The Future of Work: Sustainable Career Pathways in Montgomery County
Hosted by Bethesda Today, in partnership with The Universities at Shady Grove

Wednesday, October 29, 2025 | 8:30 a.m. – 11:00 a.m.
Universities at Shady Grove

This data-driven, solutions-based event will bring together up to 160 attendees for a half-day program (2.5 hours) and provide valuable insights on career transitions, upskilling, resource alignment and networking for Montgomery County residents. The program will present dashboards with current data on what employers are looking for and highlight local opportunities in health and life sciences, engineering, technology and business.

As a sponsor, you will be recognized as a leader in supporting Montgomery County's workforce and gain direct access to potential employees.

Presenting Sponsor – $15,000

- Premier sponsorship branding ("Presented by…")
- Branding across all pre- and post-event marketing (digital, newsletter, social media)
- Logo on event landing page
- Headshot station activation
- Name listed on the event landing page as a Resource Fair participant
- Resource Fair table
- Opportunity to collaborate on a panel discussion
- Post-event report with metrics on impressions, audience and takeaways
- Marketing package beyond the event, including:
    - Full-page ad in Bethesda Magazine's "Best of Bethesda" Jan/Feb Issue *($4,745 value)*
    - Special Offer Email to over 25,000 opt-in subscribers *($1,250 value)*

Platinum Sponsor – $8,000

- Event-level partnership with branding and visibility
- Logo listed on event website
- Resource Fair table during the event
- Name listed on event landing page as Resource Fair participant

Breakfast or Break Sponsor - $5,000

- Branding and visibility and at event
- Recognition as Breakfast or Break Sponsor
- Logo listed on event landing page
- Resource Fair table during the event
- Name listed on event website as Resource Fair participant

Resource Fair Table - $1,000

- Resource Fair table at the event
- Name listed on event website as Resource Fair participant

Custom sponsorship packages available in addition to options to expand exposure with a tailored marketing & communications campaign to increase reach, frequency and alignment with your strategic goals.