



CLEMMCO.AV, in collaboration with the  
Dr. Martin Luther King Parade Foundation, Inc.

P R E S E N T S   T H E

**"LIVING THE DREAM"**  
**AUDIO-VISUAL**  
**LEADERSHIP ACADEMY**

Where STEAM, Entrepreneurship,  
and the Live Event Production Industry Meet

Would Dr. King's "I Have a Dream" speech be as impactful without the dedicated organizers of the March on Washington, the audio-visual technicians supporting the on-site experience, or the production crew broadcasting the event? We'll never know, because there was a team of professionals focused on doing their job.

These professionals are always there, working behind the scenes, ensuring that everyone else is enjoying themselves and receiving the messages that are meant to be delivered. These professionals are the ones that no one sees, no one knows, and no one thinks about until something goes wrong. These professionals are the backbone, the unsung heroes working in the shadows of the Live Event Production Industry.

When live events were shut down and placed on an indefinite hold due to the COVID-19 pandemic, there was a mass exodus of production coordinators and audio-visual technicians looking for security, stability, and employment. What was already a challenging lifestyle, became more difficult with the inconsistency of cash-flow and overall financial strain. Many of the STEAM and service-based professionals in the Live Event Production Industry said, "enough is enough..." and sought opportunities elsewhere. A great migration occurred, and this left a void in the industry that produces concerts, conventions, news, plays, sports, and even events like the March on Washington.

We, at CLEMCO, have found a solution to an industry-wide problem and are doing our part to bridge the gap. We are combining our educational efforts and resources in Science, Technology, Engineering, Art, Math, and Entrepreneurship to create a one-of-a-kind, four-day experience that will take attendees from live event conceptualization, design, implementation and execution to financial compensation, long-term planning, and overall independent contractor lifestyle management.

Like we said, this is a one-of-a-kind experience.

Now, it's your opportunity to get involved, do your part, and support the Living the Dream Leadership Academy.

See it . Believe it . Achieve it . #Projection101



Dear Prospective Sponsor:

Thank you for your interest in supporting the inaugural class of the CLEMCO.AV Stagehand 101 Leadership Academy. With your monetary donation, you will help a young adult actualize their dream of breaking into the exciting world of live event production.

If you are unfamiliar with our work, we are CLEMCO, a collective of passionate and uplifting business entities who are intentionally educating a diverse pool of talented audio-visual professionals and creating systems to support them throughout their career. The participants of our SH101 class will begin their training at the stagehand level but will be exposed to multiple career opportunities within the event production space. This course will not only help them start their journey, but also show them just how far they can go in this industry. More importantly, participants will learn lifestyle management skills needed to become successful freelancers, independent contractors, entrepreneurs, or small business owners in any field.

During our four-day, in-person course, students will transition from the classroom to the ballroom and back to the classroom for a holistic learning experience. This will all be done through our partnership with the City of Tampa's Dr. Martin Luther King Jr. Parade Foundation in support of their annual gala. As part of their on-site, hands-on experience, students will prep gear, construct portions of the show, and support audio-visual technicians during the gala. Then, when it's all said and done, participants will help break down the ballroom space in anticipation of the next event.

This intensive and personalized curriculum is taught by industry-leading professionals and is meant to fast-track individuals interested in this career. Now here's the best part! The Stagehand 101 Leadership Academy will be offered to fifteen students at no cost to them. That's right, a FREE course using the latest audio-visual tools, techniques, and training materials.

Then, at the end of the course, students will complete a three-part assessment allowing them to become CLEMCO Certified Stagehands. This will give them a huge advantage in the industry and the opportunity to begin immediately booking events and earning income.

This initiative has been 7 years in the making, and we ask that you please consider supporting our efforts to educate the next generation of live event technicians. Additional information about the sponsorship levels, the CLEMCO organization, and the overall class curriculum is included in this packet. Please review it, let us know if you have any questions, and thank you in advance for your support!

See it . Believe it . Achieve it .



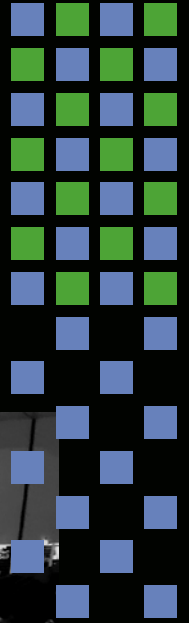
Clem Harrod  
Owner | Chief Projection Officer  
CLEMCO



STAGE HAND 101

# AUDIO-VISUAL LEADERSHIP ACADEMY

presented by CLEMCO.AV



In collaboration with  
the City of Tampa's **Dr.  
Martin Luther King Jr.  
Parade Foundation's**  
annual gala.



XX

DATES

**JAN 3-6 2024**

AGES 17 - 25

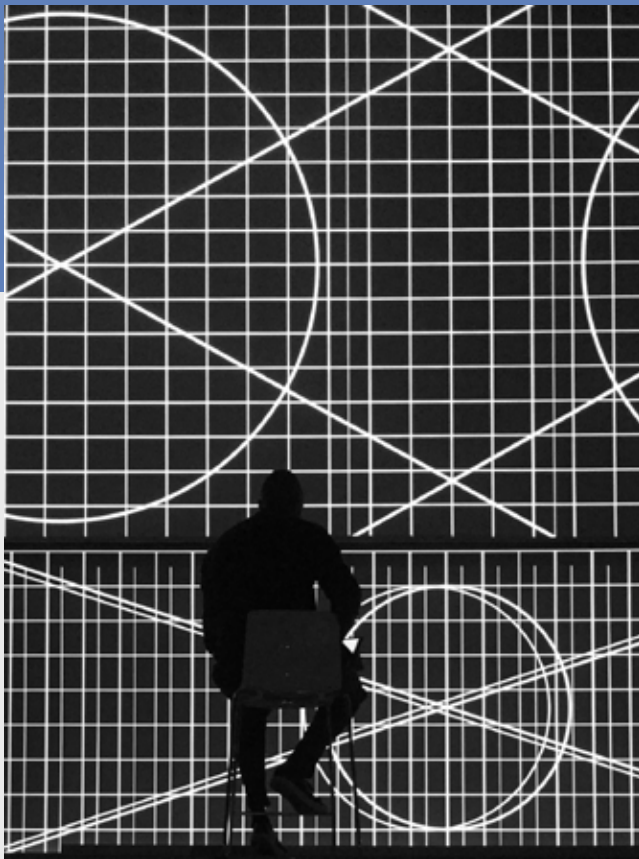
This course is completely **FREE** and will provide books, tools, assessments, and hands-on education, all taught by industry-leading professionals.

We will be holding multiple in-person and virtual information sessions. Visit our website for detailed information.

See it . Believe it . Achieve it . #Projection101

[www.clemcoav.com/sh101/](http://www.clemcoav.com/sh101/)





## **COURSE OBJECTIVE:**

With over 30 years of industry-related experience, Clem thoroughly understands the challenges of the Live Event Production Industry, particularly the ones related to the growing demand for skilled professionals and the cyclical, yet inconsistent, nature of available work. Our goal is to equip our students with the knowledge and foresight needed for a prosperous career in this industry.

## **ABOUT THE COURSE:**

We understand that developing the foundation of someone's technical and professional abilities begins prior to their first day on the job. This course will provide those building blocks to create structural guidelines for future growth and a lifetime of opportunity.

### **Participants will walk away from the experience with the following:**

- A detailed understanding of how a live event transitions from ideation to implementation
- Knowledge of the various cables and equipment needed to support a lead audio-visual technician as they execute the build of an event
- Communication and leadership skills that will help them stand out and excel on a jobsite
- The understanding of T.M.R. (Time, Money, Relationship) Management principles that are essential to being a successful solopreneur
- The ability to build a strong network within the event industry and develop long-lasting relationships



# WHY IS THIS CLASS NEEDED?

The professional audio-visual systems market was valued at USD 242.2 billion in 2021, and it is expected to register a CAGR of 5.1% during 2022-2027, as reported by Mordor Intelligence.

According to the Bureau of Labor and Statistics, the employment of technicians is projected to grow 10 percent from 2021 to 2031, adding 13,200 jobs to the market. These professionals need adequate training and a network upon which to rely to create a sustainable, long-lasting career – that's where CLEMCO comes in.

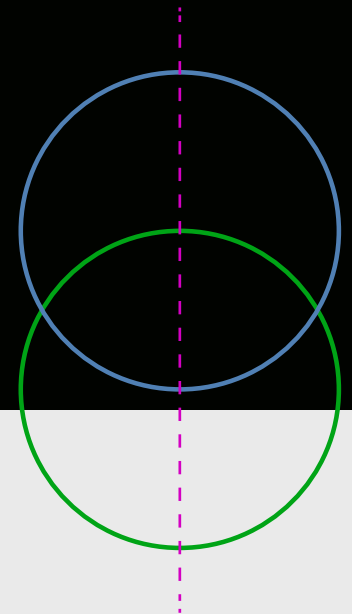
## Factors Impacting Growing Demand for A/V Professionals

- Rapid advancements in audio and display technology
- Adoption of cloud solutions
- The emergence of the Internet of Things and smart buildings
- The rapid adoption of artificial intelligence
- Rapid adoption of digital broadcasting

## The most pressing industry-related challenges include:

- A lack of skilled professionals
- Short replacement cycles
- COVID-19 recovery struggles
- Limited one-on-one learning opportunities
- No clear path to entering the field for aspiring professionals
- Experienced professionals pivoting towards alternative careers during the pandemic widening the gap in an already understaffed industry
- Business and lifestyle management education is needed for work/life sustainability

The challenges experienced by the audio-visual and live event production industry is why CLEMCO exists – to help inspire and provide counsel for technical professionals. Building capacity among production professionals helps retain talent within the industry and gives each professional the tools to build a life around this career path. As the market for live events rebounds, and demand for tech professionals follows, having a trusted resource will be vital in strengthening the industry going forward.



# SPONSORSHIP TIERS

\$15,000

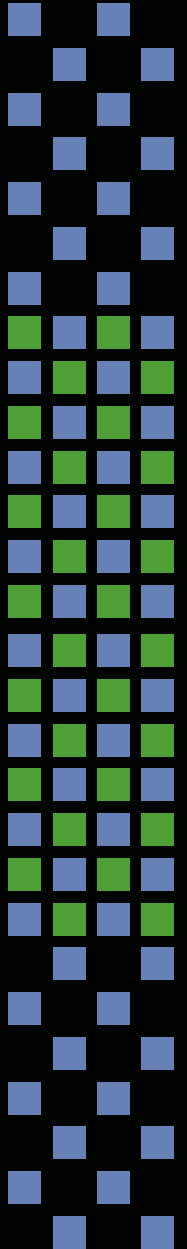
## #PROJECTION101

- ✕ Recognition at the Dr. Martin Luther King Parade Foundation Gala.
- ✕ Commercial created by CLEMCO.AV and embedded into our course related video content.
- ✕ Corporate name used for our Valedictorian's "Golden AV Award".
- ✕ Company's name & logo added to CLEMCO's MLK Parade float.
- ✕ Product placement in classroom setting. (if applicable)
- ✕ Corporate logo on future documentation and events through CLEMCO for 1 year.
- ✕ Corporate logo on CLEMCO.AV website for 1 year.
- ✕ Corporate logo in classroom material.
- ✕ Full page ad in the MLK Gala Souvenir Book.
- ✕ 4 Tickets to the MLK Gala to see these kids in action.
- ✕ Name recognition in the closing credits of course related video content.

\$10,000

## ONWARD & UPWARD

- ✕ Product placement in the classroom setting. (if applicable)
- ✕ Corporate logo on future CLEMCO.AV documentation and events for 1 year.
- ✕ Corporate logo on the CLEMCO.AV website for 1 year.
- ✕ Corporate logo in classroom material.
- ✕ Full page ad in the MLK Gala Souvenir Book.
- ✕ 2 Tickets to the MLK Gala to see these kids in action.
- ✕ Name recognition in the closing credits of course related video content.



# SPONSORSHIP TIERS

\$5,000

## GO ACHIEVE IT

- ✕ Corporate logo on the CLEMCO.AV website for 1 year.
- ✕ Corporate logo in classroom material.
- ✕ Half page ad in the MLK Gala Souvenir Book.
- ✕ 1 Ticket to the MLK Gala to see these kids in action.
- ✕ Name recognition in the closing credits of course related video content.

\$2,500

## I BELIEVE IT

- ✕ Quarter page ad in the MLK Gala Souvenir Book.
- ✕ 1 Ticket to the MLK Gala to see these kids in action.
- ✕ Name recognition in the closing credits of course related video content.

\$1,000

## I SEE IT

- ✕ Sponsor a student's class materials and tool kit.
- ✕ Name recognition in the closing credits of course related video content.

\$500

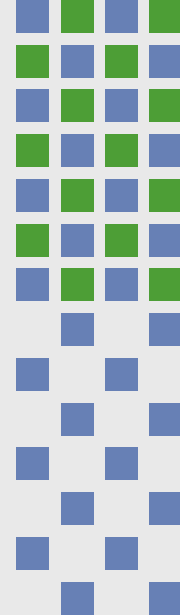
## I WANT TO HELP

- ✕ Sponsor a student's meals for the event.
- ✕ Name recognition in the closing credits of course related video content.

\$1-\$499

## I SUPPORT YOU

- ✕ Name recognition in the closing credits of course related video content.



[gofundme.com/sh101](https://gofundme.com/sh101)



# CLEMCO VISION & IMPACT

*Building Community & Capacity For Industry Professionals*

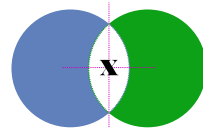


CLEMCO is a people-focused organization that aims to help people project the best image possible – personally and professionally. Through access to CLEMCO's industry-specific communities, learning resources, networking, and job opportunities, rising professionals in the audiovisual industry will have the means to build a successful and sustainable career in AV.

CLEMCO aims to serve as the bridge that helps AV professionals understand where they are today so they can intentionally position themselves to achieve their career goals tomorrow. While they may not understand how to get there, that's where CLEMCO comes in.

AV professionals need help and, as experts in the industry, we understand that there aren't many places for this community to find the support and resources they need. We have been there, which is why we are working to build an impactful community of well-equipped professionals.





# WHAT WE DO

COACH | LEAD | EDUCATE | MENTOR

## COACH

*Independent Contractor / 1099 Lifestyle Coaching Services*

- Supporting novice and senior industry professionals by providing technical and professional tools and resources for success

## LEAD

*AV Technician Job Placement*

- Bridging to gap between Certified AV Technicians and employment opportunities in the industry

## EDUCATE

*Training / Certification / Networking*

- Books, classes, and organizational partnerships with the purpose of providing independent contractors and freelancers with resources for effective business and lifestyle management

## MENTOR

*Young Adult & Aspiring Professional Career Readiness Training*

- Helping high school students become career or college ready, and supporting aspiring professionals reach their career and life goals





# ABOUT THE CLEMCO FAMILY OF COMPANIES

CLEMCO is a networking and educational resource for audiovisual and live event production independent contractors, freelancers, entrepreneurs, and small business owners.

Built on the foundation of Clem Harrod's 20+ years of sole proprietorship experience in the live event production industry, CLEMCO provides a personal touch for those looking to educate themselves in the ways of entrepreneurship and connect with service providers who can help propel their business.

Through programs in the areas of coaching, leading, educating, and mentoring, CLEMCO provides the instruction and support necessary to successfully navigate a career in the live events space both personally and professionally.

## C L E M C O   D I V I S I O N S

### **CLEMCO.U**

Educational courses, books, and career resources to positively shape the next generation of live event production professionals

### **CLEMCO.AV**

Labor consulting and networking resource for independent contractors in the live event production industry

Nationwide 1099 Payrolling / Billing Agent Services for Freelancers

### **CLEMCO.HR**

*Human Resource Service Provider Network*

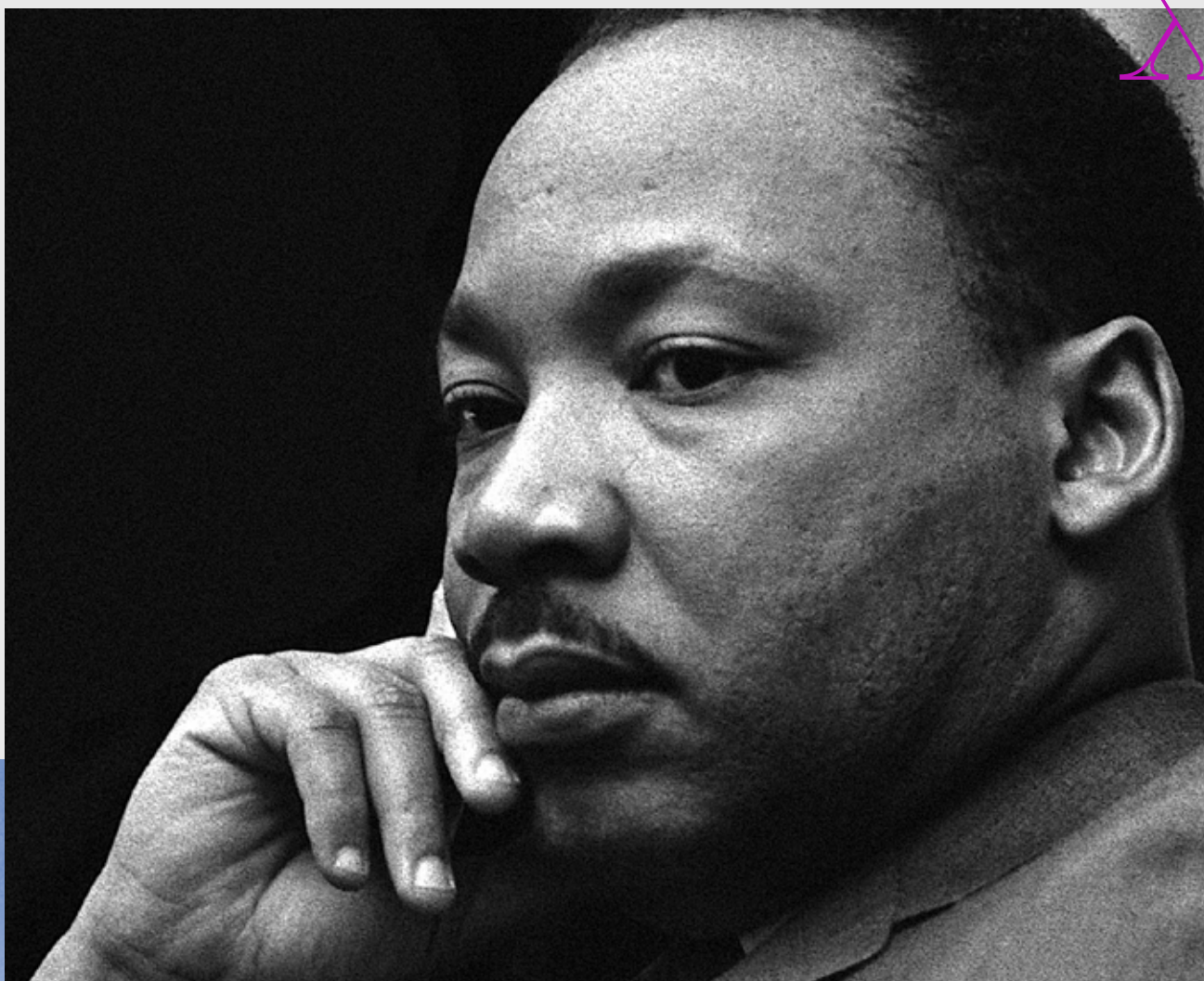
Budgeting, bookkeeping, accounting, financial planning, business insurance, health insurance, and mental health support to help our network live a prosperous life in and outside of the industry

### **CERTIFIED AV**

California-Based W2 Payrolling / Billing Agent Services for Freelance Employees



XX



Thank you for investing in our vision.  
With your support, we can make  
*Dreams* come true.

**see it .**  
**believe it .**  
**achieve it .**

**#Projection101**



[www.gofundme.com/sh101](http://www.gofundme.com/sh101)

