

WORLD SKILLS TEAM CANADA 2021 **PARTNERSHIP OPPORTUNITIES**

46TH WORLD SKILLS COMPETITION
SHANGHAI, CHINA
SEPTEMBER 22 – 27, 2021



SkillsCompétences
Canada

Canada

HELP WORLDSKILLS TEAM CANADA 2021 ACHIEVE GOLD!

Thanks to the involvement of our partners and supporters, 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 2021 Skills Canada National Competition (SCNC) is a qualifying year for youth to compete at WorldSkills Shanghai 2021. Once the competitors are selected at SCNC, they, with the help of their Expert, Trainer, Member Organization (MO) and the National Secretariat (NSEC), will train and prepare to compete at the WorldSkills Competition.

WorldSkills Team Canada 2021 will participate in the following skill areas:

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

WORLDSKILLS TEAM CANADA 2021 COMPETITOR PATHWAY

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| 1 | IN-SCHOOL COMPETITIONS | 1 | In-school competitions are hosted and supported by teacher engagement. |
| 2 | REGIONAL COMPETITIONS | 2 | Competitions hosted to select which individuals will attend the provincial/territorial Competition (not in all provinces/territories). |
| 3 | PROVINCIAL/TERRITORIAL COMPETITIONS | 3 | Winners from in-school and regional competitions compete to represent their province or territory at the Skills Canada National Competition. |
| 4 | 2021 SKILLS CANADA NATIONAL COMPETITION | 4 | Over 550 students compete at the Skills Canada National Competition. The highest-ranking age eligible participant in identified Skill Areas at the Skills Canada National Competition are selected to participate on WorldSkills Team Canada. |

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June 2021 — Training starts for WorldSkills Shanghai 2021
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| 5 | WORLDSKILLS TEAM CANADA 2021 VIRTUAL ORIENTATION MEETING | 5 | Competitors, Trainers and one Expert will participate in a WorldSkills Team Canada Orientation Meeting. |
| 6 | WORLDSKILLS TEAM CANADA 2021 PREPARATIONS AND TRAINING | 6 | WorldSkills Team Canada 2021 Experts develop a specialized training plan which includes technical training sessions for the competitor. |
| 7 | WORLDSKILLS TEAM CANADA 2021 VIRTUAL COMPETITORS MEETING | 7 | WorldSkills Team Canada 2021 Competitors participate in a meeting focused on team building and mental preparation. |
| 8 | WORLDSKILLS TEAM CANADA COMPETE AT WORLDSKILLS SHANGHAI 2021 | 8 | Our WorldSkills Team Canada 2021 Competitors will represent Canada at the 46 th WorldSkills Competition in Shanghai. |





“Worldskills made me realize that we have only one life to live, only one chance to win a world medal. Now or never, we must seize the opportunity, work hard and strive for victory.”

JACK DUPUIS
SILVER MEDALIST, WORLDSKILLS TEAM CANADA 2019
HEAVY VEHICLE MAINTENANCE

ABOUT WORLDSKILLS

Founded in 1950, the WorldSkills Competition demonstrates 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. Young competitors from around the globe will gather in Shanghai 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.



A wide-angle photograph of the Shanghai skyline at dusk. The Oriental Pearl Tower is prominent on the left, with its three spheres illuminated. To its right are several other skyscrapers, including the Shanghai Tower, which is the tallest building in the image and is illuminated with a green light. The buildings are reflected in the water in the foreground. The sky is a mix of blue and orange from the setting sun.

ABOUT WORLDSKILLS SHANGHAI 2021

More than 1,300 competitors from up to 84 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

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 Change Lives”, which is also the official Competition hashtag: #skillschangelives.

For more information, visit: www.worldskills2021.com.

Note: Schedule and Event details subject to change

A FEW INTERESTING FACTS ABOUT THE HOST CITY — SHANGHAI, CHINA

- Shanghai is the place where Chinese and Western cultures converge. Shanghai is also the cradle of modern industry in China, having a great number of high-skilled vocational workers
- As an international metropolis, Shanghai has held numerous international competitions and events with rich experience in operating competitions
- Being the host city of WorldSkills, Shanghai is endowed with special significance, and is the hub to reach out to any place in China and all over the world
- 3.88 million skilled workers
- 1.04 million highly-skilled professionals
- 110 highly-skilled talent training bases, covering key sectors such as modern services, advanced manufacturing, strategic emerging industries, and modern agriculture
- 1,617 chief technicians and 196 skill master studios

PARTNERSHIP OPPORTUNITIES

WorldSkills Team Canada Premier Sponsor

VALUE: \$15,000+

BRAND RECOGNITION

Logo placement

- Quarterly e-newsletter up to and including fall issue 2021 that is distributed to key stakeholders in government, education and industry sectors across Canada
- WorldSkills Team Canada advertising
- SCC website: www.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

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 (organization handle, name, image and links) prior to, during, and post competition.

- 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

WorldSkills Team Canada Official Sponsor

VALUE: \$7,500+

BRAND RECOGNITION

Logo placement

- Quarterly e-newsletter up to and including fall issue 2021 that is distributed to several key stakeholders in government, education and industry sectors
- SCC website: www.skillscanada.com: WorldSkills Team Canada Partners webpage; link 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

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 (organization handle, name, image and links) prior to, during, and post competition.

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- Connect with Sponsor via Facebook and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet Sponsor specific tweet (where applicable); follow Sponsor

WorldSkills Team Canada Supporting Sponsor

VALUE: \$1,500+

BRAND RECOGNITION

Logo placement

- Quarterly e-newsletter up to and including fall issue 2021 that is distributed to several key stakeholders in government, education and industry sectors.
- SCC website: www.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

Friends of WorldSkills (UP TO \$1,500 VALUE IN MONETARY OR IN-KIND CONTRIBUTION(S))

NAME RECOGNITION

- WorldSkills Team Canada partnership page
- WorldSkills Team Canada sponsor banner on-site

Additional Recognition at the 26th Skills Canada National Competition (SCNC)

EXPOCITÉ
QUÉBEC, QC
JUNE 3 – 4, 2021

SCC will be holding the WorldSkills Team Canada selection event during the Skills Canada National Competition. Up to 29 skill areas will be represented at WorldSkills Shanghai 2021.

Logo Recognition

- WorldSkills sponsor banners throughout the competition
- SCNC program guide distributed to approximately 1,900 registered delegates
- SCNC visitor guide distributed to visiting youth

Additional Opportunities

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, a sponsor who is interested in providing training, 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
- Virtual training for those that want to prepare for SCNC 2021 and have a chance at becoming part of WorldSkills Team Canada (October 2020 to May 2021)
- Support through material or equipment donations

*As per WorldSkills Commercial Marks Policy

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

*As per WorldSkills Commerical Marks Policy

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 inspired me to strive for excellence. The opportunity to gain more skills while pursuing my passion contributed to this unforgettable journey.”

**CLARISSA ROQUE
MEDALLION OF EXCELLENCE
WORLDSKILLS TEAM CANADA 2019, PÂTISSERIE AND CONFECTIONERY**

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



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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T. 343-883-7545 ext. 507 C. 819-664-9579 F. 613-691-1404
gailv@skillscanada.com

For more information, please visit [WorldSkills Shanghai 2021](#)

