



THE MOST POWERFUL WORKFORCE
SOLUTION PUTS **STUDENTS FIRST.**

2026

**SPONSORSHIP
GUIDE**



SPRING 2026:

Friday, March 6 - Career Jam Launch (10th-12th) at Siena University

FALL 2026:

Date TBD - Career Jam Explore (8th-9th) at Hudson Valley Community College

Date TBD - Career Jam Explore (8th-9th) at TEC-SMART, HVCC North



CAREER JAM™
WORKFORCE DEVELOPMENT IN ACTION!

1252 Saratoga Road Ballston Spa, NY 12020
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www.career-jam.com

Career Jam™ is an immersive career exploration event designed to inspire and guide students toward meaningful and fulfilling futures. This hands-on experience exposes students to a diverse range of professions, fosters interactive learning, and ignites a sense of purpose in their academic and career journeys. More than just an event, **Career Jam™** is a catalyst for transformation. By putting students first, we empower them to make informed decisions, develop essential skills, and become confident, purpose-driven individuals ready to shape the future.

NEW THIS YEAR—Booth Sharing!

We're excited to introduce booth sharing for our sponsors! Instead of a set number of booths per event, each sponsorship level now includes a total number of booth spaces to use across all regional Career Jam events for the year. You can also share your booths with partner businesses, community organizations, clients and/or vendors—strengthening partnerships, showcasing collaboration, and creating an even greater impact for students.

Sponsorship Benefits	Industry Leader Sponsor \$10,000	Innovation Sponsor \$7,500	Student Success Sponsor \$5,000	Inspire Sponsor \$3,000	Workforce Sponsor \$1,000
Premier exhibitor space shared across any 2026 Capital Region Career Jam™ events.	12 booths	9 booths	6 booths	4 booths	2 booths
Support student access to Career Jam.	Up to 10% of Sponsorship				
Distribution of information about your educational programs and curriculum to schools.	X				
Included in media advisory, press release, and day of event photo op.	X	X			
Logo included on all promotional materials.	X	X	X		
Merchandise placement in student swag bags.	X	X	X		
Volunteer involvement and participation in events.	X	X	X	X	
Recognition in event directory and in 2026 Impact Report.	X	X	X	X	X

Benefits for All Sponsors: **Social Media Promotion** on Facebook, LinkedIn, and Instagram, **Website Recognition** on the Career Jam CapNY region webpage at career-jam.com, **Logo Placement** in event-day materials, **Regional Exposure** to thousands of future job seekers



Make a lasting impact.

Community Impact Partner

\$25,000 Sponsorship

Career Jam makes a lasting impact on the community *and* takes community partnership to bring it to life. Strong and invested supporters are vital to sustain the program's success. Future economic stability depends on raising up a skilled local workforce, and Career Jam is workforce development in action.

It starts here, with our vision—we empower students to imagine their future. When students can envision themselves on a local career pathway, they can investigate further and take the necessary steps on their career exploration journey.

Partner with Career Jam™ to deliver workforce development in action to the Capital Region this year and impact our community's economic development for generations to come!

Interested in learning more? Reach out!

Aarika Van Amburgh
Owner, Chief Community Engagement Officer
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Inspires Students.

- Up to 25% of sponsorship will support student access to Career Jam with the opportunity for a photo with the participating school districts at the events.
- Custom student engagement programming at the events.

Supports Employers.

- Includes all regional events for the year up to **18 booths**.
- Premier booth placement and signage at the events.

Equips Educators.

- Promote and facilitate your organization's integration of existing educational programs and/or curriculum into local school districts.

Impacts Communities.

- Invitation to participate on Workforce Collaborative with community stakeholders.
- Special feature in event recap materials.



Why be part of Career Jam?

PROMOTE YOUR BUSINESS

to thousands of area students and educators who influence career paths for the future workforce.

EXPAND YOUR TALENT PIPELINE

to a more diverse and skilled workforce.

GROW YOUR NETWORK

with school administrators, counselors, teachers, and key regional economic and workforce organizations.

ALIGN YOUR BRAND

with the region's most powerful workforce development solution.



Exhibitor Package 2026

The cost to exhibit at one CapNY Career Jam™ event is \$450, which includes:

- **One exhibitor booth:** Complete with pipe and drape, signage, a 6-foot table, and 2 chairs.
- **Complimentary refreshments:** Provided for up to 2 company representatives in our hospitality suite.
- **Wi-Fi:** Included for all exhibitors.
- **Electricity:** Available upon request.
- **Onboarding materials:** Guidance to help you plan your booth set up and develop engaging activities for students.

With Support from CapNY's Workforce Collaborative



Capital Region
Workforce Development Board



CAPITAL REGION
BOCES



THE STUDENT FIRST PROJECT, INC.

*Sponsorships in support of Career Jam can be processed through **The Student First Project, Inc.**, our 501(c)(3) nonprofit partner organization, allowing for tax-deductible contributions aligned with our shared mission of empowering students through career exploration.*