



Connect with Canada's students and apprentices

2022 SKILLS CANADA NATIONAL COMPETITION

SKILLS
COMPETENCES
CANADA.COM

#SCNC2022



Canada

Partner with us in Support of Canada's Future Skilled Trade and Technology Workforce!

Our mission – why we exist

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

Our vision – our future state

Canada leads the world in skill development.

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

"UA Canada is proud to support this celebration of Canada's future workforce. As the only government and industry sponsored event of its kind, Skills/Compétences Canada provides a platform to showcase the hard-earned skills of our youth, increasing awareness and the interest of others to embark on a journey within these tremendously rewarding careers. Congratulations to all involved, especially to the competitors that have embraced the challenge. You are recognized by your peers, mentors, employers and industry. Enjoy this moment and may your commitment to excellence bring infinite possibilities!"

Mike Gordon,
Director of Canadian Training,
UA Canada

"Lincoln Electric is dedicated to advancing the welding trade through investing in the support of education. Among the ways we educate about the art and science of welding is through interaction with the next generation of skilled welders and welding instructors. Lincoln Electric is a proud sponsor of the Skills Canada National Competition, an event dedicated to providing students with resources, networking opportunities, educational sessions, and the ability to showcase their trade skills."

Dale Malcolm,
VP Sales & Marketing,
Lincoln Electric Company of Canada LP

Skills/Compétences Canada offers a variety of partnership opportunities for the Skills Canada National Competition (SCNC) and other programs and initiatives throughout the year.

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.

Sign on as a multi-year sponsor or supplier of the Skills Canada National Competition for an opportunity to participate in additional events which may be of interest to you throughout the year:

National Skilled Trade and Technology Week (NSTTW) – November 2, 2022

During NSTTW organizations from across Canada get involved with SCC in a "hands-on" way to promote skilled trade and technology careers to youth, parents, and the public. The main goal is to get Canada's youth thinking about skilled trade and technology careers as a viable, interesting option. Partners can participate in the Official Launch, held in the SCNC host province, interacting with visiting school groups to promote their trade or brand.



Level Up! with Skills Canada – February 2022

Skills/Compétences Canada, its 13 provincial and territorial Member Organizations, and over 60 of their industry, education and government partners invite you to participate in this one-day interactive FREE virtual event.

Sponsors will have the opportunity to:

- Promote their organization in a custom virtual exhibit booth
- Connect with youth from across Canada to promote skilled trades, technologies, and career opportunities
- 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
- Include content in the virtual scavenger hunt and trivia challenge

Please contact us for a full list of deliverables we offer for this virtual event

Additional Initiatives include but are not limited to:

- Skills for Success Back to School Campaign
- Skills for Success Day
- World Skills Team Canada sponsor (bi-annually)

Support Canada's Future Workforce at the Skills Canada National Competition

Vancouver Convention Centre Vancouver, BC May 25 - 28, 2022

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:

Industrial Mechanics

Precision Machining

Mechatronics

Mechanical
Engineering CAD

CNC Machining

IT Office Software
Applications

Welding

Autobody Repair

Aerospace Technology

Plumbing

Electronics

Web Technologies

Electrical Installations

Industrial Control

Bricklaying

Mobile Robotics

Cabinetmaking

Carpentry

Hairstyling

Aesthetics

Fashion Technology

Baking

Automobile Technology

Cooking

Car Painting

Landscape Gardening

Refrigeration and Air
Conditioning

IT Network Systems
Administration

Graphic Design Technology

Sheet Metal Work

Heavy Vehicle Technology

3D Digital Game Art

Architectural Technology
& Design

Outdoor Power and
Recreation Equipment

Photography

Sprinkler Fitter

Steamfitter/Pipefitter

Video Production

Job Search

Job Skill Demonstration

Public Speaking

3D Character
Computer Animation

2D Character Computer
Animation

Workplace Safety

Cloud Computing





Sponsorship Highlights

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 35 skilled trades and technologies, the following opportunities for involvement are available:

Try-A-Trade® and Technology activities

Skills for Success Forum

Skills for Success School Engagement

Sponsorships that include several initiatives that take place during SCNC such as Young Women's Conference, Indigenous Showcase, Technology Zone, Automotive Summit and more, as determined on an annual basis.



Highlights

Free event: open to the public on competition days (May 26 - 27)

Over 35 competitions, representing six sectors: Construction, Employment, Information Technology, Manufacturing & Engineering, Services and Transportation

Over 300 competitors

Over 40 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 importance of Skills for Success

"Career Zone" throughout the venue, featuring exhibitors and sponsored Try-A-Trade® and Technology activities

Skills for Success Youth Assembly

Exclusive networking events, including Opening and Closing Ceremony receptions and Competition floor tours

Partnership Opportunities

The following partnership opportunities are available for our flagship event, the Skills Canada National Competition. The most productive partnerships originate from discussions between SCC and potential partners. We would be pleased create a customized partnership that meets the goals and objectives 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 (dependant on venue size)
- Access to one Team Canada alumnus or alumna as a speaker or participant at one of your corporate events taking place in 2022¹
- Opportunity to present competitor medals during Closing Ceremony
- 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 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
- 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 front/back covers, distributed to registered delegates
- Visitor guide front/back covers, distributed to registered students and teachers
- Media wall at the official launch
- Media kit information sheets
- On-site recognition signage, including large-scale entrance; stand-up banners for each of the competition areas; accreditation passes
- Slides at Opening and Closing Ceremonies
- Delegate bags
- SCNC T-shirts
- Sponsor signage at event entrance

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 prior to, during, and post competition. Opportunity to place advertisement or promotion via social media

- Connect with Sponsor via Facebook, Instagram, LinkedIn, 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 official program guide
- Sponsor specific media release (drafting content in both official languages, distribution to media, posting on SCC website).
- Photo opportunity with on-site 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 Opening 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 for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry representatives, government, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite access

Additional Deliverables

- Presenting sponsors are eligible to receive the multi-year deliverables outlined on page 3 that fall within the duration of their agreement
- Invitation to WorldSkills Team Canada events

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 in the host province
- 800 square feet of space for interactive Try-A-Trade® and Technology activity
- 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 present competitor medals during Closing Ceremony
- Opportunity to host an interactive demonstration highlighting your skilled trade or technology on the Skills for Success stage

Brand Recognition

Opportunity to include branded inserts in

- Media kit
- Delegate bags

Logo placement

Pre-event

- SCNC promotional posters (distributed nationwide to schools through SCC's provincial and territorial offices and through SCC partners).
- 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 registered delegates
- Visitor guide, distributed to registered students and teachers
- Media kit information sheets
- Sponsor recognition signage including large-scale entrance; stand-up banners for each of the competition areas
- Premier Sponsor slides 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 (i.e. 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, Instagram, LinkedIn, 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 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 official program guide
- Logo inclusion in national and local print or online advertising obtained by SCC to promote SCNC (when possible)

Speaking Opportunities

- Pre-recorded 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 for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry and government representatives, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite access

Additional Deliverables

- Premier sponsors are eligible to receive the multi-year deliverables outlined on page 3 that fall within the duration of their agreement

Official Sponsor

Value \$15,000+

Youth Engagement

- Access to thousands of students in the host province
- One (1) complimentary 10' x 10' exhibit space to host an interactive Try-A-Trade® and Technology activity
- Access to on-site survey results post-event

Brand Recognition

- Opportunity to include branded inserts in 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 registered delegates
- Visitor guide, distributed to registered students and delegates
- Media kit information sheets
- On-site recognition signage at one (1) trade area of your choice
- Official Sponsor slides at Opening and Closing Ceremonies
- Sponsor signage at event entrance

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.

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

Advertising

- Half page advertisement in official 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 for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry and government representatives, labourers, 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 Try-A-Trade® and Technology activity
- Access to survey results post-event

Brand Recognition

- Opportunity to include branded inserts in over 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 registered delegates
- Visitor guide, distributed to registered students and delegates
- Media kit information sheets
- On-site recognition signage at one (1) trade area of your choice
- Official Sponsor slides at Opening and Closing Ceremonies
- Sponsor signage at event entrance

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, Instagram, LinkedIn, 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 for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry and government representatives, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite access

"The Landscape Horticulture trade is diverse, with many career pathways. Skills Canada Competitions are invaluable in providing exposure of our profession as well as many other trades to both the public and secondary school students in an exciting format. The competition allows students to showcase the many variables in what their trade holds, while being proud of what they have learned. The Canadian Nursery Landscape Association supports these amazing events, all students who compete, and those inspired to do the same in their future."

Anne Kadwell,
Landscape & Retail Sector Specialist,
Canadian Nursery Landscape
Association (CNLA)

Skills for Success

The 2022 Skills Canada National Competition will continue its ongoing objective of highlighting the importance of the Skills for Success commonly used in skilled trade and technology careers (adaptability, collaboration, communication, creativity and innovation, digital, numeracy, problem solving, reading text, and writing).

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

2019 On-Site Survey Feedback

Competitors were asked their perception of the impact the competition had on their Essential Skills (now Skills for Success). 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 Skills for Success Sponsor to tailor a partnership that meets its business goals while emphasizing the importance of the Skills for Success.

Available opportunities include **School Engagement Sponsor** and **Skills for Success Assembly 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 nine Skills 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 and brand 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 local school boards promoting bus subsidies presented by the School Engagement Sponsor

At event

- Program guide, distributed to registered delegates
- Visitor guide, distributed to registered students and delegates
- Media kit information sheets
- Sponsor signage at event entrance
- 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 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

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, Instagram, LinkedIn, and Twitter
- Twitter: provide links in tweets (where applicable); re-tweet sponsor specific tweet (where applicable); follow sponsor

Advertising

- Half page advertisement in event 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) Networking passes for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry representatives, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite access

Additional Deliverables

- Skills for Success School Engagement sponsors are eligible to receive the multi-year deliverables outlined on page 3 that fall within the duration of their agreement



Skills for Success Forum Sponsor

Value \$40,000

The Skills for Success (SfS) Forum serves as an opportunity to bring education, alumni and industry together to discuss the skills gap as it relates to the importance of educating youth on the nine 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 a Try-A-Trade® and Technology 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 registered delegates
- Visitor guide, distributed to registered students and delegates
- Official media kit information sheets
- Sponsor signage at event entrance
- Forum invitation, electronic and printed
- Sponsor specific signage and Skills for Success Forum promotional material on the screens in the Skills for Success Forum room, before the opening and during the 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

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, Instagram, LinkedIn, 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

Speaking Opportunities

Address at Skills for Success Forum highlighting the importance of Skills for Success (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) Networking passes for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry representatives, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite access

Additional Deliverables

- Skills for Success Forum sponsors are eligible to receive the multi-year deliverables outlined on page 3 that fall within the duration of their agreement

"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 last in-person Competition held in 2019 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 promotional inserts in 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 registered delegates
- Visitor guide, distributed to registered students and delegates
- 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

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) Networking passes for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry representatives, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite

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

- Opportunity to include promotional inserts in 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 registered delegates
- Visitor guide, distributed to registered students and delegates
- 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

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 for key events, including:

- Opening and Closing Ceremonies
- Networking events attended by corporate sponsors, official suppliers, industry representatives, labourers, and educators from across Canada
- Lunch on Competition days
- Hospitality suite

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

The Competition receives support from numerous national and local suppliers who donate equipment and material to the 35-plus contest areas. This type of support is instrumental to a successful competition, and we work closely with a wide variety of suppliers to form multi-year partnerships.

A multi-year partnership provides additional recognition and deliverables, as well as the opportunity to participate in other SCC national events. For further information, please contact Patrick LeClair at patrickl@skillscanada.com

Official Supplier Levels

In addition to the below, Multi-Year suppliers are eligible to receive the multi-year deliverables outlined on page 3

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

When working in the host province, SCC will connect directly with your local suppliers to ensure that your companies' priorities are being met in recognition for your generous donations. In addition to the above guidelines for suppliers, there is opportunity for onsite recognition, passes to the event and more. Please contact us to discuss and we will put together an agreement based on your company goals.

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.

"ConsuLab is so dedicated to the Skills Canada organization that we have designed training aids specifically for competitions, including the Skills Canada National Competition and WorldSkills. We believe our company philosophy aligns well with that of Skills and look forward to a long partnership and ongoing support of Skills Canada."

**Kevin Boden,
President, ConsuLab**

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."

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

Exhibitor Career Zone Value \$1,500

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

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

Patrick LeClair
Director, Business Development
Skills/Compétences Canada
T. 902-892-8910
patrickl@skillscanada.com

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 (Silver Level) (\$7,500) |
| <input type="radio"/> Premier Sponsor (\$50,000) | <input type="radio"/> Supporting Sponsor (\$5,000+) |
| <input type="radio"/> Skills for Success School Engagement Sponsor (\$50,000) | <input type="radio"/> Exhibit Space* (\$1500) |
| <input type="radio"/> Skills for Success Forum Sponsor (\$40,000) | Supplier: If you plan to become a supplier at SCNC, please contact Patrick LeClair at patrickl@skillscanada.com |
| <input type="radio"/> Official Sponsor (\$15,000+) | Program Guide Advertisement (Exhibitor): |
| <input type="radio"/> Try-A-Trade® and Technology Sponsor (Gold Level) (\$15,000) | <input type="radio"/> 1/2 page (\$500) <input type="radio"/> 1/4 page (\$250) |

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

This commitment form, if submitted to Skills/Compétences Canada prior to **April 1, 2022**, 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: _____

Cancellations must be received in writing prior to April 14, 2022 to be fully refunded. Cancellations received after April 14, 2022 will **not** be refunded.

Please return form to: Patrick LeClair

Director, Business Development
Skills/Compétences Canada, 294 Albert Street, Suite 201, Ottawa, Ontario K1P 6E6
T. 902-314-2180 patrickl@skillscanada.com