



# Connect with Canada's students and apprentices

SKILLS CANADA VIRTUAL NATIONAL COMPETITION | JUNE 15, 2021

#SCVNC2021



SCVNC.VFAIRS

Canada



"UA Canada supports Skills/Compétences Canada because it is an organization that provides an education on skilled trade 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 Skills Canada National Competition brings together Canada's most promising skilled trade 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 trade 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!

Due to these unprecedented times, Skills/Compétences Canada will be hosting most of our 2021 events in the virtual world – including the Skills Canada Virtual National Competition and the new Level Up! With Skills Canada. We invite you to embrace this change and discover the numerous ways you can still play a major role in our national events!

There are numerous opportunities that industry, education and government partners can be involved in and achieve their strategic goals at our virtual events.

These include, but are not limited to:

- Thousands of visiting students
- Custom virtual booths: Promote your brand, share content, engage with visitors
- Business to business networking
- Branding throughout virtual venue in various 3D virtual rooms
- Speaking opportunities
- Panel discussions and Q&As
- Gamification
- Analytics

There is no better way to put your company's strength, commitment, and identity in the virtual spotlight than by effectively promoting a wide range of skilled trade and technology career opportunities. Join our numerous respected industry and educational partners and help us to inspire the youth of tomorrow.

## Our mission – why we exist

Canada leads the world in skill development.

## Our vision – our desired future state

To encourage and support a coordinated Pan-Canadian approach to promoting skilled careers in trades and technologies to youth and their communities.

## Our values – how we conduct ourselves

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

# Virtual Events:

## Level Up! With Skills Canada February 25, 2021

At this interactive virtual event sponsors had the opportunity to:

- Connect with youth from across Canada to promote their trade, technology and brand
- Network and connect with industry, education and government partners
- Participate in panel discussions about skilled trade and technology careers and the importance of essential workers
- Take part in the scavenger hunt by submitting questions for visiting students to answer live in their booth
- Attend the first-time Q&A session with SCC's National Board of Directors

This hugely successful inaugural event was attended by over 2,000 registered visitors from across Canada who engaged with sponsors and Skills Canada Member Organizations. Our goal is to host this event in 2022.



## Support Canada's future workforce at the Skills Canada Virtual National Competition! June 15, 2021

Event Highlights:

- Connect with youth from across Canada to promote your trade, technology and brand
- Network and connect with industry, education and government partners
- Participate in panel discussions about skilled trade and technology careers
- Take part in the scavenger hunt by submitting questions for visiting students to answer live in your booth
- Watch students and apprentices from across Canada compete in their trade or technology
- Watch the virtual award ceremony where gold, silver and bronze medals are distributed to the winners in their respective trade or technology

The following sponsorship deliverables apply to both events except where the Skills Canada Virtual National Competition (SCVNC) is specified.



# Presenting Sponsor

\$100,000 Value / 100% Visibility

## Youth Engagement

- Access to thousands of students from across Canada
- Large-sized booth with up to six (6) banners
  - Hyperlink to company website/social media in booth
  - Unlimited video and document uploads to booth
  - Prominent booth placement
  - Auto-launch video in booth
  - Custom avatar in booth
  - Customizable booth colour
- Access to post event analytics outlining engagement
- Four (4) push notification messages

## Brand Recognition

- Recognition as sponsor of key industry networking events
- Auto launch welcome video in one virtual room

### Opportunity to include:

- Virtual scavenger hunt item
- Personalized message or promotion sent to registered schools, attendees and competitors post event

## Logo placement

### Pre-event

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

### At event

- Event agenda in virtual platform lobby
- Virtual media wall
- Recognition in one (1) contest area of your choice (SCVNC)
- All virtual rooms; large scale in common spaces such as lobby and exhibit hall
- Virtual award ceremony (SCVNC)

## 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

You can leverage SCC's sizeable social media following to promote your content (your organization's handle, name, image and links).

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Instagram, LinkedIn, 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 message on SCVNC landing page
- Sponsor specific media release (drafting content in both official languages, distribution to press, posting on SCC website and promoted through social media)

## Advertising

- Logo inclusion in national and local advertising obtained by SCC to promote our events (when applicable and time sensitive)

## Speaking Opportunities

- Opportunity to participate in Essential Skills pre-recorded panel discussions (TBC)
- Address at virtual award ceremony (pre-recorded — up to two (2) minutes, SCVNC)

## Videos and Photos

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

## Corporate Networking

Unlimited booth passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)

# Premier Sponsor

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

## Youth Engagement

- Access to thousands of students
- Large-sized booth with up to six (6) banners
  - Hyperlink to company website/social media in booth
  - Unlimited video and document uploads to booth
  - Prominent booth placement
  - Auto-launch video in booth
  - Custom avatar in booth
  - Customizable booth colour
- Access to post event analytics outlining engagement
- Two (2) push notification messages

## Brand Recognition

- Recognition as sponsor of key industry networking events
- Video in Networking Lounge

### Opportunity to include:

- Virtual scavenger hunt item
- Personalized message or promotion sent to registered schools, attendees and competitors post event

## Logo placement

### Pre-event

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

### At event

- Event agenda in virtual platform lobby
- Virtual media wall
- On site recognition in all virtual rooms; large scale in common spaces such as lobby and exhibit hall
- Recognition in one (1) contest area of your choice (SCVNC)
- Award ceremony (SCVNC)
- Auto-launch welcome video in a virtual room

## 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

You can leverage SCC's sizeable social media following to promote your content (your organization's handle, name, image and links).

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Instagram, LinkedIn, 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 message on landing page of SCVNC platform
- Sponsor specific media release (drafting content in both official languages, distribution to press, posting on SCC website and promoted through social media)

## Advertising

- Logo inclusion in national and local advertising obtained by SCC to promote our events (when applicable and time sensitive)

## Speaking Opportunities

- Opportunity to participate in Essential Skills pre-recorded panel discussions (TBC)
- Address at virtual award ceremony (pre-recorded – up to one (1) minute, SCVNC)

## Videos and Photos

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

## Corporate Networking

Unlimited booth passes which includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)



# Official Sponsor

Value \$15,000+

## Youth Engagement

- Access to thousands of students
- Medium-sized booth with up to four (4) banners
  - Unlimited video and document uploads to booth
  - Hyperlink to company website/social media in booth
  - Auto-launch video in booth
  - Customizable booth colour
- Access to post event analytics outlining engagement

## Brand Recognition

### Opportunity to include:

- Virtual scavenger hunt item
- Personalized message or promotion sent to registered schools, attendees and competitors post event

## Logo placement

### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com). Hyperlinked logo on SCVNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

### At event

- Recognition in one (1) contest area of your choice (SCVNC)
- Award ceremony (SCVNC)
- In virtual lobby

## 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).

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Instagram, LinkedIn, 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](http://skillscanada.com) for examples of previous highlight videos and pictures.

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)



# Supporting Sponsor

Value \$5,000+

## Youth Engagement

- Access to thousands of students
- Medium-sized booth with up to four (4) banners
  - Unlimited video and document uploads to booth
  - Hyperlink to company website/social media in booth
  - Auto-launch video in booth
  - Customizable booth colour
- Access to post event analytics outlining engagement

## Brand Recognition

### Opportunity to include:

- Virtual scavenger hunt item

## Logo placement

### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com). Hyperlinked logo on SCVNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

### At event

- In one (1) contest area of your choice (SCVNC)
- Award ceremony (SCVNC)
- In virtual lobby

## Strategic Messaging

### Social Media

- Opportunity to place advertisement or promotion via social media
- Connect with sponsor via Instagram, LinkedIn, 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](http://skillscanada.com) for examples of previous highlight videos and pictures.

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)



“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

# SCC Multi-Year suppliers

SCC has several multi-year suppliers, and we want to ensure that you have the opportunity to join us in our 2021 virtual events. SCC's Business Development team is happy to work with you on your involvement. Please see below for opportunities available for the upcoming 2021 year in our virtual platforms.

If you are interested in partnering with us as a new supplier for future events, please contact us directly as we are planning our SCNC 2022, in Vancouver, BC.

## Gold Level Supplier Value \$15,000 +

### Youth Engagement

- Access to thousands of students
- Medium-sized booth with up to four (4) banners
  - Unlimited video and document uploads to booth
  - Hyperlink to company website/social media in booth
  - Auto-Launch video in booth
  - Customizable booth colour
- Access to post event analytics outlining engagement

### Brand Recognition

#### Logo placement

##### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com). Hyperlinked logo on SCVNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

##### At event

- Signage in contest areas (SCVNC)
- Award ceremony (SCVNC)
- In virtual lobby

### Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)



## Silver Level Supplier Value \$10,000 +

### Youth Engagement

- Access to thousands of students
- Small-sized booth with three (3) banners
  - Unlimited video and document uploads to booth
  - Hyperlink to company website/social media in booth
  - Auto-launch video in booth
- Access to post event analytics outlining engagement

### Brand Recognition

#### Logo placement

##### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com). Hyperlinked logo on SCVNC partner webpage

##### At event

- Signage in contest areas (SCVNC)
- Award ceremony (SCVNC)
- In virtual lobby

### Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)



## Bronze Level Supplier Value \$5,000 +

### Youth Engagement

- Access to thousands of students
- Small-sized booth with three (3) banners
  - Unlimited video and document uploads to booth
  - Hyperlink to company website/social media in booth
- Access to post event analytics outlining engagement

### Brand Recognition

### Logo placement

#### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com). Hyperlinked logo on SCVNC partner webpage

#### At event

- Signage in contest areas (SCVNC)
- In virtual lobby

### Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)

## Exhibitor Value \$1,000

### Youth Engagement

- Access to thousands of students
- Small-sized booth with two (2) banners
  - Unlimited video and document uploads to booth

### Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room and all areas of virtual platform including virtual award ceremony (SCVNC)

Additional Deliverables (to be discussed – dependent on engagement level):

- Trade and Tech Chats
- Social media contests
- National Skilled Trade and Technology Week
- WorldSkills Team Canada training opportunities
- Skills for Success initiatives
- Opportunity to include one question in ChatterHigh career awareness platform



“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

# 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)
- Official Sponsor (\$15,000+)
- Supporting Sponsor (\$5,000+)
- Exhibit Space\* (\$1,000)

\*Cancellations must be received in writing prior to June 1, 2021 to be fully refunded. Cancellations received after June 1, 2021 will not be refunded.

Please make cheques payable to Skills/Compétences Canada.

Company Name: <small>(Please print)</small>	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 # (include security code):	Expiration Date (MM/YYYY):	CVC:
Name on Card:	Signature:	

**Total:** \_\_\_\_\_

## Please return form to:

**Gail Vent**, Director, Business Development  
Skills/Compétences Canada, 294 Albert Street, Suite 201, Ottawa, Ontario K1P 6E6  
T. 343-883-7545 ext. 507 F. 613-691-1404 gailv@skillscanada.com