

# Ways to Engage



## Be a Corporate Sponsor

### National Corporate Early Adopter - \$50,000 annually

Receive immediate ROI:

- National activation rights for all U.S. locations
- Corporate logo, ID and product placement in select videos, PSAs and content creation
- Access to full suite of templated marketing materials, videos, POS/POP collateral, etc.
- Connections to national and local PR, employee engagement, mentorship, internships and part-time job opportunities
- Rights to host cause-marketing overlay to drive sales, traffic and customer engagement
- Social media tie-ins and collaborative strategy
- Digital content development and sharing
- Much more...

### Small Business Early Adopter- \$10,000-25,000 annually (depending on size of company)

Receive immediate ROI:

- Select state(s) activation
- Access to templated marketing materials, videos & POS/POP collateral for use in market
- Connections to local PR, employee engagement, mentorship, internships and part-time job opportunities
- Rights to host cause-marketing overlay in market to drive sales, traffic and customer engagement
- Social media tie-ins, and much more.

## Be a Donor

**Yes! I'll donate to help build out this important campaign to drive the future pipeline of technicians! Count us in for a tax-deductible donation of:**

- \$100     \$1,000  
 \$300     \$2,500  
 \$500     \$5,000     Other \$ \_\_\_\_\_

**Plus, everyone is asked to contribute any of the following** (check any we can contact you about):

- Donate **in-kind equipment, supplies, tools**, or other products/services to help local high school, auto shop programs thrive;
- Encourage employees to be **mentors** to future techs;
- Appoint a **spokesperson(s)** who can serve on panels and/or speak locally about the technician career opportunities;
- Offer **paid, technical internship(s)** for student(s) to obtain hands-on training and experience;
- Offer **part-time, non-technical job(s)** (desk/counter, driving, service jobs) for students to work while going to school to pay rent and put food on the table.

**Yes, call me!** *Let's solve the qualified tech shortage.*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Cell phone: \_\_\_\_\_ City: \_\_\_\_\_

Office phone: \_\_\_\_\_ State: \_\_\_\_\_

Email address: \_\_\_\_\_

**Complete and get this form to us, if you're interested in chatting about any ways to engage.**