

ROANOKE CITY PUBLIC SCHOOLS CAREER & TECHNICAL EDUCATION FOUNDATION

# EXTRAVAGANZA

2023 SPONSORSHIP OPPORTUNITIES



ROANOKE CITY  
PUBLIC SCHOOLS

**BECOME A  
SPONSOR TODAY!**

[bit.ly/2023Extravaganza](https://bit.ly/2023Extravaganza)



## OUR CTE PROGRAMS ARE CONNECTING THE DOTS FOR OUR GRADUATES BETWEEN THEIR EDUCATIONAL SUCCESS AND THE LIFE THEY ENVISION FOR THEMSELVES.

These students are graduating with a diploma and a resume of rich skills and experiences that will benefit them on their college and career paths. And our community benefits from a new generation who is ready, willing, and more than capable of entering today's workforce.

**- Superintendent Dr. Verletta White**

## WHAT IS ROTEC?

The Roanoke Technical Education Center (ROTEC) provides students the opportunity to gain employability skills, technical knowledge, and the training they need to succeed in the workforce — today and in the future. In turn, ROTEC actively partners with local businesses and industries to design and provide high-quality, dynamic programs to meet the current, emerging, and projected labor market needs of our region.

We are excited to open a second ROTEC adjacent to William Fleming High School in fall 2023, where we will double our ability to serve our students and our region.

## WHAT IS ROTEC EXTRAVAGANZA?

The ROTEC Extravaganza is the largest fundraiser of the year for Roanoke City Public Schools Career & Technical Education (CTE) Foundation. Your sponsorship, along with 100% of funds raised during the event, directly support students via scholarships and other expenses, such as dual enrollment class costs, travel to competitions, tools, and other program-specific needs.

**Partner with us today for the 2023 Extravaganza and reach more than 3,800 students and their families!**

Your business, whether large or small, can take advantage of this unique opportunity to market yourself to our community while making a difference in students' lives.



## Last Year's Sponsors Helped To:

**RAISE ▶ \$15,675**

The 2022 ROTEC Extravaganza raised \$15,675 from 44 supporters.

**AWARD ▶ \$15,000**

In 2022, 8 high school seniors were awarded a total of \$15,000 in scholarships.

### DID YOU KNOW?

The graduation rate for students who complete a two-year CTE program in Roanoke City Public Schools is **100%**.



## The Benefits of Sponsorship

Based on the sponsorship level you select, your business has the opportunity to be publicly recognized and seen by RCPS followers on the below platforms, which have an **average daily audience of 20,000!**



**8,500+**  
viewers  
a day



**300+**  
viewers  
a day



**450+**  
viewers  
a day



**750+**  
viewers  
a day



**7,000+**  
viewers  
a day

More than **3,800 RCPS students are enrolled** in and taking nearly **6,000 CTE classes**. With the opening of the new ROTEC adjacent to William Fleming High School, these numbers will continue to grow!

- ▶ Become a Title or Gold sponsor and **meet directly with potential employees** by visiting a trades classroom of your choice at ROTEC. You can share information about your business and available career opportunities.
- ▶ In addition, promotional materials for the Title, Gold, and Silver sponsors will be distributed in ROTEC classrooms, further extending your business' reach!



## WHY YOUR SUPPORT MATTERS

The community's support is critical to the success of ROTEC students. In turn, our community benefits from a robust CTE program that arms students with the technical, academic, and employability skills they need to enter the workforce. From individual giving to sponsorships from our region's largest employers, your support matters!

### Become a Sponsor Today!

- 100% of funds raised during the annual ROTEC Extravaganza directly support students.
- Donations provide college scholarships to deserving high school seniors, fund class and extracurricular expenses for students who are in need, support student travel to competitions, pay for new tools, and more.
- Visit [bit.ly/2023Extravaganza](https://bit.ly/2023Extravaganza) or scan the QR Code to become a 2023 ROTEC Extravaganza sponsor and learn more about how your support benefits students!

### Other Ways You Can Support Students

- Enhance students' hands-on learning experiences by donating items, such as tools, materials, and more.
- Talk to your friends and family about the importance of supporting CTE programs and consider writing to your legislators to advocate for increased funding for workforce development programs
- Contact ROTEC at (540) 853-2803 to learn more about our needs.

### Work-Based Learning Opportunities

- Work-Based Learning (WBL) experiences enable students to apply classroom instruction in a real-world business or service-oriented work environment. You have the opportunity to help train your workforce of tomorrow!
- If you are interested in partnering with ROTEC, contact WBL Coordinator Jesse Truax at [jtruax@rcps.info](mailto:jtruax@rcps.info) or call (540) 853-6303.

## 2022 EXTRAVAGANZA SPONSORS

**MAGIC CITY**  
AUTO GROUP



**VIRGINIA WESTERN**  
SCHOOL OF CAREER &  
CORPORATE TRAINING



**American Electric Power | FlexMetrics**

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