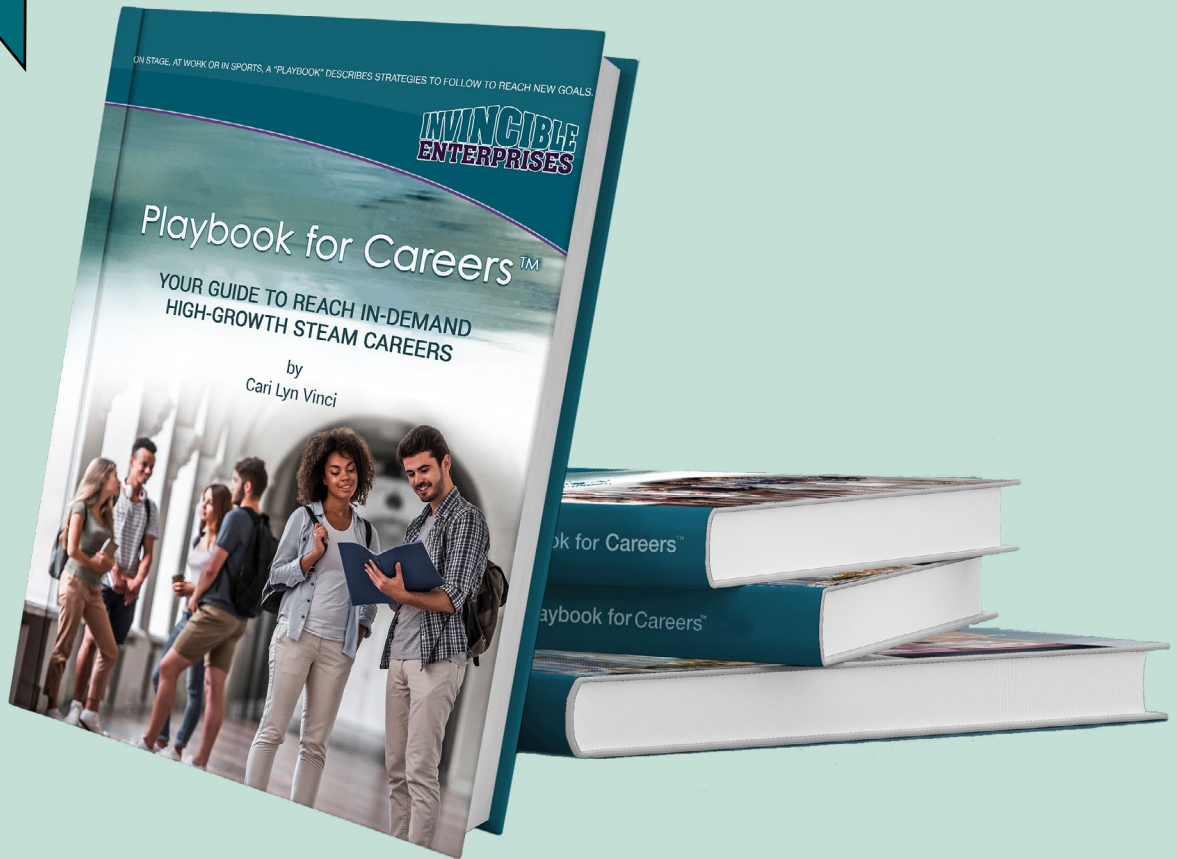


2019



SPONSOR PLAYBOOK FOR CAREERS™

to

Future Proof Your Business
Fill your STEAM Workforce Pipeline
Grow Your Customer Base

**INVINCIBLE
ENTERPRISES**

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WHY SPONSOR?

CONNECT YOUR ORGANIZATION TO YOUNG ADULTS FUTURE LEADERS, WORKERS & BUSINESS OWNERS IN STE@M™ CAREERS

1 FUTURE PROOF YOUR BUSINESS
Create & grow customer loyalty with Generation Z & Gen Alpha

2 DEMONSTRATE YOUR CORPORATE CULTURE
Highlight employees as Role Models

3 SUPPORT DIVERSITY
Increase minorities in STE@M™ careers

4 RECRUIT FUTURE EMPLOYEES
Grow your own workforce

5 ENHANCE YOUR CAUSE-RELATED MARKETING
Today's students support organizations that demonstrate corporate social responsibility

Playbook for Careers™ helps students
answer 2 BIG questions:

“Why do I have to learn that?”

&

“What am I going to do with my life?”

YOUR SPONSORSHIP HELPS STUDENTS ENTER 21st CENTURY STE@M™ CAREERS!

CHECK OUT THESE STATS:

In California - there are 4+ Million young men & women who can benefit from your Sponsorship.

Help students develop Leadership & other 21st Century **POWER** Skills: The 5 C's: communication, creativity, collaboration, confidence & critical thinking.

At a Career event, 405 students were surveyed. When asked who benefits from the **PLAYBOOK**, 96% said “ME!”



FEATURE AN EMPLOYEE, LOCAL HERO OR A CLIENT AS A ROLE MODEL IN PLAYBOOK FOR CAREERS

This Playbook is filled with stories about young men and women who overcame life's obstacles to become happy, successful adults, working in STEAM careers.

Imagine a Playbook with Role Models who started life in foster care, who came from low income families, who are first generation college graduates, whose families don't speak English, who are disabled or former juvenile hall residents. These stories give hope & inspiration to students with similar backgrounds.

As a sponsor, you can handpick Role Models to be included in *Playbook for Careers™*. Select people you know - who have fascinating stories to tell - while highlighting your culture!

Students visualize a bright future, they write their own *Playbook for Success* to become "CEO...of their life!"

Statistics prove: When students have goals, a plan to follow & guidance along the way, they are more likely to complete their education.

The outcome is more adults living the American Dream - contributing to society - enjoying career & life.

Playbook for Careers™ - expands the AWARD-WINNING *Playbook for Teens* successful message to reach young adults.

————— "The icing on the cake of a 30+ year counseling career." —————
-Michael Gangitano - Counselor / California Public School



LET'S DISCUSS YOUR CORPORATE MISSION & GOALS

Playbook for Teens – the original Playbook – has been read and studied by over 15,000 students, educators and parents. Based on a broader audience & market readiness, we expect *Playbook for Careers™* to reach exponentially more students, educators and parents.

To understand the buzz about the Playbook, watch students transform in these videos: [WATCH VIDEO](#)

RENEWABLE SPONSOR BUSINESS BENEFITS

\$50,000

- 3 ROLE MODELS YOUR Role Model in Playbook for Careers™
- ✓ LOGO on COVER of Playbook for Careers™
- FULL PAGE YOUR message in Playbook for Careers™
- LOGO Recognition in Playbook
- LOGO Recognition on InVINCible Website
- ✓ Link to your website
- LOGO Sponsorship announcement emailed to 15,000 + CA Educators & Administrators
- ✓ Video option in email campaign
- LOGO Monthly email campaign to 15,000 + CA Educators & Administrators
- ✓ Press Release to Media including:
 - Diversity in STEAM Magazine
 - Professional Woman Magazine
 - Hispanic Network Magazine
- ✓ BONUS Benefit - let's Discuss
- ✓ Sponsor a chapter of the Playbook

\$25,000

- 1 ROLE MODEL YOUR Role Model in Playbook for Careers™
- HALF PAGE YOUR message in Playbook for Careers™
- LOGO Recognition in Playbook
- LOGO Recognition on InVINCible Website
- ✓ Link to your website
- LOGO Sponsorship announcement emailed to 15,000 + CA Educators & Administrators
- ✓ Video option in email campaign
- LOGO Monthly email campaign to 15,000 + CA Educators & Administrators
- ✓ Press Release to Media including:
 - Diversity in STEAM Magazine
 - Professional Woman Magazine
 - Hispanic Network Magazine
- ✓ BONUS Benefit - let's Discuss

\$10,000

- 1/4 PAGE YOUR message in Playbook for Careers™
- NAME Recognition in Playbook
- NAME Recognition on InVINCible Website
- ✓ Link to your website
- NAME Sponsorship announcement emailed to 15,000 + CA Educators & Administrators
- NAME Monthly email campaign to 15,000 + CA Educators & Administrators
- ✓ Press Release to Media including:
 - Diversity in STEAM Magazine
 - Professional Woman Magazine
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CONTACT US

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