



LEVEL UP!  
NIVEAU  
SUIVANT!

with



SkillsCompétences  
Canada

Partners Package | February 2022



SKILLSCOMPETENCESCANADA.VFAIRS.CA

Funded in part by the Government  
of Canada under the Youth  
Employment and Skills Strategy

Canada

# Level Up! With Skills Canada February 2022

*Within the piping trades, we are always looking at ways to adapt and make better change for the industry. UA Canada is proud to sponsor Skills/Compétences Canada, and by participating in Level Up! with Skills Canada, we were able to provide students with an opportunity to explore various trades and technologies. By embracing new technology and engaging youth to get involved, we've proven that skilled trades are not afraid to adapt. After all, we are essential, and one way or another, we always find a way to bring awareness to these amazing life changing careers.*

— UA Canada

There are many opportunities for industry, education and government partners to be involved and achieve their strategic goals at our interactive virtual event.

These include, but are not limited to:

- Engaging with thousands of youth from across Canada to promote skilled trades, technologies, and company brand

- Custom virtual booths – Promote brand, share content, engage with visitors
- Branding throughout virtual venue in various 3D virtual rooms
- Network and connect with industry, education and government partners
- Speaking opportunities – Participate in panel discussions about skilled trade and technology careers, and the importance of essential workers
- Include a graphic in the scavenger hunt
- Include a question in the Trivia Challenge for visiting students to answer
- Attend the roundtable session with SCC's National Board of Directors
- Obtain meaningful analytics post event

In 2021, the hugely successful inaugural *Level Up! with Skills Canada* event was attended by over 2,000 registered visitors from across Canada who engaged with sponsors and Skills Canada Member Organizations.





# 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
- Trivia question in Trivia Challenge
- Personalized message or promotion sent to registered schools and attendees 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
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

### At event

- Welcome signage in virtual platform lobby
- Virtual media wall
- All virtual rooms; large scale in common spaces such as lobby and exhibit hall

## 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 the virtual 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 pre-recorded or live panel discussions

## Corporate Networking

Unlimited booth passes that includes:

- Access to Networking Lounge, chat room, social media wall, auditorium and all platform rooms



# 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
  - Recruitment opportunities
- 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
- Trivia question in Trivia Challenge
- Personalized message or promotion sent to registered schools and attendees 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
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

### At event

- Welcome signage 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

## 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 virtual 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 pre-recorded or live panel discussions

## Corporate Networking

Unlimited booth passes which includes:

- Access to Networking Lounge, chat room, social media wall, auditorium and all platform rooms



# 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
  - Recruitment opportunities
- Access to post event analytics outlining engagement

## Brand Recognition

### Opportunity to include:

- Virtual scavenger hunt item
- Trivia question in Trivia Challenge
- Personalized message or promotion sent to registered schools and attendees post event

## Logo placement

### Pre-event

- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

### At event

- In virtual lobby (if participating at event)

## 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

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room, social media wall, auditorium and all platform rooms



# 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
  - Recruitment opportunities
- 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).
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

### At event

- In virtual lobby (if participating at event)

## 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

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room, social media wall, auditorium and all platform rooms



“Level Up! with Skills Canada gave sponsors like us a chance to provide some content on what our industry is all about.”

**Paul Krainer, President  
Thomas Skinner**



# 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
  - Recruitment opportunities
- Access to post event analytics outlining engagement

## Brand Recognition

- Virtual scavenger hunt item

## Logo placement

### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com).

### At event

- In virtual lobby (if participating at event)

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room, social media wall, auditorium and all platform rooms

# Silver Level Supplier

Value \$10,000 +

## Youth Engagement

- Access to thousands of students
- Small 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
  - Recruitment opportunities
- Access to post event analytics outlining engagement

## Brand Recognition

- Virtual scavenger hunt item

## Logo placement

### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com).

### At event

- Logo recognition in virtual lobby (if participating at event)

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room, social media wall, auditorium and all platform rooms

# Bronze Level Supplier

Value \$5,000 +

## Youth Engagement

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

## Logo placement

### Pre-event

- SCC website: [www.skillscanada.com](http://www.skillscanada.com).

### At event

- In virtual lobby (if participating at event)

## Corporate Networking

Unlimited Networking passes that includes:

- Access to Networking Lounge, chat room, social media wall, auditorium, and all platform rooms

