

Kent, Connecticut

SPARK

TradesUp x Hudson Valley Preservation

How to become a
SPARK supporter

Thank you for your interest!

This document provides additional for individuals, organizations, and companies interested in becoming a partner of SPARK Kent.



Build a better future for the
trades



Communities across America have a problem

As tradespeople are retiring and fewer youth are entering the trades, contractors and homeowners are facing a shortage of skills and experience. Now is the time for communities to mobilize to ensure the transfer of knowledge to the next generation.

Industrial arts programs in middle and high schools are rare these days. In years past, young students were introduced to vocations where they could enter the workforce without a college degree. The option to explore a life in the trades is missing from many American youth.





According to a 2019 survey by the Associated General Contractors of America, 80 percent of construction firms reported having difficulty filling craft positions that represent the bulk of the construction workforce. Similarly, a survey by the National Association of Home Builders found 82 percent of respondents expected labor shortages to be their top issue in 2019. This lack of skilled workers is further magnified for the specialized traditional trades often needed for historic preservation projects.

Advisory Council on Historic Preservation Policy Statement, 2019



TradesUp purpose

Our mission is to build the next generation of hands-on creators, makers, and tradespeople.

Our core principles

Hands-on learning ignites curiosity and confidence. Creating with your hands provides unique fulfillment that everyone deserves to experience.

The trades are for everyone. Hands-on skills benefit people of all backgrounds. Everyone belongs in the world of making and creating.

Tradespeople are the foundation of thriving communities. Skilled professionals build and maintain our world through their expertise and hard work.



SPARK wants to be part of the solution

SPARK Kent is an event by TradesUp, in partnership with Hudson Valley Preservation, designed to address this problem by sparking the individual's interest in working with their hands.

We are looking for like-minded organizations to partner with us in our mission to support the development of the next generation of trades and craftspeople.



Event format





Experienced and passionate trades professionals

Our presenters will design a trade 'experience' to showcase at SPARK, and we will collaborate with them to bring the experience to life. This includes making sure they have the resources they need, including supplying materials, developing participation and safety criteria, and having sufficient support on the day of the event.

The goal of each experience

Our experiences are as hands-on as possible, designed to give participants the satisfaction of completing an entire activity on their own. Our goal is to provide presenters with a space to share their passion and expertise and for participants to walk away having learned something and feeling empowered.

Ideally, Presenters will have sparked interest in the mind and heart of a future craftsperson.



Experience examples

- Shingling a roof
- Installing a window
- Plumbing a sink
- Wiring a lamp
- Tiling a floor
- Milling a board
- Welding a pipe seam
- Building a cabinet
- Framing a deck or small shed
- Making different wood joints
- Planting a garden
- Building a brick or stone wall
- Plastering a wall

2026 Support



We offer a transformative collaboration opportunity for like-minded organizations seeking to make an extraordinary impact. Together, we can achieve extraordinary outcomes and inspire the next generation of skilled professionals.

2026 support levels

- Passion
- Impact
- Innovation
- Inspiration
- Transformation
- Support a Presenter



Partnership Perk	Sponsorship Level					Description
	Passion	Impact	Innovation	Inspiration	Transformation	
Minimum Donation Value	\$500.00	\$1,000.00	\$2,500.00	\$5,000.00	\$10,000.00	This is the minimum amount for each sponsorship level. Cash and in-kind donations count equally toward these thresholds.
Tax deductible donation receipt.	✓	✓	✓	✓	✓	
Recognition on welcome banner outside SPARK entrance (ALL same size logos).	X	✓	✓	✓	✓	
Logo on TradesUp website.	✓	✓	✓	✓	✓	
Opportunity to have a physical booth at the event.	X	X	✓	✓	✓	
Logo on event t-shirt.	X	✓	✓	✓	✓	
Logo and name on event program and press.	X	✓	✓	✓	✓	
Signage at high traffic areas at SPARK.	X	X	✓	✓	✓	
Social Media Packages						
Social media posts featuring your organization.	1 POST	1 POST	2 POSTS	4 POSTS	6 POSTS	(1) Transformation (6) posts are throughout the year (2) Inspiration 4 posts are throughout the year (3) Innovation, Inspiration (2), Impact, & Passion (1) SM posts are valid from when agreement is signed until end of Oct
Cross-tagging and post sharing options.	X	X	X	✓	✓	
Proud Sponsor of SPARK digital badge.	✓	✓	✓	✓	✓	
Negotiated brand visibility and exclusivity options.	X	X	X	✓	✓	

In-kind donations: goods & services needed for 2026

In-kind donations of services and/or supplies will contribute to the success of SPARK.

Any donation from a business, up to 500 dollars, will be apart of our “Support a Presenter” program, and your business will be recognized at a Presenter’s station at the event.

Here’s what we need:

- Building supplies for SPARK presentations
- Catering & venue for a presenters and supporters dinner
- Lodging for presenters for up to 2 nights
- Event tents & tables
- Printing services for promotional materials
- Anything else that you might have in mind!

Beyond sponsorship: become a Partner & support the long-term vision of the initiative

If you're a like-minded organization that would like to help us meet our mission, we would love to explore options!

Partnership examples:

- Promoting the event within your organization or community
- Receive our affiliates' package & host your own SPARK event
- Trades workers & craftsmen volunteer to have a booth at a local SPARK event
- Sharing knowledge & information resources
- Joining advocacy & awareness-raising initiatives
- Helping up design & deliver training opportunities

For more information, find us online



@tradesuporg



www.tradesup.org



@tradesuporg



If you are interested in becoming a partner or supporter, please visit tradesup.org or email info@tradesup.org

Previous supporters include



#KeepCraftAlive

POWERED BY **Fine Homebuilding**



Connecticut

Department of Economic and
Community Development

State Historic Preservation Office

