



SkillsUSA NATIONAL SIGNING DAY

May 8, 2019

**HONORING HIGH SCHOOL SENIORS ENTERING RESIDENTIAL WIRING,
BUILDING TRADES AND RENOVATIONS, HVAC or PLUMBING**

Presented by KLEIN TOOLS and SkillsUSA

03/13/19

The Opportunity

- Publicly acknowledge and honor students embarking on a career in the trades
- Spotlight the successes of SkillsUSA
- Engage students' families, employers, and communities
- Educate about the skilled trades gap and available work opportunities
- Celebrate aspiring professionals and introduce them to Klein Tools, an industry-leading brand



- In a style similar to “National Signing Day” events for high school student athletes, seniors pursuing opportunities in the skilled trades will celebrate their career plans by signing “letters of intent” on **May 8, 2019**
- SkillsUSA Advisors and/or school principals will make opening remarks, play an introductory video and then recognize each student as they announce their career plans



Klein Commitment

- After students sign their “letters of intent” for a job offer, apprenticeship opportunity, or advanced technical training, each will be presented with a Klein “signing gift” (ARV \$60), which includes:
 - One pair of Klein Pliers
 - One Klein Tools t-shirt
 - One Klein Tools hat
 - New Trade Professional special offer, redeemable for a discounted Klein Tools toolkit at Home Depot
- \$300,000+ Total Value



- Klein will shoot live video look-ins of event proceedings at (5) representative high schools in different regions across the country
- Klein leadership, SkillsUSA leadership and a soon-to-be-announced celebrity spokesperson will host the National Signing Day broadcast and video/social content
- Media and public can find important assets, such as b-roll, logos and imagery, at the dedicated National Signing Day website:
www.kleintools.com/nsd



- Up to 500 SkillsUSA high school chapters, which have strong Residential Wiring, Building Trades and Renovations, HVAC or Plumbing programs will receive a National Signing Day kit to conduct a personalized event at their school
- The National Signing Day kit will include:
 - SkillsUSA and Klein Tools co-branded banner/table cloth
 - Klein “signing gift” kits for committed students
 - USB drive with National Signing Day videos, PowerPoint presentation templates, media advisories, press releases and other necessary event day information



Summary

- Klein Tools, SkillsUSA and The Home Depot partner to celebrate thousands of high school seniors dedicated to pursuing a career in the skilled trades across the United States
- Opportunities in the skilled trades are in high demand due to an immense labor shortage, the students recognized on National Signing Day are committed to fulfilling these roles
- Follow Klein Tools on social media for more information and live event footage on

May 8, 2019

