



Connect with Canada's students and apprentices

2021 SKILLS CANADA NATIONAL COMPETITION
JUNE 3 & 4 / EXPOCITÉ, PAVILLON DE LA JEUNESSE

SKILLS
COMPETENCES
CANADA.COM

#SCNC2021



Canada



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

**Please note that schedules and event details are subject to change.*

"UA Canada supports Skills Competence 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

27th Skills Canada National Competition

ExpoCité
Québec, QC
June 3 - 4, 2021

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	Refrigeration and Air Conditioning
Mechatronics	IT – Network Systems Administration
Mechanical Engineering CAD	Graphic Design Technology
CNC Machining	Industrial Mechanic Millwright
IT – Office Software Applications	Architectural Technology & Design
Welding	Outdoor Power and Recreation Equipment
Autobody Repair	Video Production
Sheet Metal Work	Job Search
Plumbing	Job Skill Demonstration
Electronics	Public Speaking
Web Design and Development	3D Character Computer Animation
Electrical Installations	2D Character Computer Animation
Industrial Control	Aerospace Technology
Bricklaying	Workplace Safety
Cabinetmaking	Mobile Robotics
Carpentry	Heavy Vehicle Technology
Hairstyling	Car Painting
Aesthetics	Steamfitter - Pipefitter
Fashion Technology	Photography
Baking	Sprinkler Fitter
Automobile Technology	3D Digital Game Art
Cooking	
Landscape Gardening	

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

Skills for Success Forum

Skills for Success School Engagement

Volunteer Appreciation

Hospitality Suite sponsorship

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 (June 3 - 4)

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

Skills for Success Stage – interactive demonstrations by various stakeholder groups and industry celebrities designed to highlight the newly identified skills necessary to succeed in skilled trade and technology careers

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

Skills for Success Forum

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

2019 Survey

Sponsor Results

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

89% of sponsors said they would likely participate again

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

On-Site Feedback

Survey results have consistently shown that spectators' perception of Skilled Trades & Technology over the years are quite positive even before attending the competitions. However, the competitions still have a positive impact on these perceptions, particularly among spectators 13 to 17 years old. "Very positive" perceptions of skilled trades and technology post-competition increased significantly among this segment compared to pre-competition.

When young spectators were asked what they would have liked to learn at the event to increase the appeal of a career in skilled trades and technology, more than half seemed to be satisfied with the information they received. Among those who provided a suggestion, the focus was on more information about skilled trades and technology, including deeper information on trades such as salaries, job descriptions, labour market, and information on other trades. More hands-on learning activities as well as more information on the competitions were demanded.

The competition's impact on spectators is also noticeable when one considers what they learn. Over two third (68%) say they learned new sources of information on how to pursue a career in skilled trades and technology at the competition, and three-quarters (76%) say they learned about new career options in skilled trades and technology.

In addition, competitors feel that because they participated in the SCNC, their parents (72%) and their friends (66%) know more about skilled trades and technology.

Photo: Luc-Antoine Courtois

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 2021¹

Submission of one (1) 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 Skills for Success stage

Brand Recognition

Recognition as sponsor of key industry networking events

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

Opportunity to include branded inserts in

- Media kit
- 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, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- 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
- Sponsor signage at event entranceway

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 (your organization's handle, name, image and links). SCC is active in several social media platforms.

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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 and time sensitive)

Speaking Opportunities

- Address at Official Launch
- Address at Networking Reception
- Address at Opening Ceremony or Closing Ceremony (up to two (2) 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) Networking passes that includes:

Opening and Closing Ceremonies

Networking events attended by corporate sponsors, official suppliers, industry and government representatives, 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 (1) 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
- 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, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- 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
- Sponsor signage at event entranceway

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 (your organization's handle, name, image and links). SCC is active in several social media platforms.

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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 letter 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 and time sensitive)

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) Networking passes that includes:

Opening and Closing Ceremonies

Networking events attended by corporate sponsors, official suppliers, industry and government representatives, 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

- Opportunity to include branded inserts in over 1,900 delegate bags

Logo placement

Pre-event

- SCC 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, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- 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 (your organization's handle, name, image and links). SCC is active in several social media platforms.

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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) Networking passes that includes:

Opening and Closing Ceremonies

Networking events attended by corporate sponsors, official suppliers, industry and government representatives, 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

- Opportunity to include branded inserts 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, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- 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

Social Media

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

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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) Networking passes that includes:

Opening and Closing Ceremonies

Networking events attended by corporate sponsors, official suppliers, industry and government representatives, 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

Skills for Success

The 2021 Skills Canada National Competition will continue its ongoing objective of highlighting important skills commonly used in skilled trade and technology careers (reading text, numeracy, writing, problem solving, adaptability).

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

2019 On-Site Survey Feedback

Over 4 in 5 competitors (81%) are familiar with the concept of Essential Skills (now Skills for Success) ("very" familiar or "somewhat" familiar). This overall result continues an upward trend observed since 2017, approaching the higher familiarity ratings observed in 2013. Spectators are nearly as equally familiar with the concept (77%), a constant increase since the 61% observed in 2017.

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

Available opportunities include **School Engagement Sponsor** and **Skills for Success Forum Sponsor**

Skills for Success 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 skills necessary for success, 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 Skills for Success Stage

Brand Recognition

- Opportunity to include promotional inserts in 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 Québec school boards promoting travel subsidies presented by the School Engagement Sponsor

At event

- Program guide, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- Media kit information sheets
- Sponsor signage at event entrance
- School bus drop off zone
- Bus greeter volunteer t-shirts for bus arrivals
- Skills for Success passport that will be issued to student visitors
- Skills for Success bag that will be issued to student visitors
- Skills for Success Sponsor slide at Opening and Closing Ceremonies

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 (your organization's handle, name, image and links). SCC is active in several social media platforms.

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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.

Advertising

- Half page advertisement in event program guide

Corporate Networking

Five (5) Networking passes that includes:

Opening and Closing Ceremonies

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

Lunch on competition days

Hospitality suite access

Skills for Success Forum Sponsor

Value \$40,000

The Skills for Success 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 Skills for Success 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 Skills for Success Stage highlighting your skilled trade or technology

Brand Recognition

- Opportunity to include promotional inserts 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

- Program guide, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- Media kit information sheets
- Sponsor signage at event entrance
- Skills for Success Forum promotional material
- Skills for Success Forum invitation, digital and hard copy
- Skills for Success Forum room signage
- Skills for Success Forum poster
- On screen in Forum room pre-event and during breaks
- Skills for Success passport that will be issued to student visitors
- Skills for Success Sponsor slide at Opening and Closing Ceremonies

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 (your organization's handle, name, image and links). SCC is active in several social media platforms.

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

Speaking Opportunities

- Address at Skills for Success Forum (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.

Advertising

- Half page advertisement in program guide

Corporate Networking

Four (4) Networking passes that includes:

Opening and Closing Ceremonies

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

Lunch on competition days

Hospitality suite access

"The 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 2019 competition featured over 50 Try-A-Trade® and Technology activities, our highest participation to date!

2019 On-Site Survey Feedback:

Nearly five in ten (47%) 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

- 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

- Program guide, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- 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
- Skills for Success passport

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

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- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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.

Advertising

Quarter page advertisement in program guide

Corporate Networking

Three (3) Networking passes that includes:

Opening and Closing Ceremonies

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

Lunch on competition days

Hospitality suite

Two (2) additional passes that includes:

Opening and Closing Ceremonies

Lunch on competition days

Hospitality suite

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

- Program guide, distributed to 1,900 registered delegates
- Visitor guide, distributed to registered students, teachers, parents and supporters
- 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
- Skills for Success passport

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

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- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

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.

Advertising

- Quarter page advertisement in program guide

Corporate Networking

Two (2) Networking passes that includes:

Opening and Closing Ceremonies

Networking events attended by corporate sponsors, official suppliers, industry and government representatives, 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

Safety/First Aid support

Basic PPE as determined by SCC

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/Visitor 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/Visitor 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/Visitor 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 \$1,200

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, brand or trade 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 343.883.7545 ext. 514 or by email at sharonc@skillscanada.com.

Book early and save!

Submit your application before
December 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:

- Presenting Sponsor (\$100,000)
- Premier Sponsor (\$50,000)
- Skills for Success School Engagement Sponsor (\$50,000)
- Skills for Success Forum Sponsor (\$40,000)
- Official Sponsor (\$15,000+)
- Try-A-Trade[®] and Technology Sponsor (Gold Level) (\$15,000)
- Try-A-Trade[®] and Technology Sponsor (Silver Level) (\$7,500)
- Supporting Sponsor (\$5,000+)
- Exhibit Space* (\$1,200)
(Early Bird rate of \$1,100 prior to December 31, 2020)

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, 2021 to be fully refunded. Cancellations received after April 14, 2021 will not be refunded.

This commitment form, if submitted to Skills/Compétences Canada prior to **April 1, 2021**, 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: _____ Province: _____ PC: _____

Email: _____ Signature: _____ Date: _____

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 and Marketing
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
and Marketing
Skills/Compétences Canada
T. 1-877-754-5226 ext. 507
gailv@skillscanada.com

