



Connect with Canada's students and apprentices

2020 SKILLS CANADA NATIONAL COMPETITION

SKILLS
COMPETENCES
CANADA.COM

#SCNC2020



Canada



"UA Canada supports Skills/Compétences Canada because it is an organization that provides an education on skilled trades and technology opportunities for youth. It is the only government and industry supported program that truly showcases the people that build our modern civilizations through its provincial and national competition events. We think that it has great value for Canada in the way that it educates, informs, showcases and connects. Apprentices that are completing their education through the Interprovincial Red Seal program are also a big part of this as well and we believe that it is truly a great program for the future."

Larry Slaney,
Director, Canadian training, UA Canada

"Skills Canada gives students a community where they can pursue their purpose with the support of peers, schools, business and industry, and enter the workforce ready on day one. The national competition brings together Canada's most promising skilled trades students in a setting of contagious enthusiasm. This is why Volvo Construction Equipment continues to be a sponsor and encourages other organizations to join in our support."

Stephen Roy, President,
Volvo Construction Equipment Americas

Skills/Compétences Canada (scc)

is a national, not-for-profit organization that works with employers, educators, labour groups and governments to promote skilled trades and technology careers among Canadian youth.

Our unique position among private and public sector partners enables us to work toward securing Canada's future skilled labour needs while helping our youth to discover rewarding careers.

Partner with us in support of Canada's future skilled trade and technology workforce!

Skills/Compétences Canada offers a variety of partnership opportunities for the Skills Canada National Competition (SCNC), in addition to other programs and initiatives.

There is no better way to put your company's strength, commitment, and identity in the spotlight than by effectively promoting a wide range of skilled trade and technology career opportunities.

Join our numerous respected industry and educational partners that support highly skilled youth as they compete in over 40 skilled trade and technology areas. Sponsor support ensures there is a competition!

Our mission – why we exist

To encourage and support a coordinated Canadian approach to promoting skilled trades and technologies to youth.

Our vision – our desired future state

Canada's youth have the workplace skills needed for the future.

Our values – how we conduct ourselves

Safety	Safety comes first
Excellence	Embrace the highest standards
Commitment	Passionately involved and dedicated to the cause, willing to go beyond what's expected
Accountability	Transparent and trustworthy
Fairness	Treat others as we wish to be treated
Integrity	Beyond reproach
Camaraderie	Enjoy and celebrate the best in each other
Diversity	Inclusive in everything we do

26th Skills Canada National Competition

Vancouver Convention Centre Vancouver, BC May 28-29, 2020

With its location near the mouth of the Fraser River and on the waterways of the Strait of Georgia, Howe Sound, Burrard Inlet, and their tributaries, Vancouver has, for thousands of years, been a place of meeting, trade and settlement. It is consistently named as one of the top five worldwide cities for livability and quality of life. Winters in Greater Vancouver are the fourth mildest of Canadian cities after nearby Victoria, Nanaimo and Duncan, all on Vancouver Island.

The Skills Canada National Competition (SCNC) is the only national, multi-trade and technology competition for students and apprentices in the country. Each year, more than 550 competitors from all regions of Canada come to SCNC to participate in over 40 skilled trade and technology competitions.

By providing a forum where Canadians can compete at the national level, SCNC provides hands-on work experience related to skilled trade and technology careers.

Canada's best talent in skilled trades and technologies gather to compete in:

Precision Machining

Mechatronics

Mechanical Engineering
CAD

CNC Machining

IT – Office Software
Applications

Welding

Autobody Repair

Sheet Metal Work

Plumbing

Electronics

Web Design and
Development

Electrical Installations

Industrial Control

Bricklaying

Cabinetmaking

Carpentry

Hairstyling

Aesthetics

Fashion Technology

Baking

Automobile Technology

Cooking

Landscape Gardening

Refrigeration and
Air Conditioning

IT Network Systems
Administration

Graphic Design

Industrial Mechanic
Millwright

Architectural Technology
& Design

Outdoor Power and
Recreation Equipment

Video Production

Job Search

Job Skill Demonstration

Public Speaking

3D Character Computer
Animation

2D Character Computer
Animation

Aerospace Technology

Workplace Safety

Mobile Robotics

Heavy Equipment
Technology

Car Painting

Steamfitter - Pipefitter

Photography

Sprinkler Fitter

3D Digital Game Art



Highlights

Sponsorship

Each year the competition continues to grow, providing added value to an increasing number of sponsors and suppliers. In addition to supporting Canada's best in over 40 skilled trades and technologies, the following opportunities for collaboration are available:

Try-A-Trade® and Technology activities

Essential Skills Forum

Essential Skills School Engagement

Sponsorships that include various ways to be involved at SCNC and other SCC initiatives held throughout the year

Event

Free event: open to the public on competition days (May 28 - 29)

Over 40 competitions, representing six sectors

Over 550 competitors

Over 50 Try-A-Trade® and Technology activities for visiting youth

Thousands of student visitors and spectators

Professionally produced Opening and Closing Ceremonies with attendance of approximately 1,800 per event

Essential Skills Stage – interactive demonstrations by various stakeholder groups and industry celebrities designed to highlight the importance of Essential Skills

Dedicated "Career Zone" featuring exhibitors and sponsored Try-A-Trade® and Technology activities

Essential Skills Forum

VIP events, including Opening and Closing Ceremony receptions; VIP tours

2019 Survey

Sponsor Results

89% of sponsors felt they were able to connect with youth in a beneficial way

89% of sponsors said they would likely participate again

96% of sponsors said they had a sufficient number of visitors during SCNC

On-Site Feedback

During the past fifteen years, the Competition has been rated very highly by competitors and spectators alike. Virtually all competitors and spectators "strongly agree" or "agree" that the SCNC was a positive experience (97%).

Another testament to the high satisfaction levels is the 98% of spectators who say they would recommend the competition to their friends.

Nearly all competitors agree that the competition has improved their skills (92%), with fully two thirds of competitors who "strongly agree" with the statement.

According to competitors, the competition continues to have a remarkable impact on their "soft skills." Nearly or more than 9 in 10 competitors believe the competition has increased their self-confidence (87%) and sense of initiative (89%), and that it has motivated them (95%). In addition, over 3 in 4 competitors (78%) feel the competition has made them more outgoing. Over the years, there is a sustained positive trend regarding the impact the competition has had on competitors' soft skills.



Partnership Opportunities

The following are guidelines for event-specific opportunities. The most productive partnerships originate from discussions between SCC and potential partners. We would be pleased to customize a partnership package that meets the needs of your organization.

Presenting Sponsor

Maximum 3 / \$100,000 each / 100% Visibility

Youth Engagement

Access to thousands of students during SCNC

Up to 1,000 square feet of space for interactive Try-A-Trade® and Technology activity (depending on venue)

Access to one Team Canada alumnus or alumna as a speaker or participant at one of your corporate events taking place in 2020¹

Submission of one question to be included in the on-site visitor survey, conducted by professional polling firm, and access to survey results post-event

Opportunity to host an interactive demonstration highlighting your skilled trade or technology on the Essential Skills Stage

Brand Recognition

Recognition as sponsor of key industry networking events

- Official Launch on day one of competition
- VIP reception, attended by over 180 industry leaders and stakeholders (held prior to Opening Ceremony)

Opportunity to include branded inserts in

- Media kit
- Distribution in over 1,900 delegate bags

Logo placement

Pre-event

- SCNC promotional posters and postcards (distributed nationwide to schools through SCC's provincial and territorial offices and through SCC partners). This deliverable is time-sensitive
- SCC website: www.skillscanada.com. SCC homepage, and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Program guide
- Visitor's guide
- Media wall at the official launch
- Media kit information sheets
- On-site recognition, including: large-scale entrance; stand-up banners for each of the 40+ competition areas; accreditation passes
- Slides at Opening and Closing Ceremonies
- Delegate bags
- SCNC T-shirts

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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms.

Stats include:

- Facebook: over 4,944 followers, 40,000 reach per one-month average (as high as 90,000 during SCNC)
- Twitter: 8,969 followers, 85,400+ impressions, over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 155,000+ views
- 1,343 Instagram followers

Public relations

SCC is often approached by media to provide industry insight related to its work in promoting the skilled trades. When the subject matter in question relates to your organization, we will approach you to offer a comment or for your spokesperson to be interviewed—providing you with important local and national earned media opportunities.

- E-newsletter article submission: one pre-event and one post-event
- Welcome letter in program guide
- Sponsor specific media release (drafting content in both official languages, distribution to press, posting on SCC website and promoted through social media)
- On-site photo-op with industry celebrity (TBD—if possible)

Advertising

- Full page advertisement in program guide
- Logo inclusion in national and local print or online advertising obtained by SCC to promote SCNC (when applicable)

Speaking Opportunities

- Address at official launch
- Address at VIP reception
- Address at Opening Ceremony or Closing Ceremony (up to two minutes)

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Eight (8) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

¹ Subject to 60-day advance booking. Travel costs to be paid for by sponsor. SCC will try to provide an alumnus or alumna whom would be the best fit for your organization.

Premier Sponsor

Maximum 4 / Value \$50,000+ / Up to 75% Visibility

Youth Engagement

Access to thousands of students during SCNC

Up to 800 square feet of space for interactive Try-A-Trade® and Technology activity (depending on venue size)

Submission of one question to be included in the on-site visitor survey, conducted by professional polling firm, and access to survey results post-event

Brand Recognition

Opportunity to include branded inserts in

- Media kit
- Distribution in over 1,900 delegate bags

Logo placement

Pre-event

- SCNC promotional posters (distributed nationwide to schools through SCC's provincial and territorial offices – dependant on timelines for logo inclusion)
- SCC website: www.skillscanada.com. SCC homepage, and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Program guide
- Visitor's guide
- Media kit information sheets
- On-site sponsor signage, including large-scale entrance and stand-up banners for each of the 40+ competition areas
- Premier sponsor slides at Opening Ceremony and Closing Ceremony

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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms.

Stats include:

- Facebook: over 4,944 followers, 40,000 reach per one-month average (as high as 90,000 during SCNC)
- Twitter: 8,969 followers, 85,400+ impressions, over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 155,000+ views
- 1,343 Instagram followers

Public relations

SCC is often approached by media to provide industry insight related to its work in promoting the skilled trades. When the subject matter in question relates to your organization, we will approach you to offer a comment or for your spokesperson to be interviewed—providing you with important local and national earned media opportunities.

- E-newsletter article: one (1) pre-event and one (1) post-event
- Welcome message in official program guide (one (1) paragraph)
- Sponsor specific media release (drafting content in both official languages, distribution to press, posting on SCC website)
- Photo-op with on-site celebrity (TBD—if possible)

Advertising

- Half page advertisement in program guide
- Logo inclusion in national and local print or online advertising obtained by SCC to promote SCNC (when applicable)

Speaking Opportunities

- Video address at Opening Ceremony or Closing Ceremony (one (1) minute)

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Five (5) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

Official Sponsor

Value \$15,000+

Youth Engagement

Access to thousands of students during SCNC

10' x 10' exhibit space to host an interactive activity

Access to on-site survey results post-event

Brand Recognition

Branded inserts

- Opportunity to include in over 1,900 delegate bags

Logo placement

Pre-event

- SCC website: www.skillscanada.com. SCNC webpage and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Program guide
- Visitor's guide
- Media kit information sheets
- On-site signage at one (1) trade area of your choice
- Official Sponsor slide at Opening Ceremony and Closing Ceremony
- Sponsor signage at event entrance

Strategic Messaging

Social Media

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms.

Stats include:

- Facebook: over 4,944 followers, 40,000 reach per one-month average (as high as 90,000 during SCNC)
- Twitter: 8,969 followers, 85,400+ impressions, over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 155,000+ views
- 1,343 Instagram followers

Advertising

- Half page advertisement in program guide

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

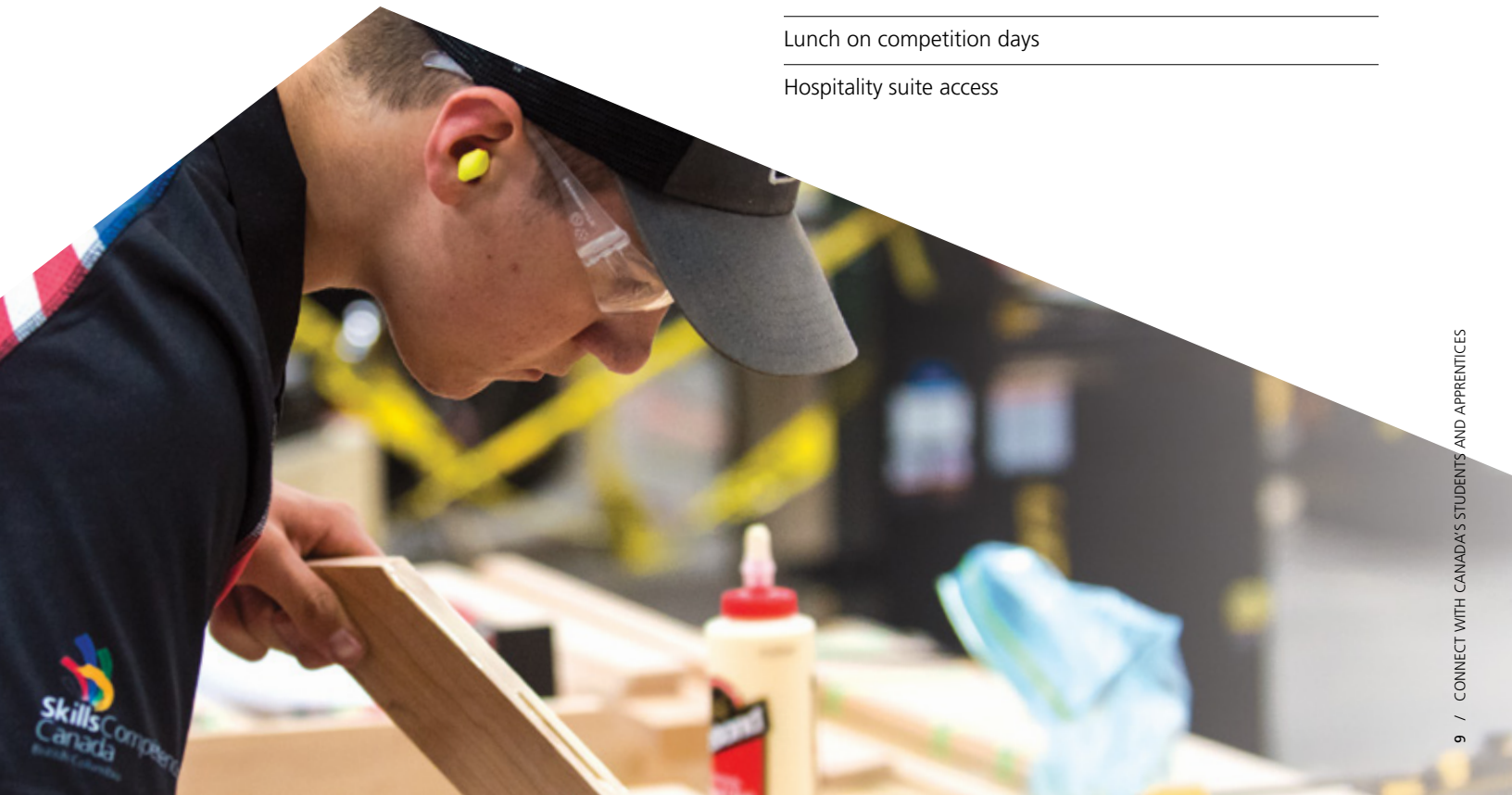
Three (3) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access



Supporting Sponsor

Value \$5,000+

Youth Engagement

Access to thousands of students during SCNC

10' x 10' exhibit space to host an interactive activity

Access to on-site survey results post-event

Brand Recognition

Branded inserts

- Opportunity to include in over 1,900 delegate bags

Logo placement

Pre-event

- Skills Canada website, www.skillscanada.com: hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Program guide
- Visitors guide
- Media kit information sheets
- On-site signage at one (1) trade area of your choice
- Supporting sponsor slide at Opening and Closing Ceremonies
- Sponsor signage at event entrance

Strategic Messaging

Advertising

- Quarter page advertisement in program guide

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Two (2) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

"Wurth Canada is a firm believer of investing today for the benefit of our future. We are proud to be a Supporting Sponsor of the Skills Canada National Competition. Our company is also proud to partner with the trade generation of tomorrow."

Goran Abramovic,
Head of Marketing & E-Commerce,
Wurth Canada,
Supporting Sponsor since 2012

Essential Skills

The 2020 Skills Canada National Competition will continue its ongoing objective of highlighting the importance of the nine Essential Skills commonly used in skilled trade and technology careers (numeracy, oral communication, document use, writing, thinking, working with others, continuous learning, reading text, digital).

One of the main highlights of the two-day competition is Essential Skills. Students and guests will engage in hands-on challenges, presentations, and interactive activities intended to increase their awareness of **how to recognize the Essential Skills** in any given trade or technology career. Discover your Essential Skills!

2019 On-Site Survey Feedback

Competitors were asked their perception of the impact the competition had on their Essential Skills. Similar to previous years, over 9 in 10 competitors agree the competition improved their thinking and problem-solving skills (93%).

SCC will work closely with the Essential Skills Sponsor to tailor a partnership that meets its business goals while emphasizing the importance of the Essential Skills.

Available opportunities include **School Engagement Sponsor** and **Essential Skills Forum Sponsor**



Essential Skills School Engagement Sponsor

Value \$50,000

The School Engagement Program provides the opportunity for students to learn the importance of skilled trade and technology occupations, and the nine Essential Skills, prior to and post SCNC. This includes preparing students with educational materials prior to the competition, as well as additional interactive tools that will enable them to fully understand the competition, Try-A-Trade® and Technology activities, and on-site events. Additionally, local and outlying students will have the opportunity to attend SCNC through funding that will subsidize transportation costs.

Youth Engagement

Access to thousands of students during SCNC

400 square feet of space for interactive Try-A-Trade® and Technology activity

Access to on-site survey results post-event

Opportunity to host an interactive demonstration highlighting your skilled trade or technology on the Essential Skills Stage

Brand Recognition

Branded inserts

- Opportunity to include in over 7,500 student bags that will be distributed to visiting school groups

Logo placement

Pre-event

- SCC website: www.skillscanada.com.
Hyperlinked logo on SCNC partner webpage
- Mention and logo in SCC quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors
- Flyers distributed to local school boards promoting bus subsidies presented by the School Engagement Sponsor

At event

- Program guide
- Visitors guide
- Media kit information sheets
- Sponsor signage at event entrance
- Bus greeter volunteer t-shirts for bus arrivals
- Essential Skills passport that will be issued to student visitors
- Essential Skills bag that will be issued to student visitors
- Essential Skills Sponsor slide at opening ceremony

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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms.

Stats include:

- Facebook: over 4,944 followers, 40,000 reach per one-month average (as high as 90,000 during SCNC)
- Twitter: 8,969 followers, 85,400+ impressions, over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 155,000+ views
- 1,343 Instagram followers

Advertising

- Half page advertisement in program guide

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Five (5) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

Essential Skills Forum Sponsor

Value \$40,000

The Essential Skills Forum serves as an opportunity to bring education and industry together to discuss the skills gap as it relates to the importance of educating youth on the nine Essential Skills and how they relate to skilled trade and technology occupations. This half-day conference enables attendees to participate in interactive sessions that encourage open dialogue amongst many stakeholder groups.

Youth Engagement

Access to thousands of students during SCNC

10' x 20' exhibit space to host an interactive activity

Access to on-site survey results post-event

Opportunity to host an interactive demonstration on the Essential Skills Stage highlighting your skilled trade or technology

Brand Recognition

- Opportunity to provide Essential Skills Forum promotional items

Logo placement

Pre-event

- SCC website: www.skillscanada.com. Hyperlinked logo on SCNC partner webpage
- Mention and logo in SCC quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Official program guide
- Official visitors guide
- Official media kit information sheets
- Sponsor signage at event entrance
- Sponsor specific signage and Essential Skills Forum promotional material
- Essential Skills Sponsor slide at opening ceremony
- ES Forum invitation, digital and hard copy
- ES Forum room signage
- ES Forum poster
- ES Forum promotional items
- On screens in ES Forum room pre-event and during breaks

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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms.

Stats include:

- Facebook: over 4,944 followers, 40,000 reach per one-month average (as high as 90,000 during SCNC)
- Twitter: 8,969 followers, 85,400+ impressions, over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 155,000+ views
- 1,343 Instagram followers

Advertising

- Half page advertisement in program guide

Speaking Opportunities

Address at Essential Skills Forum highlighting the importance of Essential Skills (up to five (5) minutes)

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Four (4) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

"The Essential Skills Forum provided us with effective tools and opportunities to engage the community with our students and build awareness in the unlimited possibilities of careers in skills technologies."

Jeremy Braithwaite,
Lead, W. Garfield Weston Foundation
Fellowship Program



Try-A-Trade[®] and Technology Activities

Nothing heightens awareness like hands-on experience! Give youth the opportunity to better understand the skilled trades and technologies by hosting an interactive Try-A-Trade[®] and Technology activity at SCNC. This is an excellent setting to showcase products, services and initiatives while networking with other industry leaders, students, educators and the general public.

The 2018 competition featured over 50 Try-A-Trade[®] and Technology activities, our highest participation to date!

2019 On-Site Survey Feedback:

Nearly six in ten spectators participated in a Try-A-Trade[®] and Technology activity during the two days of the competition. These activities were appealing to spectators, mainly because the activity seemed interesting or fun.

Try-A-Trade® and Technology Gold Sponsor

Value \$15,000

Youth Engagement

Access to thousands of students during SCNC

Sponsor of your organization's stand-alone Try-A-Trade® and Technology activity (600 sq. ft. floor space)

Additional 10' x 10' exhibit space for interactive activity with student visitors (optional)

Brand Recognition

Branded inserts

- Opportunity to include in over 1,900 delegate bags

Logo placement

Pre-event

- SCC website: www.skillscanada.com.
Hyperlinked logo on SCNC partner webpage
- Mention and logo in SCC quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Official program guide
- Official visitors guide
- Media kit information sheets
- Sponsor signage at event entrance
- Try-A-Trade and Technology® Sponsor slide at Opening and Closing Ceremonies
- Try-A-Trade® and Technology signage at your space
- Essential Skills passport

Strategic Messaging

Advertising

Quarter page advertisement in program guide

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Three (3) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

Two (2) additional passes for SCNC events, including:

Opening and Closing Ceremonies

Lunch on competition days

Hospitality suite access

Additional Deliverables

3' drape surrounding Try-A-Trade® and Technology floor space

Up to four (4) 6' folding tables

Up to eight (8) folding chairs

Up to four (4) 1500-watt electrical outlets

Basic PPE as determined by SCC

Safety/First Aid support

Water cooler with distilled water

"It was more interesting than what I had imagined, and I now am thinking of possible options for the future"

"It is interesting, and it gave me choices of things I had never thought were possible and some things I had never seen"

SCNC student visitors



Try-A-Trade® and Technology Silver Sponsor

Value \$7,500

Youth Engagement

Access to thousands of students during SCNC

Sponsor of your organization's stand-alone Try-A-Trade® and Technology activity (400 sq. ft. floor space)

Brand Recognition

Branded inserts

- Opportunity to include in over 1,900 delegate bags

Logo placement

Pre-event

- SCC website: www.skillscanada.com.
Hyperlinked logo on SCNC partner webpage
- Mention and logo in SCC quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

At event

- Official program guide
- Official visitor guide
- Media kit information sheets
- Sponsor signage at event entrance
- Try-A-Trade and Technology® Sponsor slide at Opening and Closing Ceremonies
- Try-A-Trade® and Technology signage at your space
- Essential Skills passport

Strategic Messaging

Advertising

- Quarter page advertisement in program guide

Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

Corporate Networking

Two (2) VIP passes for key events, including:

Opening and Closing Ceremonies: 1,800 plus attendees per event

VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada

Lunch on competition days

Hospitality suite access

Additional Deliverables

3' drape surrounding Try-A-Trade® and Technology floor space

Up to two (2) 6' folding tables

Up to four (4) folding chairs

Up to two (2) 1500-watt electrical outlets

Basic PPE as determined by SCC

Safety/First Aid support

Water cooler with distilled water



Official Suppliers

Numerous suppliers of equipment and materials contribute towards the 40-plus contest areas. This type of support is instrumental to a successful competition, and we're currently working closely with a number of suppliers to form multi-year partnerships.

A multi-year partnership provides additional recognition and benefits, as well as the opportunity to participate in other SCC national events. For further information, please contact Gail Vent (gailv@skillscanada.com).

Official Supplier Levels (Non-multi-year)

Gold \$15,000+

Logo inclusion:

Program guide

Signage in your contest area(s)

Entrance signage

Hyperlinked logo on SCNC partner webpage

Recognition slides at the Closing Ceremony

E-newsletter

Silver \$10,000 – \$14,999

Logo inclusion:

Program guide

Signage in your contest area(s)

Entrance signage

Hyperlinked logo on SCNC partner webpage

Recognition slides at the Closing Ceremony

Bronze \$5,000 – \$9,999

Logo inclusion:

Program guide

Signage in your contest area(s)

Entrance signage

Hyperlinked logo on SCNC partner webpage

In-kind donations are recognized as follows:

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

Non-consumable: Sponsor is recognized for 30% retail value of the product, as the sponsor retains sole ownership of the product post-competition.

"The Computers for Schools program is proud to support the Skills Canada National Competition by providing refurbished computers for the competition floor. Since 2013, the program has supplied computers (refurbished by youth) to the National competition and, for the past three years, to the provincial competition of the host province. Digital skills are essential across all sectors of the Canadian economy. Access to technology has been the core focus of the CFS program since 1993. By refurbishing and delivering technology to schools, libraries, not-for-profit organizations and eligible low-income Canadians, the program supports digital inclusion and economic participation. We are proud to support the SCNC and youth in the skilled trades and technologies who take part in the competition."

Stacy Barnes,
Administrator,
Computers for Schools Nova Scotia

Government and Education Partners

SCC is proud to recognize its government and education partners that support its mission and goals and help ensure that SCNC is an ongoing success in developing Canada's skilled trade workforce. SCC will work directly with these partners in the host city to provide benefits and exposure to highlight the contributions and involvement based on the priorities of each individual partner.

"The Nova Scotia Community College (NSCC) was thrilled to celebrate the Skills Canada National Competition 25th anniversary in Halifax. NSCC students and staff involved in the competitions, Try-A-Trade® and Technology activities and Essential Skills Stage had an amazing experience and were proud to participate. Thank you for the opportunity to collaborate and support skilled trades and technologies. Good luck in Vancouver in 2020, we'll see you there!"

Lucy Kanary,
Dean, Trades & Technology,
Nova Scotia Community College

Exhibitor Career Zone Value \$1,000

Exhibit at the only national competition for skilled trades and technologies that showcases Canada's leading youth and apprentices

Over the two-day competition, you will have the opportunity to:

Promote your organization to thousands of junior and senior high school students who are exploring post-secondary education and career possibilities

Host a hands-on activity that highlights and promotes your organization to youth

Promote career opportunities that exist within your organization

Showcase your organization's products, services and initiatives

Increase your organization's profile and create awareness of your skilled trade or technology

Each 10' x 10' space includes:

One (1) skirted 6' table

Two (2) folding chairs

One (1) 110V electrical outlet

3 ft. side drape and 8 ft. back drape

Lunch on competition days

Access to Opening and Closing Ceremonies, as well as the hospitality suite

Advertise in the Program Guide

SCC is pleased to offer exhibitors the opportunity to increase their company profile by reserving advertising space in the official event program.

½ page ad: \$500.00

Half page horizontal ads must be 6.83" w x 4.9" h

¼ page ad: \$250.00

Quarter page vertical ads must be 3.33" w x 4.91" h

Ads must be submitted as full colour high-resolution in vector (EPS) or PDF formats.

As space is limited, priority will be given to sponsors and organizations directly related to skilled trade and technology career opportunities. For additional information please contact Sharon Côté at 1-877-754-5226 ext. 514 or by email at sharonc@skillscanada.com.

Book early and save!

Submit your application before
January 31, 2020 and receive
\$100 off your booth price!

SPONSORSHIP COMMITMENT FORM

On behalf of _____

(Company Name)

This confirms our commitment to support Skills/Compétences Canada

We wish to become a:

- | | |
|---|---|
| <input type="radio"/> Presenting Sponsor (\$100,000) | <input type="radio"/> Try-A-Trade® and Technology Sponsor (Gold Level) (\$15,000) |
| <input type="radio"/> Premier Sponsor (\$50,000) | <input type="radio"/> Try-A-Trade® and Technology Sponsor (Silver Level) (\$7,500) |
| <input type="radio"/> Essential Skills:
School Engagement Sponsor (\$50,000) | <input type="radio"/> Supporting Sponsor (\$5,000+) |
| <input type="radio"/> Essential Skills Assembly Sponsor (\$40,000) | <input type="radio"/> Exhibit Space* (\$1000)
(Early Bird rate of \$900 prior to January 31, 2020) |
| <input type="radio"/> Official Sponsor (\$15,000+) | |

Program Guide Advertisement

- ☐ 1/2 page ad (\$500) ☐ 1/4 page ad (\$250)

Please provide a 25-word company description for the visitor's guide:

*Cancellations must be received in writing prior to April 14, 2020 to be fully refunded. Cancellations received after April 14, 2020 will not be refunded.

This commitment form, if submitted to Skills/Compétences Canada prior to **April 1, 2020**, will ensure that maximum visibility can be provided as per respective sponsorship benefits. Please make cheques payable to Skills/Compétences Canada.

Company Name: _____

Name/Title: _____

Address: _____

Phone: _____

City: _____

PC: _____

Email: _____

Date: _____

Signature: _____

If you wish to pay by Visa or Mastercard, please fill in the information below. **American Express is not accepted.**

Credit Card #: _____

Expiration Date (MM/YYYY): _____

CVC: _____

Name on Card: _____

Signature: _____

Total: _____

Please return commitment form to:

Gail Vent, Director, Business Development
Skills/Compétences Canada, 294 Albert Street, Suite 201, Ottawa, Ontario K1P 6E6
T. 1-877-754-5226 ext. 507 F. 613-691-1404 gailv@skillscanada.com

**To discuss these opportunities,
and/or to develop a customized
package such as a multi-year
agreement please contact:**

Gail Vent, Director, Business Development
Skills/Compétences Canada
T. 1-877-754-5226 ext. 507
gailv@skillscanada.com

