



## **AEROSPACE JOBS EXPLAINED**

CAREER EXPLORATION SPONSORSHIP PACKAGE





## ABOUT AEROSPACE JOBS EXPLAINED

**Aerospace Jobs Explained** is a digital content initiative designed to engage high school students with career exploration in the aerospace industry. As a key component of the broader **Jobs Explained** program, which is managed by The WNET Group and supported by the Corporation for Public Broadcasting, Aerospace Jobs Explained leverages public media's extensive local and national infrastructure. It aims to introduce students to aerospace careers that offer competitive salaries and demand skills not necessarily acquired through traditional educational routes.

Part of a national pilot launched in 2023, this initiative utilizes social media to produce targeted, short-form videos about aerospace careers. By focusing on industry-specific content and local relevance, the program fosters connections between students and local educational and business resources, facilitating both career exploration and practical training opportunities. This approach supports **Jobs Explained's** overall goals of informing and inspiring youth through modern, engaging content and providing actionable pathways to fulfilling, well-paying careers.

## **Sponsorship Opportunity: ICAP Career Exploration Event**

We are excited to invite you to sponsor our upcoming event designed to guide high school students through the key elements of the Individual Career and Academic Plan (ICAP). This initiative aims to equip students with the knowledge and tools to set personalized academic and career goals while exploring diverse postsecondary opportunities. Your support will be instrumental in making this event a success.

### **Event Overview:**

Our event is structured to help students:

1. **Establish Personalized Academic and Career Goals**
2. **Explore Postsecondary Career Opportunities including:**
  - Military careers
  - Apprenticeship programs
  - Career and technology programs leading to certification or licensure
3. **Align Coursework and Curriculum**
4. **Apply to Postsecondary Institutions**
5. **Secure Financial Aid**





Beyond the ICAP requirements, we emphasize the importance of social connection and networking within each industry. Our model integrates:

1. **Professional Networking**
2. **Peripheral Benefits of Career Pathways**
3. **Social Connection and Wellbeing**
4. **Innovation and Future of the Industry**

Additionally, we recognize the critical role that teachers, caregivers, and school districts play in student success. To support these contributors, we provide valuable information on aligning coursework and lesson plans with workforce needs.

### **Event Activities:**

To maximize student engagement, our event includes an interactive educational activity:

- **Panelists, Vendors, and Exhibits** will focus on aviation and aerospace career pathways and ICAP elements.
- **Bingo Cards** featuring fill-in-the-blank and multiple-choice questions related to career goals, certification, financial aid, and other ICAP elements.
- **Bingo Activity:** Students will complete their Bingo cards by interacting with vendors and exhibits. Completed cards will be used to play Bingo for prizes at the end of the event.

## Expected Outcomes:

- **Draft ICAP:** Students will leave with a draft ICAP tailored to aviation and aerospace careers.
- **Fundamental Understanding:** Students will gain a solid understanding of ICAP elements and the steps needed to pursue a career in aviation/aerospace.

## Impact:

Your sponsorship will help provide students with essential career planning tools, foster valuable industry connections, and enhance their understanding of career pathways in aviation and aerospace. Join us in making a meaningful difference in students' futures by supporting this innovative and impactful event.

## Event Details:

**Date:** Thursday, November 14th

**Time:** 10 a.m. - 2 p.m.

**Location:** OETA Campus, 535 N Greenwood Ave, Tulsa, OK 74106

**Number of Students:** 75







## Event Schedule:

9:30 a.m.	10:00 a.m.	- Student Arrivals
10:00 a.m.	10:10 a.m.	- Opening Remarks
10:10 a.m.	10:15 a.m.	- Panel Intros
10:15 a.m.	10:45 a.m.	- Panel
10:45 a.m.	11:00 a.m.	- Q&A
11:15 a.m.	11:45 a.m.	- Lunch
11:50 p.m.	12:35 p.m.	- Scheduled Vendor Visits
12:40 p.m.	1:15 p.m.	- Scheduled Vendor Visits
1:20 p.m.	1:50 p.m.	- Bingo
	2:00 p.m.	- Students return to school

## **Sponsorship Benefits:**

As a sponsor, you will gain visibility and recognition throughout the event, including:

- Logo placement on event materials including, but not limited to:
  - Pre- and Post-Event Press Releases
  - Blog Posts on OETA.tv
  - Social Media Posts on OETA and Aerospace Jobs Explained sites
  - Odyssey - OETA's printed program guide
  - OETA Weekly Newsletter
  - OETA.tv Web Banner
- Partner Social Media Kit
- Opportunity to interact with students and showcase your organization
- Video placement in event materials
- Acknowledgment during the event and in promotional materials

## **Sponsorship Package:**

We look forward to partnering with you to create a transformative experience for our students. For more information or to discuss sponsorship opportunities, please contact us at: Jennifer Mullins at [JMullins@OETA.tv](mailto:JMullins@OETA.tv) or by phone at 405-210-1041.

**Thank you for considering this sponsorship opportunity.**





## **ITEMS TO SPONSOR:**

### **Event Lunch: \$1,200**

Box lunch including sandwich, cookie, bag of chips, and a drink from MaCalister's Deli.

### **Event Snack: \$200**

Snacks at a branded table for students to enjoy while interacting with vendor tables.

### **Event Promo Take Home Materials: \$1,200**

Branded Aerospace-Themed Patch, Clear branded waist pack, and a branded spiral notebook set.

### **Event Educational Activity: \$700**

Interactive Bingo game that encourages students to interact with each vendor and leads students to tangible resources and next steps to pursue a career in the aviation/aerospace industry in Oklahoma.

### **Event Grand Prize: \$450**

An aerial adventure above Tulsa.

## **TOTAL PROGRAM COST: 3,750**



## PRE-EVENT SPONSORSHIP BENEFITS

### 1 Instagram Post on Jobs Explained Account

872 Followers

4.8 Million Total Views

275k Total Likes

### 1 Post on OETA Instagram & Facebook Accounts

24,000 Total Audience

Age Ranges 16 - 65

### 1 Newsletter Inclusion

71,500+ Subscribers

30% Average Open Rate

### OETA Website Blog Post

1,500+ Views



## EVENT SPONSORSHIP BENEFITS

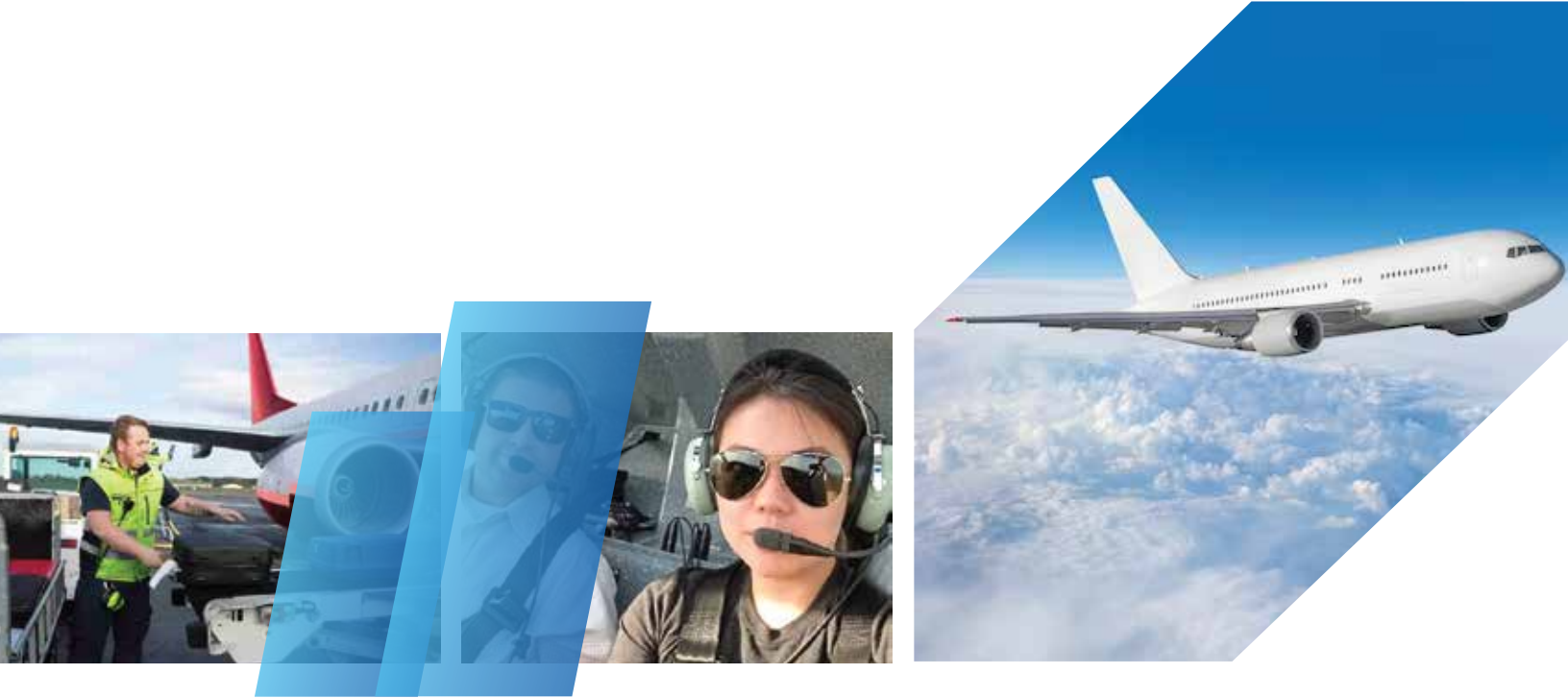
Verbal Recognition and Thanks during welcome and closing of event.

Logo included on event signage including but not limited to:

### FOUR (4) Exhibit Tables

- **Aviation & Aerospace Career Pathways Exhibit (MRO, Flight, Administration, Management etc.)**
  - Financial Assistance opportunities for Aerospace Jobs Exhibit (internships, scholarships, work-based learning etc.)
  - Aerospace & Aviation Teacher Tools & Resources Exhibit (Choose Aerospace, AOPA, FAA AVMED curriculum and resources for classroom implementation)
  - Social Connections and Wellbeing ( STEM afterschool/ extracurricular clubs and programs)
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- **Snack Table Signage**
  - **Video Reel played at the Welcome of event and again at the Close of event**
  - **“Grand Prize Presented By” verbally and on gift certificate for Bingo Grand Prize**
  - **Sponsorship mentions on room signage**





## POST-EVENT SPONSORSHIP BENEFITS

### **2 Instagram Posts on Jobs Explained Account - 1 Event Recap Reel**

872 Followers

4.8 Million Total Views

275k Total Likes

### **2 Posts on OETA Instagram & Facebook Accounts - 1 Event Recap Reel**

24,000 Total Audience

Age Ranges 16 - 65

### **1 Newsletter Inclusion - Event Recap**

71,500+ Subscribers

30% Average Open Rate

### **Odyssey - OETA's printed program guide**

21,000+ physical copies sent monthly

5,000+ digital copies sent monthly

### **OETA Website Blog Post - Event Recap**

1,500+ Views