VICE PRESIDENT | Site Manager (10) | Foreman (20) | Skilled Labor | Credentialed | Certified |
| | \$200,000+ | \$100,000 | \$50,000 | | | | | |
| Annual fee <i>(after contract fulfilment)</i> | \$30,000 | \$20,000 | \$10,000 | \$25,000 | \$15,000 | \$10,000 | \$5,000 | \$3,000 |
| Presenting Sponsor | ✓ | | | | | | | |
| Leadership Council | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Sponsor listing & logo in annual stakeholders report | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Special Legislative Tour Event | ✓ | ✓ | | | | | | |
| Recruitment Database | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Invite to Attend Tours | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invite to Host Tour | ✓ | ✓ | | ✓ | | | | |
| Company Promotion on Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Social Media Promotion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Logo Placement on Trailer | Back doors of trailer | Back doors of trailer | Back doors of trailer | Back side of trailer | Front side of trailer | Exterior ribbon | Inside of trailer | Inside of trailer |
| Simulator Brand Placement | ✓ | ✓ | ✓ | | | | | |
| Newsletter & Tour Updates | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Press & Media Promotion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Feature company Professional on Website | ✓ | ✓ | | ✓ | | | | |
| Logo on Apparel or Swag | ✓ | ✓ | | ✓ | | | | |
| Enhanced Profile & Logo on Website and Collateral | ✓ | ✓ | | ✓ | | | | |
| Detailed Analytics of Impact | ✓ | ✓ | | ✓ | | | | |
| Student Survey Results | ✓ | ✓ | | ✓ | | | | |
| Host a Special Event | ✓ | | | | | | | |

SPONSORSHIP OPPORTUNITIES AND BENEFITS

OPPORTUNITIES FOR BRAND PLACEMENT

EXTERIOR AND INTERIOR:

- **ONE** CHAIRMAN (\$200,000)
- **FIVE** EXECUTIVE (\$100,000)
- **FOUR** VICE PRESIDENT (\$50,000)

BACK SIDE OF TRAILER:

- **FOURTEEN** SITE MANAGER (\$25,000 YR)

FRONT SIDE OF TRAILER:

- **TWELVE** FOREMAN (\$15,000/YR)

EXTERIOR RIBBON:

- **THIRTY-TWO** SKILLED LABOR (\$10,000/YR)



Brand Placement Sponsorships are anticipated to sell out quickly!

BE PRO BE PROUD

- WE NEED YOUR PARTNERSHIP TO MAKE THIS SUCCESSFUL! ANNUAL OPERATING COSTS ARE EXPECTED TO BE ~\$800,000.
- SPONSORSHIPS ARE MADE PAYABLE TO THE TENNESSEE ASSOCIATION OF BUSINESS FOUNDATION, A 501C3.
- FOR QUESTIONS OR TO CONFIRM YOUR SPONSORSHIP, PLEASE CONTACT:
SARAH BURNETT, DIRECTOR OF MEMBERSHIP AND FOUNDATION DEVELOPMENT
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