



Sponsorship Opportunities

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

RBC Convention Centre, May 24-27, 2023

**SKILLS
COMPETENCES
CANADA.COM**

#SCNC2023



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

Canada

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

Skills/Compétences Canada offers a variety of partnership opportunities for the Skills Canada National Competition (SCNC) and other programs and initiatives throughout the year. Highlight your company's strength, commitment, and identity by effectively promoting skilled careers in trades and technologies to youth and their communities.

Join our mission. Partner with us today!

ABOUT SKILLS/COMPETENCES CANADA

Our mission

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

Our vision

Canada leads the world in skill development.

Value Proposition

We deliver value by being the best at engaging youth in interactive experiences that positively profile skilled trade and technology careers.

Our values

Safety	Always top of mind, never to be compromised
Accountability	Transparent and trustworthy
Camaraderie	Enjoy and celebrate the best in each other
Commitment	Passionately involved, willing to go beyond what is expected
Diversity	Inclusive in everything we do
Excellence	Embrace the highest standards
Fairness	Treat others as we wish to be treated
Integrity	Beyond reproach

RBC CONVENTION CENTRE
WINNIPEG, MANITOBA
MAY 24 – 27, 2023

Known as the "cultural cradle of Canada," Winnipeg is Manitoba's cosmopolitan capital city. It is a four-season destination boasting world-class performing arts, tantalizing dining, and unique neighbourhoods. The city is transforming with more than \$2 billion of new investment in attractions and infrastructure, including the Canadian Museum for Human Rights.



About the Skills Canada National Competition

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.

COMPETITION HIGHLIGHTS

- Free event: open to the public on competition days (May 25 – 26)
- Over 40 competitions, representing six sectors: Construction, Employment, Information Technology, Manufacturing & Engineering, Services, and Transportation
- Over 550 competitors
- Over 50 Try-A-Trade® and Technology activities for visiting youth
- Thousands of student visitors and spectators
- Professionally produced Opening and Closing Ceremonies with attendance of approximately 1,800 per event
- Skills for Success stage – interactive demonstrations by various stakeholder groups and industry celebrities designed to highlight the importance of Skills for Success
- "Career Zone" 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



"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 Visitor

Canada's best talent in skilled trades and technologies gather to compete in:

Industrial Mechanics	Car Painting
Precision Machining	Landscape Gardening
Mechatronics	Refrigeration and Air Conditioning
Mechanical Engineering CAD	IT Network Systems Administration
CNC Machining	Graphic Design Technology
IT Office Software Applications	Sheet Metal Work
Welding	Heavy Vehicle Technology
Autobody Repair	3D Digital Game Art
Aerospace Technology	Architectural Technology & Design
Plumbing	Outdoor Power and Recreation Equipment
Electronics	Photography
Web Technologies	Sprinkler Fitter
Electrical Installations	Steamfitter/Pipefitter
Industrial Control	Video Production
Bricklaying	Job Search
Mobile Robotics	Job Skill Demonstration
Cabinetmaking	Public Speaking
Carpentry	3D Character Computer Animation
Hairstyling	2D Character Computer Animation
Aesthetics	Workplace Safety
Fashion Technology	Cloud Computing
Baking	
Automobile Technology	
Cooking	

Additional Skills Canada Initiatives

National Skilled Trade and Technology Week (NSTTW) – November 1, 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.

- Promote their organization in an exhibit booth on site
- Connect with youth from host province to promote skilled trade and technology career opportunities
- Network and connect with industry, education, and government partners

Other Initiatives include but are not limited to:

- Skills for Success Back to School Campaign – A promotional campaign that highlights the importance of the Skills for Success in the lead up to SFS Day.
- Skills for Success Day – An annual initiative taking place each September to raise awareness about the key skills needed to succeed in learning, work, and life.
- WorldSkills Team Canada (bi-annually) – Canada, along with over 80 other countries, proudly participates in the international WorldSkills competition. For more information on available opportunities, please contact us.

“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

“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)

Kristine Guerrero

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 to create a customized partnership package that meets the goals and objectives of your organization.

Presenting
\$100,000

Premier
\$50,000

Official
\$15,000

Supporting
\$5,000

SPONSORSHIP OPPORTUNITIES

YOUTH ENGAGEMENT				
Exhibit space	1000 sqft	800 sqft	400 sqft	100 sqft
Access to survey results post-event	●	●	●	●
Opportunity to host an interactive Try-A-Trade® and Technology activity in exhibit space*	●	●	●	
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	●	●		
Access to one Team Canada alumnus or alumna as a speaker or participant at one of your corporate events taking place in 2023	●			
BRAND RECOGNITION				
Opportunity to include branded inserts in over 1,900 delegate bags	●	●	●	
Opportunity to include branded inserts in Media Kits	●	●		
Recognition as sponsor of key industry networking events	●			
LOGO PLACEMENT				
SCC website: www.skillscanada.com . Hyperlinked logo on SCNC partner webpage	●	●	●	●
Monthly SCC e-newsletter that is distributed to several key stakeholders in government, education, and industry sectors	●	●	●	●
Program guide, distributed to registered delegates	●	●	●	●
Visitor guide, distributed to registered students and delegates	●	●	●	●
Media kit information sheets	●	●	●	●
Sponsor slides at Opening and Closing Ceremonies	●	●	●	●
Entrance signage	●	●	●	●
On-site recognition signage	All Skill Areas	All Skill Areas	2 Skill Areas	1 Skill Area
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	●	●		
Logo inclusion in national and local print or online advertising obtained by SCC to promote SCNC (when applicable)	●	●		
Accreditation passes	●	●		
Social Media Photobooth	●			
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	●			
Delegate bags	●			
SCNC T-shirts	●			

SPONSORSHIP OPPORTUNITIES (continued)

STRATEGIC MESSAGING & PUBLIC RELATIONS				
Promotion in official program guide	Full Page	Half Page	Half Page	Quarter Page
Opportunity to place promotion via SCC social media channels	●	●	●	
Blog posts	2	1		
Welcome letter in official program guide	2 Paragraphs	1 Paragraph		
Address at Opening Ceremony or Closing Ceremony	2 Minutes (live)	1 Minute (pre-recorded)		
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)	●	●		
Opportunity to send post-SCNC thank you message via SCC social media channels	●	●		
E-newsletter article submission	●	●		
Address at Official Launch	●			
Address Opening Reception	●			
CORPORATE NETWORKING				
Networking passes for key events	8	5	3	2
ADDITIONAL DELIVERABLES				
Invitation to National Skilled Trade and Technology Week – Official Launch	●	●	●	Available on multi-year term
Invitation to WorldSkills Team Canada events	●	●	Available on multi-year term	Available on multi-year term
Invitation to annual campaigns (Skills for Success, Social Media, etc.)	●	●	Available on multi-year term	Available on multi-year term

*See description on page 14



“Stanley Black & Decker has been a proud partner and official sponsor of the Skills Canada National Competition for over 12 years. As part of our sponsorship, we also provided a tool grant to schools across Canada that are part of the competition. Stanley Black & Decker supports Skills Canada and its program that continues to successfully raise awareness of skilled trades with this competition as well as its distribution of information to teachers, students, and parents, and creation of partnerships with government agencies and sponsors like Stanley Black & Decker. At Stanley Black & Decker, we believe that our involvement with the Skills Canada National Competition is an ideal partnership. We all have a passion for excellence.”



SKILLS FOR SUCCESS

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

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



Best of Region \$50,000

(Only 1 Available for Youth Engagement)

The Best of Region award is awarded to the top scoring Skills Canada National Competition competitor from each province and territory across Canada. Skills Canada is offering you the unique opportunity to be a part of this prestigious award and to promote your organizations strong support of the skilled trades and technologies while doing it. Have your company logo branded onto the 13 Best of Region medals that recipients will cherish for years to come.

SfS Student Engagement \$40,000

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.

SfS Forum \$30,000

The Skills for Success Forum serves as an opportunity to bring education 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.

SPONSORSHIP OPPORTUNITIES Skills for Success and Best of Region Awards

YOUTH ENGAGEMENT			
Exhibit space	600 sqft	400 sqft	200 sqft
Opportunity to host an interactive Try-A-Trade® and Technology activity in exhibit space*	●	●	●
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			
Opportunity to include promotional inserts in over 7,500 bags that will be distributed to visiting school groups	●	●	●
Opportunity to include branded inserts in over 1,900 delegate bags	●	●	
Sponsor branded Best of Region medals and ribbons presented at Closing Ceremony	●		
LOGO PLACEMENT			
SCC website: www.skillscanada.com . Hyperlinked logo on SCNC partner webpage	●	●	●
Monthly SCC e-newsletter that is distributed to several key stakeholders in government, education, and industry sectors	●	●	●
Program guide, distributed to registered delegates	●	●	●

*See description on page 14

SPONSORSHIP OPPORTUNITIES

Skills for Success and Best of Region Awards (continued)

Visitor guide, distributed to registered students and delegates	●	●	●
Media kit information sheets	●	●	●
Sponsor slides at Opening and Closing Ceremonies	●	●	●
Sponsor signage at event entrance	●	●	●
Skills for Success passport that will be issued to student visitors	●	●	●
Bus greeter volunteer t-shirts for bus arrivals		●	
Skills for Success bag that will be issued to student visitors		●	
Flyers distributed to local school boards promoting bus subsidies presented by the School Engagement Sponsor		●	
Sponsor specific signage and Skills for Success Forum promotional material on the screens in the Sfs Forum room, before the opening and during the breaks			●
Forum invitation, electronic and printed			●
STRATEGIC MESSAGING & PUBLIC RELATIONS			
Opportunity to place promotion via SCC social media channels	●	●	●
Promotion in program guide	Half Page	Half Page	Half Page
Sponsor specific media release (drafting content in both official languages, distribution to media, posting on SCC website).	●		
Blog post	●		
Address at Skills for Success Forum highlighting the importance of Skills for Success (up to five (5) minutes)			●
CORPORATE NETWORKING			
Networking passes for key events	5	5	4
ADDITIONAL DELIVERABLES			
Invitation to National Skilled Trade and Technology Week Official Launch	●	●	●
Invitation to annual campaigns (Skills for Success, Social Media, etc.)	●	●	●

**See description on page 14*



SPONSORSHIP OPPORTUNITIES

Try-A-Trade® and Technology

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 2019 Competition featured over 50 Try-A-Trade® and Technology activities, our highest participation to date!

Exhibit space	400 sqft
Opportunity to host an interactive Try-A-Trade® and Technology activity in exhibit space*	●
LOGO PLACEMENT	
SCC website: www.skillscanada.com . Hyperlinked logo on SCNC partner webpage	●
Monthly SCC e-newsletter that is distributed to several key stakeholders in government, education, and industry sectors	●
Program guide, distributed to registered delegates	●
Visitor guide, distributed to registered students and delegates	●
Media kit information sheets	●
Try-A-Trade and Technology signage at booth space	●
Sponsor slides at Opening and Closing Ceremonies	●
Sponsor signage at event entrance	●
Skills for Success passport that will be issued to student visitors	●
STRATEGIC MESSAGING & PUBLIC RELATIONS	
Promotion in program guide	Quarter Page
CORPORATE NETWORKING	
Networking passes for key events	3
ADDITIONAL DELIVERABLES	
Invitation to WorldSkills Team Canada events	Available on multi-year term
Invitation to National Skilled Trade and Technology Week Official Launch	Available on multi-year term
Invitation to annual campaigns (Skills for Success, Social Media, etc.)	Available on multi-year term

**Try-A-Trade and Technology activities are promoted to visiting students in on-site print media to maximize engagement*

\$10,000

EXHIBITOR OPPORTUNITIES

As an exhibitor 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. Increase your company's profile by hosting a hands-on activity that showcases your organization's products, services, and initiatives.

\$1,500

WHAT'S INCLUDED?	
10' x 10' booth space including:	●
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	●
Sponsor slides at Opening and Closing Ceremonies	●
Sponsor signage at event entrance	●
Access to Opening and Closing Ceremonies, as well as the hospitality suite	●
ADD-ONS	
Horizontal 1/2 page ad in official event program: ads must be 6.83" w x 4.9" h	\$500
Vertical 1/4 page ad in official event program: ads must be 3.33" w x 4.91" h	\$250

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.

"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



SUPPLIER OPPORTUNITIES

Numerous suppliers of equipment and materials contribute towards the 40-plus contest areas. This type of support is instrumental to a successful competition, and we’re currently working closely with a number of suppliers to form multi-year partnerships.

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

	Gold \$15,000+	Silver \$10,000 – \$14,999	Bronze \$5,000 – \$9,999
Youth Engagement			
Exhibit space	100 sqft	100 sqft	100 sqft
Opportunity to host an interactive Try-A-Trade® and Technology activity in exhibit space*	●	Available on multi-year term	
Access to survey results post-event	●		
Opportunity to host an interactive demonstration highlighting your skilled trade or technology on the Skills for Success stage	Available on multi-year term		
Brand Recognition			
Opportunity to include branded inserts in over 1,900 delegate bags	●		
Logo Placement			
SCC website: www.skillscanada.com. Hyperlinked logo on SCNC partner webpage	●	●	●
Monthly SCC e-newsletter that is distributed to several key stakeholders in government, education, and industry sectors	●	●	●
Program guide, distributed to registered delegates	●	●	●
Visitor guide, distributed to registered students and delegates	●	●	●
Media kit information sheets	●	●	●
On-site recognition in supported contest area	●	●	●
Sponsor slides at Opening and Closing Ceremonies	●	●	●
Sponsor signage at event entrance	●	●	●
Strategic Messaging & Public Relations			
Opportunity to place promotion via SCC social media channels	●	●	
Quarter page promotion in program guide	●		
Corporate Networking			
Networking passes for key events	3	2	1
Additional Deliverables			
Invitation to National Skilled Trade and Technology Week - Official Launch	Available on multi-year term	Available on multi-year term	Available on multi-year term
Invitation to annual campaigns (Skills for Success, Social Media, etc.)	Available on multi-year term	Available on multi-year term	Available on multi-year term
Invitation to WorldSkills Team Canada events	Available on multi-year term	Available on multi-year term	Available on multi-year term

*See description on page 14

SPONSORSHIP OPPORTUNITIES: Government, Association, and Education

SCC is proud to recognize government, association, and education partners that support its mission and goals. This support is critical to the success of the Skills Canada National Competition and its impact on Canada’s future skilled workforce. SCC will work directly with these partners to provide benefits and exposure based on their priorities.

“The Gene Haas Foundation has given generously to Skills Competitions at the provincial level and at the Skills Canada National Competition.

This gifting has enabled Skills Canada and the provinces to include a Precision Machining and CNC Turning and Milling competition and brings a high level of technical support provided by Haas local distributors HFO Thomas Skinner and HFO Sirco Machinery. In addition, the Gene Haas Foundation provides monetary awards to the top competitors in the high school and post-secondary competitions.

The Gene Haas Foundation supports the Skills Competitions because together, through this high-level competition, we are helping Canada take its machining skills to another level and at the same time attract youth to this industry.”

Paul Krainer, President,
Thomas Skinner & Son Ltd.

“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.”

Dean Lucy Kanary

SPONSORSHIP COMMITMENT FORM

On behalf of _____
(Company Name)

This confirms our commitment to support Skills/Compétences Canada

We wish to become a:

- ☐ Presenting (\$100,000)
- ☐ Premier (\$50,000)
- ☐ Official (\$15,000)
- ☐ Supporting (\$5,000)
- ☐ Best of Region (\$50,000)
- ☐ Skills for Success School Engagement (\$40,000)
- ☐ Skills for Success Forum (\$30,000)
- ☐ Try-A-Trade® and Technology (\$10,000)
- ☐ Exhibit Space (\$1,500)
- Program Guide Advertisement (Exhibitor):**
- ☐ 1/2 page (\$500)
- ☐ 1/4 page (\$250)

If you are interested in becoming a supplier, please contact Patrick LeClair at patrickl@skillscanada.com

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, 2023**, 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:

(Please print)

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, 2023 to be fully refunded. Cancellations received after April 14, 2023 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, E. patrickl@skillscanada.com



