



BE PRO BE PROUD
B E P R O B E P R O U D S C



Be Pro Be Proud S.C.

The Associated Industries of S.C. is launching Be Pro Be Proud S.C. with the goal of educating all South Carolinians on the benefits and careers in the skilled trades. Be Pro Be Proud SC leads the movement to bring a new generation of pride, progress and professionals to South Carolina's skilled workforce through a unique private/public partnership.

The Need

Many industries are facing a challenge. Skilled professionals are reaching retirement age, jobs are plentiful and there are not enough skilled workers to fill them.

The Facts

Tens of thousands of workers are needed in the skilled trades and supply chain-related industries in South Carolina. Parents need to understand that attending college isn't the only path to a well-paying career. S.C. citizens who are not college-bound or are "at risk" can be encouraged to find a path to rewarding, prideful professional careers.

The Solution

Be Pro Be Proud S.C. is a focused effort designed to create and generate student, parent and educator interest in technical professions within the manufacturing, transportation and logistics and construction industries by presenting them as the high-tech, high-wage career paths they are.



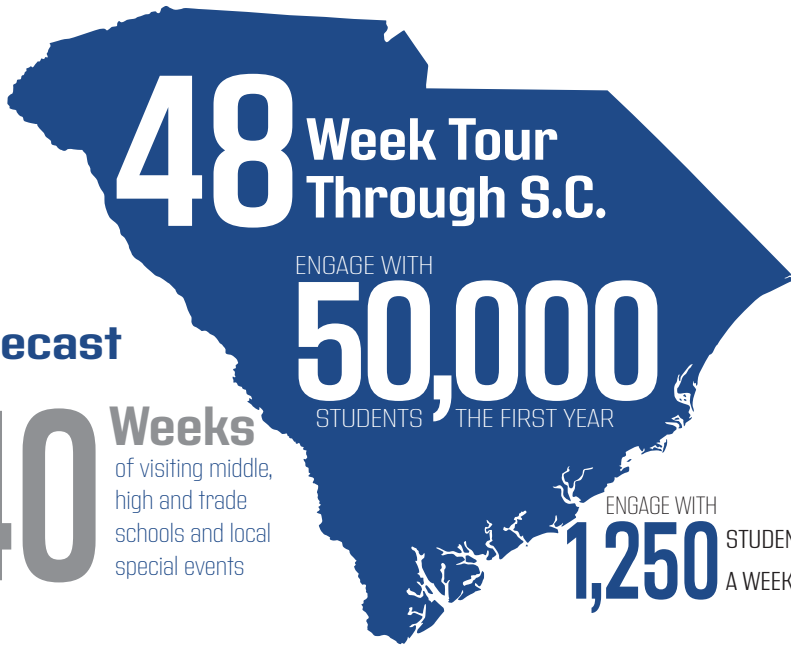
The Method

Be Pro Be Proud's flagship mobile workshop brings elements of up to 12 skilled professions to middle and high school students, an at-large workforce via simulators and virtual reality. All stepping aboard this next generation workshop will learn job responsibilities and average state-wide wages for each career.

The BeProBeProudSC.org web platform supports the in-person learning experience by highlighting up to 12 of the highest need careers. Each career has an information page with a video about that profession, specifics on job responsibilities, job demand for the next 10 years, required education and training, as well as average wage information from the Department of Labor. The experience will also highlight the financial benefits of being drug free. For those interested in a particular job, there will be links at the bottom of the webpage to "find training" or "find jobs" or to join the contact list.

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The Forecast

The Goal

- Grow awareness of the skills gap as a threat to growth.
- Change attitudes and perceptions about skilled trade professions.
- Promote action in our audiences and instill pride.
- 100,000 S.C. citizens entering the skilled workforce over a five year period.



The Ask

The Associated Industries of S.C. wants to introduce Be Pro Be Proud S.C. to as many South Carolinians as possible, but we need your help. To meet our state's future needs we will target middle and high schoolers and any citizen looking to start a career. As you can imagine, the cost of this cutting edge program requires funding by companies like yours who rely on skilled workers to get the job done. The cost of not funding this program will continue to be too many unfilled jobs and too few skilled workers. Let's work together to change attitudes and perceptions about skilled labor.



Get Involved as a Sponsor

SPONSORSHIP LEVELS	BOARD	PRESENTING	PLATINUM	GOLD
Amounts	\$500,000	\$ 250,000	\$ 100,000	\$ 50,000
Seat on Steering Committee	*			
Premium Logo Placement on Tractor & Trailer – “Presented By”	*			
Premium Logo Placement on Trailer – “Presented By”	*	*		
Company Profiled in all Literature & Communications	*	*		
Corporate Logo Placement on Side & Back of Trailer	*	*	*	
Select a Targeted Skill & Module (12)	*	*	*	
Company & Employee Featured in Video (12)	*	*	*	
Logo Placement on Back of Trailer	*	*	*	*
Logo Displayed Inside the Trailer with Associated Module/Skill	*	*	*	*
Logo on all Printed Materials	*	*	*	*
Logo/Involvement Promoted Through Social Media	*	*	*	*
Logo/Involvement Promoted on Website	*	*	*	*
Press Release Announcements	*	*	*	*

Initial Goal \$2 Million

Your investment gets the above for 60 months. An additional yearly commitment equal to 5% of the original sponsorship amount is needed for the upkeep and maintenance of the modules and equipment.

