

BE PRO BE PROUD®

BEPROBEPROUDNC.ORG

NORTH CAROLINA



LAUNCHING 2022

Join a cutting-edge technical career initiative connecting students, parents & educators to North Carolina's in-demand professions

VR/AR
CAREER
SIMULATORS

STATEWIDE
MIDDLE & HIGH
SCHOOL REACH

EXCLUSIVE
RECRUITMENT
DATABASE

SOCIAL, TEXT
& DIGITAL
ENGAGEMENT

TECHNICAL
PROFESSIONAL
FEATURE



Be Pro Be Proud is designed to help students explore, plan & launch careers in North Carolina's high-demand technical roles.





**BUILDING STUDENT INTEREST IN TECHNICAL CAREERS
BEGINS WITH OUR MOBILE WORKSHOP TOUR**

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.



**BE PRO BE PROUD NORTH CAROLINA
PARTNERSHIPS**

Be Pro Be Proud Partnerships fuel the powerful workforce impact we can make across North Carolina.

An investment delivers one-of-a-kind benefits & opportunities woven into each element of our initiative.



LOOK FOR THE PARTNERSHIP MARKER

BY THE NUMBERS:

A look into North Carolina's expected Mobile Workshop Tour impact for our 3-year partnership period

175,000+

MOBILE
WORKSHOP
VISITORS

1,000+

TOUR STOPS

ALL 100

COUNTIES
VISITED







35,000+

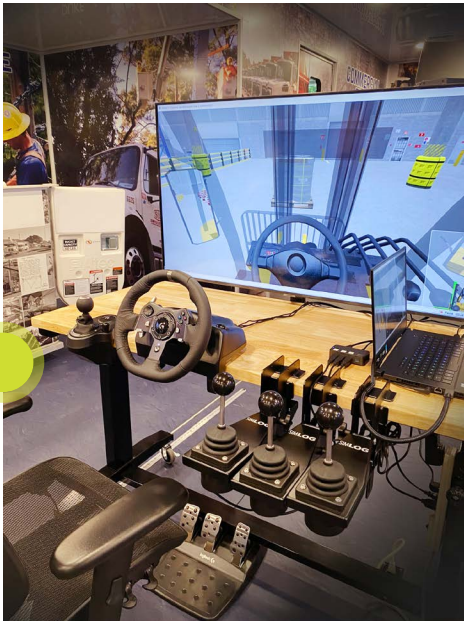
JOIN THE
MOVEMENT



IMMERSIVE VR & AR EXPERIENCES SHOWCASE NORTH CAROLINA'S PARTNERS & PROFESSIONS

Students discover first-hand which skilled professions spark their interests as they dig, drive, connect & weld using the custom-developed, highly-interactive stations that feature our partners in these key North Carolina industries:

-  AGGREGATES
-  MANUFACTURING
-  CONSTRUCTION
-  TRANSPORTATION
-  FORESTRY
-  UTILITIES





CONNECTING STUDENT INTERESTS

WITH **PARTNER OPPORTUNITIES**

Students who join the movement receive messages tailored to partners & professions they're interested in via our responsive Text & Email digital campaign.

We utilize the power of social media to promote our partner organizations, share engaging career profiles, Be Pro success stories & more.

LAUNCH CAREERS WITH POWERFUL ONLINE PROFILES & EXCLUSIVE RECRUITMENT DATABASE

Our website serves as an online resource & holds a robust recruitment database of student information only our partners can access.

Partners also have the option to build an enhanced profile & feature a professional from their organization to represent a technical profession across the state.



BE PRO BE PROUD NORTH CAROLINA IN THE PRESS

“Labor is the number one issue for our industry right now, and Be Pro Be Proud is one meaningful way for us to move the needle in the right direction,” said **Tim Minton**, North Carolina Home Builders Association Executive Vice President.

“We are excited to play an active role in this partnership, as we know this program will put North Carolina ahead of the curve in terms of addressing the needs of the workforce.”

POSITIVE IMPACT:

Proven impact through educator surveys in other Be Pro Be Proud states

80%

of teachers report Be Pro Be Proud impacted **one or more of their at-risk students to stay in school.**

84%

of educators say that Be Pro Be Proud helps students **understand training & career opportunities.**

80%

of students have **better impressions about technical careers** within the manufacturing, construction, transportation & utility industries.

73%

of educators report that students now **consider one of these professions as a career path.**

BE PRO 100 LEVEL 1 PARTNER 3 YEAR PARTNERSHIP

CONTRIBUTION—\$5,000 PER YEAR FOR TWO TRUCKS

- **Access to Recruitment Database:** Students who “Join the Movement” will be added to a database for future engagement by BPBP and its Partners for post-secondary education/training and career opportunities.
- **Invite to Attend Tours:** Each Be Pro Be Proud Mobile Workshop will complete approximately 80 tour stops each school semester and between 150–200 students will visit the Workshop each day. Partners are invited and encouraged to join the Tour Team at each of these stops to inform students about exciting education/ career opportunities provided.
- **Request School Location:** Partners are the first group of stakeholders invited to recommend tour dates and locations for tour stops during the upcoming semester. Whether its a construction site, maintenance shop or manufacturing complex, Partners not only enrich the learning opportunities for participating students, they help showcase themselves as a place to learn or start a career.
- **Website Listing:** If your company is selected by the user, they are landed directly on your website.
- **Social Media:** Engagements and Posts on Facebook, Instagram, Twitter, TikTok or mention in news publications. Any posts by your company using our hashtags are reposted to our channels. Includes 1 company-dedicated post annually.

BE PRO 100 LEVEL 2 PARTNER 3 YEAR PARTNERSHIP

CONTRIBUTION—\$10,000 PER YEAR FOR TWO TRUCKS

- **All included with Be Pro 100 and the Following:**
- **Additional social media posts.**
- **Exterior of Truck Logo:** Applicable partnership levels include logo placement on the exterior of the truck.

SPONSORED STATION PARTNER 3 YEAR PARTNERSHIP

CONTRIBUTION OPTIONS—\$20,000/YEAR FOR ONE MOBILE WORKSHOP \$35,000/YEAR FOR TWO MOBILE WORKSHOPS

- **All included with Be Pro 100+ and the following:**
- **Additional social media posts.**
- **Company logo on back of Mobile Workshop(s)**
- **On Station / Simulator Brand Placement:** Includes a large, engraved plaque on your station of choice and company logos physically on, and/or within software of related interactive equipment.
- **Newsletter Feature:** Partners enjoy a feature in our quarterly newsletter which includes links to their website and social media channels.
- **SMS/Email Recruitment Campaign:** Text message and email campaign to reach individuals who have Joined The Movement and expressed an interest in careers Partners seek to fill. Increased push to engage and persuade these individuals to contact your company for employment. Includes 1 campaign annually.
- **Video Testimonial:** Be Pro Be Proud North Carolina will film a “Day-In-The-Life” of an individual at your company, school or within your organization. We will work with your team to schedule, capture and showcase this footage.
- **Press Release:** We will work with each Partner to provide a Press Release and photo content to local, state, and industry media outlets.



SKILLED PROS PARTNER 3 YEAR PARTNERSHIP

**CONTRIBUTION OPTIONS—\$35,000/YEAR FOR ONE MOBILE WORKSHOP
\$60,000/YEAR FOR TWO MOBILE WORKSHOPS**

- All included with Station Partner and the following:
- **Video Testimonial Featured Annually** (3 total)
- **Featured Professional on BeProBeProudNC.org:** Partners in this category will identify the individual who will represent an Industry Profession on beprobeproudnc.org for a 12-month period. Employees will be photographed at a location relevant to each career and promote the Partner company. Additional information and content will be captured, produced and shared wherever this profession is promoted—social, web, print media, etc.
- **Your Logo on MVP Shirts:** Each day, student-volunteers are designated as the Most Valuable Pros of the day. Shirts are provided by BPBP to designate their participation and help onboard the Workshop. Your organization's logo will be added on one sleeve of the shirt for all stops throughout a 12-month period.
- **Scholarship Sponsor:** Each semester, Be Pro Be Proud awards 2 scholarships to educators/tour stop hosts who complete all aspects associated with Tour Stops. Your organization's name will be added to all information shared concerning these awards and the Partner will be invited to present these scholarships to the recipients.
- **Enhanced Profile on BeProBeProudNC.org:** Company profile featured top of list for the professions you offer. This profile will outline your company's history, culture, size, scope of operations, growth potential, and include the featured professionals.

PRESENTING PARTNER 3 YEAR PARTNERSHIP

CONTRIBUTION OPTIONS—\$200,000/YEAR FOR TWO MOBILE WORKSHOPS

- All included with Station Partner and the following:
- **The Presenting Partner will receive maximum social media coverage throughout the Tour Partnership Period.**
- **Additional video testimonials where applicable.**
- **Logo on MVP Shirts:** While similar to that for Skilled Pros Partners, the Presenting Partner's logo will instead be prominently featured on the back of BPBP's MVP t-shirts.
- **Tour Naming Rights:** "Your Organization" Presents the 202X Be Pro Be Proud Mobile Workshop Tour. Prominent branding will be displayed larger than and above all other state partner logos on all BPBP-NC Workshops.
- **Host a Special Event:** The BPBP-NC Team will work with you to coordinate and host a Mobile Workshop event of your choosing.

Contact Tracie to learn more about Be Pro Be Proud North Carolina partnerships.

Tracie Garrett

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Partnership Opportunities & Benefits	● BE PRO 100 LEVEL 1	● BE PRO 100 LEVEL 2	● STATION PARTNER	● SKILLED PROS PARTNER	● PRESENTING PARTNER
Partner Investment / One Truck	—	—	\$20,000/year	\$35,000/year	N/A
Partner Investment / Two Trucks	\$5,000/year	\$10,000/year	\$35,000/year	\$60,000/year	\$200,000/year
Partner Period	3 Years	3 Years	3 Years	3 Years	3 Years
Access to Recruitment Database	●	●	●	●	●
Invite to Attend Tours	●	●	●	●	●
Invite to Host Tour Stop	●	●	●	●	●
Listed on Website	●	●	●	Home Page	Home Page
Listed Under "Find Jobs"	●	●	●	●	●
Social Media Posts (Annually)	1 Post	3 Posts	5 Posts	7 Posts	10 Posts
Logo on Exterior of Truck	—	Exterior Ribbon	Tractor or Back of Trailer	Tractor or Back of Trailer	Tractor or Back of Trailer
On-Station / Simulator Brand Placement	—	—	●	●	●
Newsletter Feature	—	—	●	●	●
Press Release	—	—	●	●	●
SMS/Email Recruitment Campaign (Annually)	—	—	●	●	●
Video Testimonial	—	—	1 Testimonial	1 Testimonial Annually	1+ Testimonial Annually
Featured Professional on Website	—	—	—	1 Professional Annually	1 Professional Annually
Organization's Logo on MVP Shirts	—	—	—	Sleeve	Back
Enhanced Profile on BPBP.org	—	—	—	●	●
Host a Special Event	—	—	—	—	●
Speaking Roles At Select Events	—	—	—	—	●
Enhanced Placement on BPBP Collateral	—	—	—	—	●