

POWERED BY INDI-ED

St. Pete

STANDOUT

The St Pete Standout will bring together middle and high school leaders from across St. Pete, Tampa, Clearwater, and Sarasota.

Students will gain real-world leadership skills through interactive challenges, mentorship, and feedback — preparing them to thrive in school, careers, and life.



2026 SPONSORSHIP GUIDE

St. Pete

STANDOUT



April 18, 2026, 8:30 AM - 5:00 PM

EXECUTIVE SUMMARY

What is the Standout?

A one-day, invitation-only youth leadership and social skills competition at USF St. Pete for 100 of Tampa Bay's most motivated 11-18-year-olds.

Students rotate through real-world communication and leadership challenges led by business and community mentors, culminating in on-stage finals.

Let's build a pipeline of confident, workplace-ready communicators for Tampa Bay's future workforce.

Why It Matters

Builds a pipeline of confident, workplace-ready communicators for Tampa Bay's future workforce.

Families are investing 99-149 per student, creating an elite gathering of highly motivated young leaders.

Why Us and Why Now?

Co-led by two award-winning local leaders with 35 years combined experience in education innovation and community building.

Inaugural event with a five-year plan to impact 500+ students and become a signature youth leadership experience for the region.



Hosted at Kate Tiedemann School of Business and Finance, USF St. Petersburg,

in Partnership with the University

Event Goal

Provide 100 students with comprehensive leadership development, creating a sustainable annual program that will impact 500+ students over the next five years.

EVENT OVERVIEW

What Makes Students "Stand Out"?

The St Pete Standout by Indi-ED is a one-day youth leadership & social skills competition event designed to help middle and high school students build real-world communication, leadership, and collaboration skills in a fun, inclusive, and high-energy environment. Our event combines professional skill-building with creative, supportive spaces so students leave with confidence, connections, and practical leadership experience.

The St. Pete Standout features:

- **The Skills Sprint Challenge Stations:** Fast-paced series professional and social skill challenges led by business and community leaders, with students rotating through each station
- **Leadership Labs:** High-touch small-group experiences including Work the Room and The Hot Seats in classrooms
- **On-Stage Q and A and Debate Competitions:** Top 25 and Top 10 debate and public speaking rounds in auditorium setting
- **Professional Mentorship:** Students receive scores and feedback to support growth

PARTNERSHIP VALUE + COMMUNITY REACH

The St. Pete Standout addresses a critical gap in youth leadership development by providing middle and high school students with real-world communication, collaboration, and leadership skills through hands-on experience with business and community leaders. In an era where 21st-century skills are essential for success, this event creates a bridge between education and the professional world.

Your Investment Reaches:

- 100 motivated middle and high school students directly participating in leadership development.
- 200+ engaged family members through event communications and materials.
- Dozens of local business and community leaders serving as mentors, judges, and volunteers.
- Education and community networks through Indi-ED, USF St. Pete, and partner organizations.

How We'll Measure Impact in 2026:

- Number of students served (target: 100) and families engaged (200+).
- Student feedback on confidence speaking with adults and comfort in professional settings, collected pre/post.
- Mentor feedback on the value of the experience and interest in returning.
- 2-3 short case stories highlighting student growth and sponsor involvement.

What Sponsors Gain in Year One:

- **Reach:** 100 students and 200+ engaged family members through event communications and materials.
- **Visibility:** Logo and name across programs, signage, digital assets, and select media and social features, with category exclusivity at higher tiers.
- **Network:** Access to other sponsors, volunteers, and the Indi-ED education and St. Pete business communities.
- **Impact:** A post-event snapshot with photos, student and mentor stories, and simple metrics (students served, confidence gains, mentor satisfaction).

Why This Partnership Matters:

- Authentic local investment in a homegrown, proven education innovator (Indi-ED).
- Future workforce development for Tampa Bay's employers.
- Business network access and employee engagement through mentoring.
- Competitive differentiation as a company that invests in youth and community.

Partnership Impact Documentation:

We provide sponsors with meaningful documentation of partnership value:

- **Event photos and videos:** Professional documentation of your team mentoring students and engaging with the community
- **Student appreciation:** Thank-you notes, videos, and feedback from participating students
- **Media coverage:** Any press mentions, social media features, or community recognition will include top sponsor names, as possible
- **Network connections:** Introductions and relationships built at sponsor events and networking opportunities
- **Impact stories:** Real examples of student growth and leadership development from the event

How Your Team Will Engage with Students:

Depending on your sponsorship level, you or your team will work with students in one or more events the day of the Standout. We provide simple scripts, prompts, and scoring so your team can step in confidently, even if they've never mentored before. Most stations run in 90-120 second interactions, so employees can contribute in a focused, low-pressure way.

- **The Skill Sprint** – One-on-one, rapid-fire challenges. You deliver a prompt, they respond, you score and give quick feedback. High energy, lots of students, short depth. **An option for every level.**
- **Work the Room** – Small groups, networking practice. Students approach you, you facilitate conversation, model professional connection, give observation-based feedback. Medium energy, deeper interaction. **Option for sponsors at the \$10k and title levels.**
- **The Hot Seat** – Panel rotation. You ask one thought-provoking question, they answer, you score composure/thinking/clarity. Intense, curated, depth within time constraint. **Option for sponsors at \$3,500 and up.**

SPONSORSHIP LEVELS

FUTURE LEADERS CHAMPION SPONSOR | \$25,000

For companies that want to be the face of youth leadership and future workforce in Tampa Bay.

Positioning

- Exclusive title sponsor with full naming rights: “The St. Pete Standout powered by Indi-ED, presented by [Your Company].”
- Category exclusivity in your industry.
- Year-round association with the region’s flagship youth leadership event.

Brand & Thought Leadership

- Ceremony welcome: Option to welcome students and families from the stage.
- Optional “Ask a CEO” segment featuring your executive in the Leadership Lounge.
- Prominent logo and name across all event and promotional materials.

Direct Student Engagement

- Your team selects and leads a featured student engagement format (Skill Sprint, Work the Room, or Hot Seat), with full support and guidance.
- 4–6+ staff invited to serve as mentors/judges throughout the day.
- Professional photography highlighting your team’s community involvement.

Marketing & Visibility

- Top-tier logo placement on all materials, programs, signage, and digital assets.
- Integration into press releases, media pitches, and interview opportunities where available.
- Featured content across event social channels and prominent placement in 6–8 family emails.

Networking & VIP Experience

- 10 tickets to the exclusive sponsor reception.
- Premium space for brand activation and family engagement on-site.
- High-visibility networking with other sponsors, community leaders, and education partners.

Family & Community Touchpoints

- Digital swag bag feature with exclusive offers from your company.
- Follow-up communications with sponsor spotlights and student thank-you video featuring your brand.
- “Presented by [Your Company]” on leadership training modules sent to all families.

LEADERSHIP MENTOR SPONSOR | 10,000

For brands that want visible thought leadership and stage presence.

Positioning

- Co-presenter of the St. Pete Standout alongside Indi-ED and USF St. Pete.
- Ideal for organizations that want to be recognized as education and workforce partners in Tampa Bay.

Brand & Thought Leadership

- Co-presenter recognition: “In partnership with [Your Company].”
- Speaking opportunity during the afternoon auditorium program.
- Association with innovative youth leadership and education.

Direct Student Engagement

- Your team leads one student interaction station (Skill Sprint, Work the Room, or Hot Seat), with prompts and support provided.
- 3–4+ staff invited to volunteer as mentors/judges on event day.
- Professional photos capturing your team with students.

Marketing & Visibility

- Logo on programs, select signage, and digital materials.
- Social media features before and after the event.
- Email integration in registration and follow-up communications.
- Quarterly recognition in Indi-ED newsletters during the event cycle.

Networking & Experience

- 6 tickets to the exclusive sponsor reception.
- Business networking with fellow sponsors and community leaders.
- Photo opportunities with students and partners.

Family & Community Touchpoints

- Inclusion in registration materials highlighting your commitment.
- Post-event communications with impact stories and thank-you recognition.
- “Presented by [Your Company]” on one leadership toolkit module sent to families.

CONFIDENCE BUILDER SPONSOR | 3,500

For companies ready to own a signature leadership lab and be featured in stories and photos.

Positioning

- Facilitator of Hot Seats or Work the Room Area and named area sponsor (e.g., “Snack Station powered by [Your Company]”).
- Great fit for regional companies wanting visible, hands-on impact.

Brand & Thought Leadership

- Naming rights for a key area or lab within the event.
- Consistent presence in programming around that space.

Direct Student Engagement

- Your team leads one leadership lab or station, with guidance and structure provided.
- 2 staff invited to support as mentors for the day.
- Real-time experience seeing your investment in action with students.

Marketing & Visibility

- Logo and description in official event materials and program.
- Professional photography of your team in action.
- Option for short video testimonials from students thanking your company.

Team & Culture Benefits

- Employee engagement through meaningful volunteer experience.
- Leadership development as your staff practice mentoring and coaching.
- Strong signal of your values to current and potential hires.

Networking & Family Touchpoints

- 4 tickets to the exclusive sponsor reception.
- Business networking with other sponsors and leaders.
- Email features highlighting your station and student interactions, plus inclusion in the digital swag bag and student-created thank-you materials.

SKILL DEVELOPER SPONSOR | 1,500

For local businesses and entrepreneurs who want a hands-on mentoring role and solid visibility.

Positioning

- Challenge Station Facilitator for one of approximately 30 skill stations.

- Ideal entry point for small and mid-sized businesses.

Direct Student Engagement

- Your representative creates and facilitates one leadership challenge station (with our help on prompts and structure).
- Direct one-on-one or small-group interaction with students throughout the day.
- Professional development for your team member through mentoring experience.

Marketing & Visibility

- Branded signage at your station and listing in the event program.
- Recognition in official event materials, social media mentions, and family email communications.
- Professional photos documenting your community involvement.

Networking & Future Opportunities

- 2 tickets to the exclusive sponsor reception.
- Networking with other business leaders and community partners.
- Ongoing relationship-building opportunities for future partnerships.

Family & Community Touchpoints

- Inclusion in the digital swag bag with your company profile and special offers.
- Student thank-you messages and impact stories reflecting your investment.

FOUNDATION BUILDER SPONSOR | 750

For nonprofits and marginalized business owners who want to mentor and be recognized without a large spend.

Positioning

- Leadership station facilitator with accessible investment level.
- Reserved for nonprofits and marginalized business owners to ensure diverse representation.

Direct Student Engagement

- Your representative facilitates one leadership station, with support on design and flow.
- Valuable mentoring and professional development experience for your team member.

Marketing & Visibility

- Branded signage and program listing as a Foundation Builder Sponsor.
- Recognition in official event materials and family communications.
- Professional photo documentation of your involvement.

Networking & Future Opportunities

- 1 ticket to the exclusive sponsor reception.
- Networking with other local leaders and potential collaborators.
- Pathway to deeper partnership and visibility in future years.

Family & Community Touchpoints

- Inclusion in digital swag bag with your organization's profile and offers (if applicable).
- Impact stories highlighting your contribution to youth development.

STUDENT SPONSORSHIPS | 99—990

For individuals or businesses who want to send students who couldn't otherwise attend.

Positioning

- Directly underwrites access for students with financial need.
- Perfect for individuals, small businesses, or those already sponsoring at another level.

Direct Community Impact

- 99 sponsors one student for the full conference experience.
- 495 sponsors five students.
- 990 sponsors a full "Scholarship Table" of ten students.

Recognition & Visibility

- Program recognition for all student sponsors.
- "Attendance sponsored by [Your Company]" on name tags or materials where feasible.
- Special signage and program feature for Scholarship Table sponsors.

Gratitude & Follow-Up

- Thank-you notes from student recipients (not identified by name in materials for privacy purposes).
- Inclusion in post-event communications with stories and photos showcasing sponsored students' experiences.
- Tax-deductible contribution through Indi-ED's 501c3 status.

WHAT'S NEXT?

Ready to Help Students Stand Out and Lead Boldly?

Next Steps:

1. **Step 1:** Choose your sponsorship level (25k, 10k, 3.5k, 1.5k, 750, or student sponsorships). You can **register online at <https://www.indi-ed.com/standout>**.
2. **Step 2:** Email **Christine Laurenzi** at crlaurenzi@indi-ed.com to reserve and customize your package.
3. **Step 3:** Confirm by February 28 to secure category exclusivity and full visibility benefits.

Sponsorship Timeline:

- **Response Deadline:** Feb 28, 2026
- **Limited Availability:** Only 37 total sponsorship opportunities available (30 Challenge Stations + 7 other levels)
- **Payment Terms:** 50% deposit upon commitment, 50% balance due by March 15, 2026
- **Marketing Materials:** Sponsor materials finalized March 2026
- **Event Date:** April 18, 2026, 8:30 AM - 5:00 PM at Lynn Pippenger Hall, USF St. Petersburg

Contact us to discuss customized sponsorship opportunities:

Christine Laurenzi | Founder & Director, Indi-ED

Email: crlaurenzi@indi-ed.com

Tax Information: Indi-ED is a 501(c)(3) nonprofit organization. All sponsorships are tax-deductible to the extent allowed by law. Tax ID 81-1401130.

Transform your business relationships while building Tampa Bay's future leaders.

Your sponsorship doesn't just fund an event — it invests in the future of Tampa Bay by equipping students to Step Up, Speak Up, and Stand Out.

