POWERED BY INDI-ED

St. Pete STANDOUT

The Standout brings together middle and high school students from across Tampa Bay to develop real-world leadership skills through interactive challenges, mentorship, and feedback.





LEAD Boldly

INDI ED
SCHOOL REIMAGINED
PASSION DRIVEN · SELF-PACED · REAL-LIFE EXPERIENCES

2027 SPONSORSHIP GUIDE

St. Pete STANDOUT



April 17, 2027 | THE POYNTER INSTITUTE | SHIFTS AVAILABLE 9AM-4PM

EVENT SUMMARY + OVERVIEW

The Standout is a one-day youth leadership and social skills competition for Tampa Bay's most motivated middle and high school students.

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

You can play an invaluable role in building the confidence and leadership skills in young people, preparing them to thrive in school, careers, and life.

Why Does it Matter?

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

Students build real-world communication, leadership, and collaboration skills in a fun, inclusive, and high-energy environment.

Families are investing $99–149 per student, creating an elite gathering of highly motivated young leaders who will "stand out" in school, professional endeavors, and beyond.

How Your Team Will Engage with Students:

Depending on your sponsorship level, you or your team will have the option to work with students in one or more events. We provide simple scripts, prompts, and scoring so your team can step in confidently, even if they've never mentored before.

- **The Skills Sprint** — One-on-one, rapid-fire challenges. You deliver a prompt, they respond, you score and give quick feedback. High energy, lots of students. ***An option for every level.***
- **Work the Room** — Small-group networking practice. Students approach you, you guide conversation, model professional connection, give observation-based feedback and scores. Medium energy, deeper interaction. ***Option for sponsors at $3,500 and up.***
- **The Hot Seat** — Small-group seated panel rotation. You ask one thought-provoking question, they answer, you score on composure, thinking, and clarity. Intense, more in-depth conversation within the time constraint. ***Option for sponsors at $3,500 and up.***

PARTNERSHIP VALUE + COMMUNITY REACH

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
- thousands of engaged family members through event communications and materials
- dozens of local business and community leaders serving as mentors, judges, and volunteers
- community networks through Indi-ED, Poynter, and partner organizations

How We'll Measure Impact in 2027:

- number of students served and family members engaged
- student feedback on various measures, including confidence speaking with adults and comfort in professional settings, collected before and after event
- mentor feedback on the value of the experience and interest in returning

What Sponsors Gain Annually:

- **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 and St. Pete business communities
- **Impact:** A post-event snapshot with photos, student and mentor stories, and metrics
- **Documentation:** Meaningful documentation of partnership value

For All, Team & Culture Benefits:

- Employee engagement through meaningful volunteer experience
- Leadership development as your staff mentors and guides students
- Strong signal of your values to current and potential hires
- Tax-deductible contribution through Indi-ED's 501(c)(3) status

Mentors leave feeling encouraged, connected, and hopeful for the future.

SPONSORSHIP LEVELS

FUTURE LEADERS CHAMPION SPONSOR | $7,500

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

Positioning, Brand & Thought Leadership

- **Exclusive title sponsor with full naming rights: "The St. Pete Standout powered by Indi-ED, presented by [Your Company]."**
- 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
- Sponsor 5 student tickets

Direct Student Engagement

- Your team selects and leads a featured student event (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.

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 platforms and prominent placement in family emails
- Professional photography highlighting your team's community involvement
- Recognition in Indi-ED newsletters

LEADERSHIP MENTOR SPONSOR | $5,000

For brands that want visible thought leadership and stage presence.
Positioning, Brand & Thought Leadership

- **Co-presenter of The Standout alongside Indi-ED and Poynter and recognition: "In partnership with [Your Company]"**
- Ideal for organizations that want to be recognized as education, leadership, and workforce partners in Tampa Bay
- Speaking opportunity during the afternoon program
- Sponsor 5 student tickets

Direct Student Engagement

- Your team leads one student event (Skill Sprint, Work the Room, or Hot Seat), with prompts and support provided
- Staff invited to volunteer as mentors on event day
- Professional photos capturing your team with students

Marketing & Visibility

- Logo on programs, select signage, and digital materials
- Social media features
- Email integration in registration and follow-up communications
- Recognition in Indi-ED newsletters

CONFIDENCE BUILDER SPONSOR | $3,500

For companies ready to own a signature leadership lab.
Positioning, Brand & Thought Leadership

- **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
- Naming rights for a key area or lab within the event
- Consistent presence in programming around the space
- Sponsor 3 student tickets

Direct Student Engagement

- Your team leads one leadership lab or station, with guidance and structure provided
- 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.

SKILL BUILDER SPONSOR | $1000

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

Positioning

- Challenge Station Facilitator for one of approximately 50 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
- Professional development for your team member through mentoring experience

FOUNDATION BUILDER SPONSOR | $500

For nonprofits and new business owners who want to mentor and be recognized.

Positioning and Direct Student Engagement

- Leadership station facilitator with accessible investment level
- Valuable mentoring and professional development experience for your team member

Marketing & Visibility

- Branded signage and program listing
- Recognition in official event materials and family communications

STUDENT SPONSORSHIPS | $99 - $149

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

Positioning & Recognition

- Directly underwrites access for students with financial need
- Perfect for individuals, small businesses, or those already sponsoring at another level
- Program recognition for all student sponsors

Direct Community Impact

- $99 sponsors one student for the full conference experience through 2026
- $149 sponsors one student for the full conference experience through 2027
- $1000 sponsors a full "Scholarship Table" of ten students

Students leave feeling more confident and capable in professional settings, rather than just having "been exposed" to content.

Mentors experience high-quality student engagement in a well-structured model that encouraged thoughtful questions, courageous participation, and genuine connection.

WHAT'S NEXT?

READY TO HELP STUDENTS LEAD BOLDLY AND STAND OUT?

Step 1: Choose your sponsorship level and **register online at www.indi-ed.com/standout.**

Step 2: We will be in touch to help you customize your sponsorship.

Contact us if you have any questions: info@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.

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.