Linn-Benton Community College
Foundation

2027 SPONSORSHIP OPPORTUNITIES

CTE SIGNING DAY

Thursday, April 29, 2027



CTE Signing Day celebrates students committing to pursue high-demand careers through LBCC's Career & Technical Education programs. Modeled after an athletic signing day, participating students complete program-specific orientations, connect with instructors and industry partners, and officially sign letters of intent marking their commitment to LBCC and their future careers.

The celebration culminates in an evening ceremony where students are recognized alongside their families, faculty, employers, and community partners. More than a celebration, CTE Signing Day creates an early connection between students and the industries they are preparing to enter—giving local employers an opportunity to celebrate, encourage, and invest directly in the future workforce of the Mid-Willamette Valley.

Students participating in CTE Signing Day represent programs across LBCC's career and technical education offerings, including; Accounting Technology · Animal Technology · Automotive Technology · Coding Reimbursement Specialist · Community Health · Computer Aided Drafting & Design (CADD) · Culinary Arts, Nutrition & Food Systems · Dental Assistant* · Early Childhood Education · Heavy Equipment/Diesel Technology · Industrial Pipe Trades, Fitting & Welding · Machine Tool Technology · Mechatronics · Medical Assisting* · Non-Destructive Test & Evaluation · Phlebotomy* · Visual Communication · Welding & Fabrication Technology*

** = One Year Certificate*

SEE CTE SIGNING DAY IN ACTION: View Photo Gallery || Watch Recap Video

171
STUDENTS PARTICIPATED
IN THE 2026 CTE SIGNING DAY

242%
GROWTH IN PARTICPATION
SINCE 2022 CTE SIGNING DAY

88%
CITED CTE SIGNING DAY
AS THE REASON THEY ENROLLED

FEATURED PACKAGES

Select the package that best fits your audience and goals. Full package marketing benefits are detailed on page 3.

PRESENTING SPONSOR *$5,000 • ONE AVAILABLE*	• Presenting designation in all marketing and event materials. • Exclusive logo inclusion on promotional flyers and posters distributed to high schools throughout Linn and Benton counties. • Opportunity for a company representative to deliver a brief on-stage message or provide a short video message for the ceremony. • Prominent branded signage displayed during the ceremony and student orientations. • ***Plus, all marketing benefits listed in the Presenting Level.***
LIVE STREAM SPONSOR *$3,000 • ONE AVAILABLE*	• Prominent logo placement throughout the ceremony livestream. • Recognition during the livestream broadcast. • Logo and recognition retained in applicable post-event recordings and replays. • 2026 Reach: 246 YouTube views, including 159 live viewers. • ***Plus, all marketing benefits listed in the Apprentice Level.***
PHOTO BOOTH SPONSOR *$2,000 • ONE AVAILABLE*	• Prominent logo placement on branded step-and-repeat backdrop used by students, families, & guests throughout the evening. • Logo inclusion on digital guest photos strips. • Opportunity to provide branded photo booth props. • ***Plus, all marketing benefits listed in the Apprentice Level.***
CTE PARTNER *$1,000 • THREE AVAILABLE*	• Opportunity to host a company table during the post-ceremony celebration. • Opportunity to provide an approved branded item or resource to participating students. • ***Plus, all marketing benefits listed in the Partner Level.***
STUDENT SCHOLARSHIP *Starting at $1,500*	Invest directly in a CTE Signing Day student through a scholarship supporting their education at LBCC. Scholarships may benefit one or multiple students and include on-stage recognition, with the opportunity for a company representative to personally present the scholarship certificate during the ceremony.
GIFT CARD SUPPORT *Starting at $500*	Help participating students begin their programs with support for textbooks, supplies, tools, and other educational expenses. Contributions can support individual students within a program or be combined to reach multiple CTE Signing Day participants, with recognition during the ceremony.

SPONSORSHIP BENEFITS

CTE Signing Day — April 29, 2027

MARKETING BENEFITS:	PRESENTING LEVEL *$5,000*	APPRENTICE LEVEL *$3,000 — $2,000*	PARTNER LEVEL *$1,000*
Website: *Logo & link included on the CTE Signing Day webpage.*	✔	✔	✔
Email: *Recognition in the Foundation's bi-monthly email newsletter to 4,500+ donors and supporters, and in internal communications to 1,500+ LBCC employees.*	✔	✔	✔
Social Media: *Dedicated thank-you post on the Foundation's social media channels, plus tagging and recognition in applicable CTE Signing Day posts across LBCC college social media channels.*	✔	✔	—
Sponsored Posts: *Logo inclusion in applicable paid social media promotion.*	✔	—	—
Radio Ads: *Verbal recognition in a limited number of radio ads promoting CTE Signing Day on KGAL's High School sports station & Spotify streaming.*	✔	—	—
Event Signage: *Logo recognition on applicable "Thank You To Our Sponsors" signage and displays throughout CTE Signing Day.*	✔	✔	✔
Pre-Event Slideshow: *Sponsor-provided ad featured in the ceremony slideshow as guests arrive.*	✔	✔	✔
Event Program Advertisement: *Branded ad in the official ceremony program, distributed to students and attendees at check-in. 350 copies distributed in 2026.*	**Full Page**	**½ Page**	—
Post-Ceremony Engagement: *Opportunity to host a company table during the post-ceremony celebration.*	✔	✔	✔
Student Welcome Item: *Opportunity to provide an approved branded item or resource to participating students.*	✔	✔	✔

READY TO PARTNER?

Justin Williams • Sponsorship & Events Manager - LBCC Foundation
541-917-4284 • Williaj@linnbenton.edu

Benefits and availability are subject to change. Timing of commitment may affect inclusion in select promotional materials.