

WORLDSKILLS TEAM CANADA PARTNERSHIP OPPORTUNITIES

WORLDSKILLS
CANADA



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



SkillsCompétences
Canada



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

ISABELLE COLLIN
WORLDSKILLS TEAM CANADA 2009 COMPETITOR
BEAUTY THERAPY

Official WorldSkills Training Partner

(\$1,500+ MONETARY
OR \$5,000+ IN-KIND)

CORE PROGRAM

Official WorldSkills Training Partner of one or more Skill Areas

SCC DELIVERABLES

Logo placement

- SCC website: www.skillscanada.com. Hyperlinked logo on SCNC partner webpage.
- WorldSkills Team Canada competitor clothing for one (1) Skill Area (time sensitive)
- WorldSkills signage at 2022 National Skilled Trade and Technology Week event

STRATEGIC MESSAGING

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.

- Partner recognition on SCC social media

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.

ADDITIONAL DELIVERABLES

In addition to the benefits listed above, your company is entitled to the use of SCC logos, images, and promotional recordings, as well as the option to run a promotion, and the option of co-branded merchandise.

Friends of WorldSkills Training Partner

(LESS THAN \$1,500 MONETARY
OR \$5,000 IN-KIND)

CORE PROGRAM

Friends of WorldSkills Training Partner of one or more Skill Areas

SCC DELIVERABLES

Name placement

- SCC website: www.skillscanada.com
- WorldSkills signage at 2022 National Skilled Trade and Technology Week event

STRATEGIC MESSAGING

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.

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.

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