



45TH WORLDSKILLS COMPETITION
AUGUST 22 – 27, 2019
KAZAN EXPO INTERNATIONAL CENTRE
KAZAN, RUSSIA

WORLDSKILLS
TEAM CANADA 2019
**PARTNERSHIP
OPPORTUNITIES**



“Competing at Worldskills was the opportunity of a lifetime. The skills I gained through preparation and the competition itself have already helped me achieve what I could only dream of a few years ago.”



**DAVID LISTER,
WORLDSKILLS TEAM CANADA 2017 COMPETITOR,
MECHANICAL CAD**

ABOUT WORLDSKILLS

Founded in 1950, WorldSkills is a global organization that promotes vocational, technological and service oriented education and training. WorldSkills is the global hub for skills development and excellence. Through international cooperation and development between industry, government, organizations, and institutions, WorldSkills promotes the benefits of and need for skilled professionals through grass-roots community projects, skill competitions, and knowledge exchange. WorldSkills shows how important skills education and training is for youth, industries and society by challenging young professionals around the world to become the best in the skill of their choice.

Every two years, the WorldSkills Competition represents the best of international excellence in skilled trades and technologies. 2019 will mark the first time that Russia is hosting the WorldSkills Competition. From August 22-27, young competitors from around the globe will gather at the Kazan Expo International Exhibition Centre with the goal of earning the title of world champion in their Skill Area.

These competitors represent the best of their peers and have earned a spot on their country's team through dedication and hard work. At the WorldSkills Competition, competitors will participate in simulated real work challenges, and will be judged against international quality standards.



**Kazan
Expo**

Welcome to
Kazan Expo

**CONGRESS
HALL**

A FEW INTERESTING FACTS
ABOUT THE HOST COUNTRY –

**THE RUSSIAN
FEDERATION**

ABOUT WORLDSKILLS KAZAN 2019

More than 1,300 competitors from over 70 Member countries and regions will compete in over 50 skill areas representing six sectors:

- Manufacturing and Engineering Technology
- Information and Communication Technology
- Construction and Building Technology
- Transportation and Logistics
- Creative Arts and Fashion
- Social and Personal Services

The Competition takes place in front of approximately 150,000 spectators in over 800,000 square feet of space in a newly constructed building.

The WorldSkills Competition inspires youth to discover the many careers that are available in the skilled trade and technology sectors. With an increasing demand for skilled workers, the trade and technology sectors represent a lucrative and exciting career path for youth around the world.

Throughout the Competition, stakeholders from industry, government, and education are provided with the opportunity to exchange information and best practices regarding industry and professional education at networking events and thought-provoking conferences.

The event slogan is “Skills for the Future”, which is also the official Competition hashtag: #skillsforthe future.

For more information, visit: worldskills2019.com.

- The territory of Russia is 1/9 of the Earth, so, there are ten time zones
- Global wide Russia is a European country but 2/3 of its territory are located in Asia

- Russian population is 145 million people of 160 nationalities in total
- Climate is various: in Sochi the winter temperature can be +5°C and while in Yakutia it touches on -55°C. The average summer temperature is around +20°C

- Moscow is the capital of Russia, its population is 11 million people
- Kazan is the capital of the Russian region Tatarstan. In 2009 Kazan gained the name “Third Capital of Russia”

HELP WORLDSKILLS TEAM CANADA 2019 ACHIEVE GOLD!

Thanks to the involvement of our partners, WorldSkills Team Canada has the opportunity to participate in this international event that brings together the world's most talented competitors in skilled trades and technologies.

The 2018 Skills Canada National Competition (SCNC) was a qualifying year for youth to compete at WorldSkills Kazan 2019 (see chart below). Two top age-eligible candidates in up to 29 skill areas will have the opportunity to train with the help of a trainer and expert. They will then compete head to head in a Team Canada selection event that will be held in conjunction with the 25th Skills Canada National Competition to determine who will represent Canada at WorldSkills Kazan 2019.

Once selected, WorldSkills Team Canada 2019 competitors will continue their preparation for the highly challenging four-day competition in Kazan.

WorldSkills Team Canada 2019 will participate in the following skill areas:

- Mechatronics
- Mechanical Engineering CAD
- CNC Turning
- CNC Milling
- Industrial Mechanics
- Millwright
- Welding
- Autobody Repair
- Aircraft Maintenance
- Plumbing and Heating
- Web Design and Development
- Electrical Installations
- Industrial Control
- Mobile Robotics
- Electronics
- Bricklaying
- Cabinetmaking
- Hairdressing
- Beauty Therapy
- Fashion Technology
- Pâtisserie and Confectionery
- Automobile Technology
- Cooking
- Car Painting
- Landscape Gardening
- Refrigeration and Air Conditioning
- IT – Network Systems Administration
- Graphic Design Technology
- Heavy Vehicle Maintenance
- 3-D Digital Game Art
- Cloud Computing

WSTC19 TEAM CANADA PROSPECTS PATHWAY

- 1 IN-SCHOOL COMPETITIONS**

1 It begins with in-school competitions, supported by teacher encouragement.
- 2 REGIONAL COMPETITIONS**

2 Progress to regional competitions.
- 3 PROVINCIAL/TERRITORIAL COMPETITIONS**

3 Approximately 100,000 youth advance to the provincial/territorial levels.
- 4 2018 SKILLSCANADA NATIONAL COMPETITION**

4 Over 550 students compete at the Skills Canada National Competition. The two highest-ranking age eligible participants in identified Skill Areas at the Skills Canada National Competition are selected to participate in the next stage of the WorldSkills Team Canada Selection Process.

September 2018 — Training starts for WorldSkills Kazan 2019

- 5 WORLDSKILLS TEAM CANADA 2019 ORIENTATION MEETING**

5 Two competitors, two trainers and one expert in each identified Skill Area will participate in a WorldSkills Team Canada Orientation Meeting.
- 6 WORLDSKILLS TEAM CANADA 2019 COMPETITORS MEETING**

6 WorldSkills Team Canada 2019 Prospects participate in a meeting focused on team building and mental preparation.
- 7 WORLDSKILLS TEAM CANADA 2019 SELECTION EVENT**

7 Two WorldSkills Team Canada 2019 Prospects will participate in the WorldSkills Team Canada 2019 Selection Event. The winners from this event are named to WorldSkills Team Canada 2019.
- 8 WORLDSKILLS TEAM CANADA COMPETE AT WORLDSKILLS KAZAN 2019**

8 One WorldSkills Team Canada 2019 member per Skill Area represents Canada at the 45th WorldSkills Competition.

PARTNERSHIP OPPORTUNITIES

WorldSkills Team Canada Premier Sponsor

VALUE: \$15,000+

BRAND RECOGNITION

Logo placement

- Quarterly e-newsletter up to and including fall issue 2019 that is distributed to several key stakeholders in government, education and industry sectors
- WorldSkills Team Canada advertising
- SCC website: skillscanada.com. WorldSkills Team Canada Partners webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada Profile page
- WorldSkills Team Canada competitor clothing (up to four (4) skill areas)*
- WorldSkills Team Canada sponsor banner on-site
- Invitation to WorldSkills Team Canada events
- WorldSkills Team Canada profile booklet (if produced)

STRATEGIC MESSAGING

SCC's communications team will work with your organization's communications and marketing department to meet your business goals by leveraging SCC's various communications platforms and reach.

Social Media

- Leverage SCC's sizeable social media following to promote your content (i.e. organization handle, name, image and links) prior to, during, and post competition.
- SCC is active on several social media platforms, including Facebook (4,743 followers, 40,000 reach per one month average), Twitter (8,670 followers), Flickr, YouTube, Snapchat: 135,000+ views, and 1,193 Instagram followers.
- Post promotional content through media of choice; promote video content supplied by sponsor via social media.

WorldSkills Team Canada Official Sponsor

VALUE: \$7,500+

BRAND RECOGNITION

Logo placement

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- SCC website: skillscanada.com. WorldSkills Team Canada Partners webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada Profile page
- WorldSkills Team Canada competitor clothing (up to two (2) skill areas)*
- WorldSkills Team Canada sponsor banner on-site
- WorldSkills Team Canada profile booklet (if produced)

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SCC's communications team will work with your organization's communications and marketing department to meet your business goals by leveraging SCC's various communications platforms and reach.

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WorldSkills Team Canada Supporting Sponsor

VALUE: \$1,500+

BRAND RECOGNITION

Logo placement

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- SCC website: skillscanada.com. WorldSkills Team Canada Partners webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada Profile page
- WorldSkills Team Canada competitor clothing (one (1) skill area)*
- WorldSkills Team Canada sponsor banner on-site
- WorldSkills Team Canada profile booklet (if produced)

Friends of WorldSkills

UP TO \$4,999 IN-KIND
OR \$1,499 MONETARY
CONTRIBUTION(S)

NAME RECOGNITION

- WorldSkills Team Canada partnership page
- WorldSkills Team Canada sponsor banner on-site
- WorldSkills Team Canada profile booklet (if produced)

Additional Recognition at SCNC 2019

HALIFAX EXHIBITION CENTRE, HALIFAX, NS
MAY 28 – 29, 2019

For the first time, SCC will be holding the WorldSkills Team Canada selection event during the National Competition. Up to 29 skill areas will be represented, where two WorldSkills Team Canada prospects will go head to head to determine who will be named to WorldSkills Team Canada 2019.

Logo Recognition

- WorldSkills sponsor banners throughout the competition
- SCNC program guide distributed to approximately 1,800 registered delegates
- SCNC visitor guide distributed to approximately 7,500 visiting youth

Additional Opportunities

WorldSkills Team Canada prospects begin their training a year prior to the WorldSkills Competition. Experts, trainers and educational partners often wish to produce banners that promote their prospects and their brand during training. SCC is pleased to cross-promote this initiative; we ask that promotional items such as banners follow the SCC guidelines to ensure that partners are properly recognized for their contributions.

Please send your promotional material to SCC for approval. If additional partners are involved in a trade or technology skill area, SCC will ensure that the relevant logos are included on your banners or promotional material.

Are you an employer or do you belong to an educational institution that supports a WorldSkills Team Canada prospect?

If you fall into one of these categories we want to ensure that you are properly recognized for any contribution and support that you provide.

This includes:

- Paid time off for training
- Providing training within your facility
- Support through material or equipment donations

WorldSkills Team Canada Official Supplier**

GOLD \$15,000+

Logo placement

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada Partner webpage hyperlinked sponsor's to corporate website, and WorldSkills Team Canada profile page
- WorldSkills Team Canada Competitor clothing (one (1) skill area)*
- WorldSkills Team Canada sponsor banner on-site

SILVER \$10,000 - \$14,999

Logo placement

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada Partner webpage hyperlinked sponsor's to corporate website, and WorldSkills Team Canada profile page
- WorldSkills Team Canada sponsor banner on-site

BRONZE \$5,000 - \$9,999

Logo placement

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada Partner webpage hyperlinked sponsor's to corporate website
- WorldSkills Team Canada sponsor banner on-site

SUPPLIER IN-KIND DONATIONS ARE RECOGNIZED AS FOLLOWS:

Consumable: Supplier is recognized for 100% retail value of the product, as the product is given entirely to Skills/Compétences Canada.

Non-consumable: Supplier is recognized for 30% retail value of the product, as the supplier retains sole ownership of the product post-competition. This includes training.

** Logo request must be submitted and value of contribution will determine benefits to be received by official supplier.

“WorldSkills has given me the opportunity to expand my ability and learn from others. Competing at WorldSkills changed my mindset - it gave me the chance to show the world what I was able to do and made me realize that anything is possible.”



**ISABELLE COLLIN,
WORLDSKILLS TEAM CANADA 2009 COMPETITOR,
BEAUTY THERAPY**

PARTNERSHIP CONFIRMATION FORM

On behalf of _____

COMPANY NAME

I confirm our commitment to support Skills/Compétences Canada.

WE WISH TO BECOME A:

- WorldSkills Team Canada Premier Sponsor (\$15,000+)
- WorldSkills Team Canada Official Sponsor (\$7,500+)
- WorldSkills Team Canada Supporting Sponsor (\$1,500+)

WorldSkills Team Canada Official Supplier and Educational Partner

- Gold (\$15,000+)
- Silver (\$10,000 – \$14,999)
- Bronze (\$5,000 – \$9,999)

Our cheque will be issued to Skills/Compétences Canada by _____

MONTH/YEAR

If you wish to pay by credit card, please complete the information below

- Visa
- Mastercard

Credit card # _____

Exp. _____

MM/YYYY

Name _____

Title _____

Address _____

Postal Code _____

City _____

Phone _____

Email _____

Skills/Compétences Canada would be pleased to work directly with your company to customize a package that meets your needs.

For further information contact:

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