



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

**ExpoCité, Québec, May 29 to June 1, 2024**

**SKILLS  
COMPETENCES  
CANADA.COM  
#SCNC2024**





# Ignite Passions for Skilled Trade and Technology Careers by Connecting with Canada's Future Skilled Workforce.

Highlight your company's strength, commitment, and identity by effectively promoting skilled careers in trades and technologies to youth and their communities.

Partner with us today to share your passion and discover how **#SKILLSCHANGELIVES!**

## ABOUT SKILLS/COMPÉTENCES CANADA

### Mission

To advance the engagement of youth and their communities in skilled trade and technology careers using a pan-Canadian approach.

### Vision

Canada leads the world in skill development.

### Values

<b>Safety</b>	We integrate safety into everything we do.
<b>Accountability</b>	We apply the highest standards of integrity, transparency and fairness.
<b>Inclusivity</b>	We embrace diversity and equitable opportunities for all.
<b>Excellence</b>	We do our best with passion and commitment.
<b>Collaboration</b>	We work together to achieve shared goals.
<b>Environmental Sustainability</b>	We demonstrate through our actions our commitment to a greener planet.

**2024 Skills Canada National Competition (SCNC)**  
 ExpoCité, Québec, Québec  
 May 29 to June 1, 2024

At SCNC, thousands of students visit the competition floor and discover the exciting and rewarding careers that are available in the skilled trades and technologies through interactive Try-A-Trade® and Technology activities, exhibitor booths, and engagement with industry professionals.

Join us in **#CreatingPossibilities** for our country's youth.

# About 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, on top of being visited by thousands of young students!

## SCNC HIGHLIGHTS

- Free event: open to the public on competition days (May 30 – 31)
- 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
- Exclusive networking events, including Opening and Closing Ceremony receptions and competition floor tours

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

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

"It's so interesting! It gave me career choices I had never thought were possible and some things I had never seen."

**SCNC Student Visitor**



# WHY PARTNER WITH SKILLS/ COMPÉTENCES CANADA (SCC)

## BE PART OF THE SOLUTION: INSPIRE THE NEXT GENERATION OF SKILLED WORKERS

Introduce thousands of young people to the lucrative careers available in skilled trades and technologies through the Skills Canada National Competition (SCNC). Being the only national, multi-trade and technology competition for students and apprentices in the country, this competition gives a platform for over 500 secondary and post-secondary students to showcase their skills and have the chance to become national champions. In addition, the competition draws in thousands of student visitors from the host province to engage in Try-A-Trade® and Technology activities, connect with industry representatives and discover the endless possibilities these careers have to offer.

## CONNECT AND ENGAGE WITH OUR COUNTRY'S FUTURE WORKFORCE

Showcase the careers available in your organization to thousands of students at SCNC. Engage them with a Try-A-Trade® and Technology activity showing them exactly what it's like to work in your field. Encourage them to learn more about your organization and all you have to offer by answering their questions. Inspire them to want to work in this field or specifically, for your company. Simply by being there, you are introducing youth to career opportunities they probably have never even thought of.

## DISCOVER HOW #SKILLSCHANGELIVES

See for yourself how this unique event connects stakeholders from government, education, and industry, bringing the right individuals to the table to discuss the important issues surrounding skilled trades and technologies that impact us all. Meet the competitors, hear their stories and share yours. Feel the excitement by attending the Welcome Reception and the Opening Ceremony and see the direct impact your contributions have on hundreds of young Canadians. Experience the joy and celebrate the accomplishments of Canada's champions in skilled trades and technologies during the Closing Ceremony and see how being part of a competition like this builds confidence and propels careers for these youths.

## SHOW WHAT'S POSSIBLE: YOU CAN'T BE WHAT YOU CAN'T SEE

With so many career opportunities, organizations, and companies out there, it's easy to get lost in the mix. Shine the spotlight on the career possibilities available at your organization by being part of the Skills Canada National Competition. With your logo on event signage, print materials, event guides, SCC's website, swag and so much more, hundreds of competitors and thousands of students will be able to recognize your brand.



## BUILD CONFIDENCE BY HAVING YOUR BRAND, IN THEIR HANDS

Give students the tools to succeed and build their confidence in a skilled trade or technology career by providing tools and equipment directly to the competitors at the Skills Canada National Competition in one or several Skill Areas. This first-rate competition wouldn't be possible without the generous donations of our partners and suppliers.

## ENGAGE EQUITY-DENIED GROUPS THROUGH SKILLS

Through initiatives at SCNC like Empowering Women in Trades and the Skills Showcase featuring First Nations, Inuit and Métis skills, Skills/Compétences Canada is finding new ways to engage all Canadians to discover the amazing opportunities that exist in skilled trades and technologies.

## GIVE STUDENTS THE SKILLS FOR SUCCESS

The Skills for Success (SFS) are the skills required to succeed in school, work and life and apply to all careers including skilled trades and technologies. SCC helps students discover these nine key skills, and creates resources for educators and students to improve them, so that they have all that you are looking for in a future employee. During SCNC, many initiatives surround the Skills for Success, such as the Skills for Success Forum, the SFS Stage and much more. By encouraging the development of the Skills for Success at school and at work, we can bridge the gap between education and industry and create well-rounded young people that are ready for employment after graduation.

## SUPPORT SCC'S MISSION

SCC is a non-profit organization that advances the engagement of youth and their communities in skilled trades and technologies. We, like our many dedicated partners, understand the importance of inspiring and supporting tomorrow's workforce through our many events, programs, and initiatives.

For more information on how you can support Canada's youth and make a difference, contact Patrick LeClair at [patrickl@skillscanada.com](mailto:patrickl@skillscanada.com)

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The following partnership opportunities are available for our flagship event, the Skills Canada National Competition. The most productive partnerships originate from discussions between Skills/Compétences Canada and potential partners. We would be pleased to create a customized partnership package that meets the goals and objectives of your organization.



# SPONSORSHIP OPPORTUNITIES

	Presenting \$100,000 3 maximum	Premier \$60,000 3 maximum	Official \$25,000	Try-A-Trade® and Technology \$15,000	Supporting \$5,000
<b>YOUTH ENGAGEMENT</b>					
Try-A-Trade® and Technology space	900 sqft	600 sqft	400 sqft	200 sqft	100 sqft
Access to survey results post-event	●	●	●	●	●
Booth listed as stamp location in the Skills for Success Passport activity booklet given to student visitors	●	●	●	●	
Try-A-Trade® and Technology sign at booth space	●	●	●	●	
Opportunity to present competitor medals during the Closing Ceremony	●	●	●		
Submission of one question to be included in the on-site visitor survey, conducted by a professional polling firm	●	●			
<b>BRAND RECOGNITION</b>					
Company profile included in Program Guide	●	●	●	●	
Activity description included in Program Guide	●	●	●	●	
Opportunity to include one (1) branded insert in over 1,900 delegate bags	●	●	●		
Opportunity to include branded inserts in media kits	●	●			
Recognition as sponsor of one (1) key industry networking event	●				
<b>LOGO PLACEMENT</b>					
SCC website: <a href="http://www.skillscanada.com">www.skillscanada.com</a> . Hyperlinked logo on SCNC partner webpage	●	●	●	●	●
Program Guide, distributed to event attendees, including competitors, volunteers, and partners	●	●	●	●	●
Media kit information sheets	●	●	●	●	●
Sponsor signage	●	●	●	●	●
Skill Area signage	All Skill Areas	All Skill Areas	2 Skill Areas		
Monthly SCC e-newsletter that is distributed to several key stakeholders in government, education, and industry sectors	●				
National and local advertising (print or online) obtained by SCC to promote SCNC (when applicable)	●				
Accreditation passes	●				
Delegate bags	●				
T-shirts	●				



# SPONSORSHIP OPPORTUNITIES (continued)

	Presenting \$100,000 3 maximum	Premier \$60,000 3 maximum	Official \$25,000	Try-A-Trade® and Technology \$15,000	Supporting \$5,000
<b>STRATEGIC MESSAGING &amp; PUBLIC RELATIONS</b>					
Promotion in official Program Guide	Full Page	Half Page	Quarter Page		
Partnership announced on social media	●	●	●		
Editorial or welcome letter in official Program Guide	2 Paragraphs	1 Paragraph			
Opportunity to participate during 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 (if possible)	●	●			
Address at one (1) key networking event	●				
<b>CORPORATE NETWORKING</b>					
Partner pass	8	6	4	2	2
Hospitality pass	6	4	2	2	
<b>ADDITIONAL DELIVERABLES</b>					
Invitation to annual campaigns (Skills for Success, social media, etc.)	●	●	●	Available on multi-year term	Available on multi-year term
Invitation to National Skilled Trade and Technology Week – Official launch	●	●	●		



**Patrick LeClair**  
**Director, Business Development**  
**T. 902-314-2180**  
**E. patrickl@skillscanada.com**

“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.**

“Stanley Black & Decker has been a proud partner and Official Sponsor of the Skills Canada National Competition for over 12 years. Stanley Black & Decker supports Skills/Compétences Canada and its programs that continue 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. We believe that our involvement with the Skills Canada National Competition is an ideal partnership. We all have a passion for excellence.”

**Chris Hollinrake, PR Manager,**  
**Hollinrake Communications**  
**C/O Stanley Black & Decker**

“The Nova Scotia Community College (NSCC) was thrilled to celebrate the Skills Canada National Competition’s 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 Canary**  
**NSCC**



# ADDITIONAL SPONSORSHIP OPPORTUNITIES (SEE CHART ON PAGES 12-13)

**BEST OF REGION:** The Best of Region award is awarded to the top scoring Skills Canada National Competition (SCNC) competitor from each province and territory across Canada. Skills/Compétences 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.



**LIVE STREAM:** Sponsor the SCNC Lives Stream and, in addition to on-site branding, be seen by thousands of viewers who tune in to view SCNC on social media and YouTube. Content is also visible post-event for those viewers who could not tune in during the scheduled times.



**STUDENT ENGAGEMENT:** Get your branding in the hands of thousands of visiting students by having your logo printed on student visitor bags. This sponsorship also helps Skills Canada maximize student participation through subsidized transportation costs for schools.



**SKILLS FOR SUCCESS FORUM:** The Skills for Success Forum is an opportunity to bring education and industry together to discuss the importance of educating youth on the nine Skills for Success, and how they relate to the skilled trade and technology occupations. This free half-day conference enables attendees to participate in interactive sessions that encourage open dialogue amongst many stakeholder groups.





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

(continued)

	Best of Region \$50,000 1 maximum	Student Engagement \$50,000 2 maximum	Live Stream \$50,000 1 Media and 2 Corporate maximum	SFS Forum \$30,000 1 maximum
<b>YOUTH ENGAGEMENT</b>				
Try-A-Trade® and Technology space	400 sqft	400 sqft	400 sqft	200 sqft
Access to survey results post-event	●	●	●	●
Booth listed as stamp location in Skills for Success Passport activity booklet given to student visitors	●	●	●	●
Try-A-Trade® and Technology Sign at booth space	●	●	●	●
Interview opportunity during the SCNC Live Stream	●	●	●	
<b>BRAND RECOGNITION</b>				
Opportunity to include one (1) branded insert in over 1,900 delegate bags	●	●	●	●
Company profile included in Program Guide	●	●	●	●
Activity description included in Program Guide	●	●	●	●
Sponsor branded Best of Region medals and ribbons presented at Closing Ceremony	●			
Opportunity to include one (1) promotional insert in over 10,000 bags that will be distributed to visiting school groups		●		
<b>LOGO PLACEMENT</b>				
SCC website: www.skillscanada.com. Hyperlinked logo on SCNC partner webpage	●	●	●	●
Program guide, distributed to event attendees, including competitors, volunteers, and partners	●	●	●	●
Sponsor slides at Opening and Closing Ceremonies	●	●	●	●
Sponsor signage	●	●	●	●
Bus greeter volunteer t-shirts for bus arrivals		●	●	
Skills for Success bag that will be issued to student visitors		●	●	
Logo on Skills for Success passport cover		●		
Branding on Live Stream desk			●	
Live Stream Video			●	
Promotional video submission for Live Stream			●	
<b>STRATEGIC MESSAGING &amp; PUBLIC RELATIONS</b>				
Promotion in Program Guide	Half Page	Half Page	Half Page	Quarter Page
Sponsor specific media release (drafting content in both official languages, distribution to media, posting on SCC website).	●		●	
SfS Forum signage and promotional material				●
<b>CORPORATE NETWORKING</b>				
Partner Pass	6	6	6	4
Hospitality pass	4	4	4	2
<b>ADDITIONAL DELIVERABLES</b>				
Invitation to National Skilled Trade and Technology Week – Official Launch	●	●	●	
Invitation to annual campaigns (Skills for Success, social media, etc.)	●	●	●	



# SUPPLIER OPPORTUNITIES

Get your organization's branded tools and equipment into the hands of Canada's top skilled trade and technology competitors.

Numerous suppliers of equipment and materials contribute towards the 40-plus Skill 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](mailto:patrickl@skillscanada.com)

	Platinum \$100,000+	Gold \$25,000	Silver \$15,000	Bronze \$5,000
<b>Youth Engagement</b>				
Try-A-Trade® and Technology space	400 sqft	200 sqft	100 sqft	100 sqft at 50% discount
Access to survey results post-event	●	●	●	●
Booth listed as stamp location in Skills for Success Passport activity booklet given to student visitors	●	●		
Try-A-Trade® and Technology sign at booth space	●	●		
Interview opportunity during the Live Stream	●			
<b>Brand Recognition</b>				
Opportunity to include branded insert in over 1,900 delegate bags	●			
Company profile included in Program Guide	●	●	●	
Activity description included in Program Guide	●	●	●	
<b>Logo Placement</b>				
SCC website: <a href="https://www.skillscompetencescanada.com/en/skills-canada-partners/">https://www.skillscompetencescanada.com/en/skills-canada-partners/</a> Hyperlinked logo on SCNC partner webpage	●	●	●	●
Program Guide, distributed to event attendees, including competitors, volunteers, and partners	●	●	●	●
Media kit information sheets	●	●	●	●
On-site recognition in supported Skill Areas	●	●	●	●
Sponsor Signage	●	●	●	●
Sponsor slides at Opening and Closing Ceremonies	●	●	●	●
<b>Strategic Messaging &amp; Public Relations</b>				
Partnership announced on social media	●	●		
Promotion in Program Guide	Half page	Quarter page		
<b>Corporate Networking</b>				
Partner pass	6	4	3	2
Hospitality pass	2	1	1	
<b>Additional Deliverables</b>				
Invitation to annual campaigns (Skills for Success, social media, etc.)	●	●	●	
Invitation to National Skilled Trade and Technology Week – Official Launch	●	●		



# FEATURED SPACES

**EMPOWERING WOMEN IN TRADES:** The Empowering Women in Trades space is dedicated to showing young women the incredible careers that are available in the skilled trades! Here you will have the opportunity to collaborate with other like minded organizations to host interactive activities for visiting students. Help young women discover whytradeswomen love their job and what inspired them to pursue their career.

**SKILLS SHOWCASE:** The Skills Showcase shines a spotlight on important First Nations, Inuit, and Métis skills of the host province. This space allows local artists, through interactive demonstrations, to teach these skills and explain their importance to thousands of visitors.

Deliverables:	Empowering Women in Trades \$3,500	Skills Showcase \$2,500
<b>ENGAGEMENT</b>		
Provide input during activity planning phase	●	
Opportunity to participate in space (space limited)	●	
<b>LOGO</b>		
SCC website: <a href="http://www.skillscanada.com">www.skillscanada.com</a> . Hyperlinked logo on SCNC Sponsor webpage	●	●
Program Guide, distributed to visitors and delegates	●	●
Signage at featured space	●	●
Sponsor slides at Opening and Closing Ceremony	●	●
Partner signage	●	●
<b>CORPORATE NETWORKING</b>		
Partner pass	2	2
Hospitality pass	2	

# 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
<b>WHAT'S INCLUDED?</b>	
100 sq. ft. booth space including:	●
One (1) skirted 6 ft. table	●
Two (2) folding chairs	●
One (1) 110V electrical outlet	●
Three ft. side drape and 8 ft. back drape	●
Lunch on competition days	●
Access to hospitality suite	●
<b>ADD-ONS</b>	
Access to Opening Ceremony	\$50
Access to Closing Ceremony	\$50

Exhibit 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](mailto:sharonc@skillscanada.com).

# GOVERNMENT, ASSOCIATION, AND EDUCATION SPONSORSHIP OPPORTUNITIES

Skills/Compétences Canada 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.



**Patrick LeClair**  
 Director, Business Development  
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 E. [patrickl@skillscanada.com](mailto:patrickl@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





# Skills for Success

Skills for Success take center stage at the 2024 Skills Canada National Competition!

Students and guests participate in hands-on challenges, presentations and interactive activities designed to raise awareness of the Skills for Success needed for a career in the skilled trades and technologies.

The Skills for Success are:

- Adaptability
- Collaboration
- Communication
- Creativity and innovation
- Digital
- Numeracy
- Problem solving
- Reading
- Writing

**READING** is the Skills for Success theme for 2023-2024.

Discover your Skills for Success at the 2024 Skills Canada National Competition!



"The Skills Canada National Competition is 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."

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



# Additional Skills/Compétences Canada (SCC) Initiatives

## National Skilled Trade and Technology Week (NSTTW) November 5 to 11, 2023

During NSTTW, organizations across Canada join Skills/Compétences Canada to promote and organize "hands-on" awareness-raising activities for youth, parents, and the public, so they can discover all the career possibilities in skilled trades and technologies.

The main goal is to get Canada's youth to consider careers in skilled trades and technologies as a viable and interesting option.

### Opportunities for partners:

The official launch, held in the host province of SCNC, offers partners the opportunity to interact with over 300 visiting students, in addition to:

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

"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."

**Mike Gordon, Director of Canadian Training, UA Canada**





