

WORLDSKILLS TEAM CANADA 2022 **PARTNERSHIP OPPORTUNITIES**

46TH WORLDSKILLS COMPETITION
SHANGHAI, CHINA
OCTOBER 12 – 17, 2022



HELP WORLDSKILLS TEAM CANADA 2022 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 2022 Skills Canada National Competition (SCNC) is a qualifying year for youth to compete at WorldSkills Shanghai 2022. Once the candidates are selected at SCNC, they, with the help of their Expert, Trainer, Skills Canada Member Organization (MO) and the National Secretariat (NSec), will train and prepare to compete at WorldSkills Shanghai 2022.

WorldSkills Team Canada 2022 will participate in the following Skill Areas:

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

WORLD SKILLS TEAM CANADA 2022 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 2022 SKILLS CANADA NATIONAL COMPETITION | 4 Winners from provincial/territorial competitions may be registered to participate in the Team Canada Selection category at the Skills Canada National Competition. The highest-ranking age eligible participant in a WorldSkill Selection category at the Skills Canada National Competition are selected to participate on WorldSkills Team Canada. |

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June 2022 — Training starts for WorldSkills Shanghai 2022
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| 5 WORLD SKILLS TEAM CANADA 2022 VIRTUAL ORIENTATION MEETING | 5 Competitors, Trainers and Experts will participate in a WorldSkills Team Canada Orientation Meeting. |
| 6 WORLD SKILLS TEAM CANADA 2022 PREPARATIONS AND TRAINING | 6 WorldSkills Team Canada 2022 Experts develop a specialized training plan which includes technical training sessions for the candidate. |
| 7 WORLD SKILLS TEAM CANADA 2022 VIRTUAL COMPETITORS MEETING | 7 WorldSkills Team Canada 2022 candidates participate in a meeting focused on team building and mental preparation. |
| 8 WORLD SKILLS TEAM CANADA 2022 COMPETE AT WORLD SKILLS SHANGHAI 2022 | 8 Our WorldSkills Team Canada 2022 candidates 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.



ABOUT WORLDSKILLS SHANGHAI 2022

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 “master skills, change the world”, which is also the official Competition hashtag: #skillschangelives.

For more information, visit: www.worldskills2022.com.

Note: Schedule and event details subject to change

ABOUT WORLDSKILLS TEAM CANADA SELECTION EVENT

The selection event will be hosted May 25 – 28 during the Skills Canada National Competition (SCNC). Suppliers and sponsors who are supporting WorldSkills Team Canada candidates through equipment donations or monetary contributions will be recognized on signage in relevant Skill Areas at SCNC.

Note: Schedule and event details subject to change

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.

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 rich experience in operating competitions. They have hosted numerous international competitions and events
- 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

PARTNERSHIP OPPORTUNITIES

WorldSkills Team Canada Premier Sponsor

VALUE: \$15,000+

BRAND RECOGNITION

Logo placement

- Quarterly e-newsletter up to and including fall issue 2022 that is distributed to key stakeholders in government, education and industry sectors across Canada
- WorldSkills Team Canada 2022 print and digital advertising
- SCC website: www.skillscanada.com. WorldSkills Team Canada 2022 Partners webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada 2022 Profile page
- WorldSkills Team Canada 2022 competitor clothing (up to four (4) skill areas)*
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)
- Invitation to WorldSkills Team Canada events if applicable

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 2022 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 2022 competitor clothing (up to two (2) skill areas)*
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)

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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- Twitter: provide links in tweets (where applicable); re-tweet Sponsor specific tweet (where applicable); follow Sponsor

*As per WorldSkills Commercial Marks Policy

WorldSkills Team Canada Supporting Sponsor

VALUE: \$5,000+

BRAND RECOGNITION

Logo placement

- Quarterly e-newsletter up to and including fall issue 2022 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 2022 competitor clothing (one (1) skill area)*
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)

Friends of WorldSkills

**UP TO \$5,000 OF MONETARY
OR IN-KIND CONTRIBUTIONS**

NAME RECOGNITION

- WorldSkills Team Canada 2022 partnership page
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)

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

**VANCOUVER CONVENTION CENTRE
VANCOUVER, BC
MAY 26 – 27**

SCC will be holding the WorldSkills Team Canada 2022 Selection Event during the Skills Canada National Competition. Up to 27 Skill Areas will be represented at WorldSkills Shanghai 2022.

Logo Recognition

- In contest areas where the WorldSkills Team Canada category is being hosted
- Event sponsor recognition in SCNC program guide. Distributed to registered delegates
- Event sponsor recognition in SCNC visitor guide. Distributed to registered students and teachers

Additional Opportunities

Experts, trainers and educational partners often wish to produce banners that promote their candidates and their brand during the training period leading up to WorldSkills Shanghai. SCC is pleased to cross-promote this initiative; we ask that promotional items such as banners follow the SCC brand 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.

Can You Help?

Are you an employer or a sponsor who is interested in providing training, or do you belong to an educational institution that supports a WorldSkills Team Canada candidate?

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 2022 and have a chance at becoming part of WorldSkills Team Canada

WorldSkills Team Canada 2022 Official Supplier**

GOLD \$15,000+

Logo placement

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada 2022 Partner webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada 2022 Profile page
- WorldSkills Team Canada 2022 Competitor clothing (one (1) skill area)*
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)

SILVER \$10,000 - \$14,999

Logo placement

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada 2022 Partner webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada 2022 profile page
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)

BRONZE \$5,000 - \$9,999

Logo placement

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada 2022 Partner webpage hyperlinked to sponsor's corporate website
- WorldSkills Team Canada sponsor banner on-site (TBD based on health guidelines)

*As per WorldSkills Commercial 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**

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 \$5,000+
- ☐ Friends of WorldSkills Sponsor or Supplier

WorldSkills Team Canada Official Supplier

- ☐ 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:

Patrick LeClair, Director, Business Development
294 Albert Street, Suite 201, Ottawa, Ontario K1P 6E6
T.: 902-314-2180
partickl@skillscanada.com



For more information, please visit www.worldskills2022.com

