

STUDENT SUPPORT THROUGH CONTESTS

Driving engagement, recognition, and real insights from the next generation of techs.

Why contests matter:

TechForce runs national contests year-round to keep future and working technicians engaged, motivated, and connected to industry. These contests do more than entertain, **they drive real outcomes giving students the tools, gear, and support they need between scholarships and before their first job.**

Students don't just need tuition support.

They need the everyday essentials that keep them in school tools, equipment, gas cards, training access, recognition, and a sense of momentum. **Contests meet those needs in real time and give students a reason to stay engaged in their journey.**

Where Students Need Your Help:

We focus on practical, high-impact items that students actually need to stay enrolled, show up, train, and move into the workforce.

Tools and Equipment

Toolsets, tires, hand tools, starter kits, diagnostic gear, multimeters, torque wrenches, welding helmets, basic welding equipment, aviation tool kits, collision repair tools.

Everyday Essentials

Gas cards, grocery cards, meal cards, auto-parts store gift cards, car care kits, and small but critical items that keep students moving.

Gear and Workwear

Work boots, uniforms, cold-weather gear, backpacks, gear bags, tool carts, and secure storage items that help students be prepared and professional.

Experiences and Opportunities

VIP event tickets, industry tours, shadow days, hands-on workshops, ride-alongs, motorsports or aviation events, and meet-and-greets with technicians and influencers.

High-Need Student Life Support

Laptops, tablets, headphones, and the everyday tools that make school doable.



How it works & insights you'll receive:

How It Works

- Contests run **every (2) months** in the TechForce network
- You donate an in-kind item
- TechForce **builds the contest around your item**
- Students enter & engage through the network
- Winners receive the item directly
- **Your brand gains visibility with future technicians**

Insights You'll Receive

- Total entries and student participation
- **Audience demographics and locations**
- Engagement inside the network
- **Themes and trends from student submissions**
- Reach across TechForce channels
- **Winner stories and quotes you can share**
- Clear impact metrics tied to your donation



CASE STUDY

BRAND ACTIVATIONS VIA THE TECHFORCE NETWORK



HARNESSING A GAMIFIED NETWORK TO ACCESS THE ACTIVE TECHNICIAN PIPELINE



SNAP-ON + TECHFORCE

WORKFORCE ACCESS + BEHAVIORAL INSIGHT

- \$2,500 Snap-on voucher used to activate early-career technicians
- Campaign embedded inside TechForce's national student + working technician network
- Designed to capture real work status, barriers, and readiness during school

Contact **Reagan Bender**, VP of Marketing at rbender@techforce for info on available marketing activation opportunities throughout the 2026 TechForce calendar.



CORE INSIGHT

The technician workforce is already active and brand decisions begin during school.

- 3,535 participants across 434 schools
- Nearly 3x typical TechForce contest engagement
- **Majority already working in shops or technician environments**



BUSINESS VALUE

- **Positioned Snap-on as an active workforce partner**, not just a sponsor
- Brand embedded at the intersection of tools, training, and career identity
- Early brand exposure before full purchasing power

This case study is based on real responses from the 2026 Snap-on contest: "Why or Why Don't You Work in a Shop During School?"



PROOF OF BEHAVIOR

Activation translated into measurable pipeline visibility and platform lift

- **Contest participation directly translated into measurable pipeline activity.**
- Increased discovery of scholarships, grants, and job opportunities
- Higher platform usage driven by contest entry and follow-on actions
- Engagement extended beyond entry into continued platform activity



DATA & MARKET INSIGHT

- Actionable insight into work status, barriers, and readiness
- Clear segmentation for future targeted marketing and activation strategies
- Insight unavailable through traditional media or sponsorships

