

WORLDSKILLS TEAM CANADA 2024 **PARTNERSHIP OPPORTUNITIES**

47TH WORLDSKILLS COMPETITION
LYON, FRANCE
SEPTEMBER 10 – 15, 2024




**SkillsCompétences
Canada**

Funded in part by the Government of
Canada's Skilled Trades Awareness
and Readiness Program

Canada

HELP WORLDSKILLS TEAM CANADA 2024 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 2023 Skills Canada National Competition was a qualifying year for youth to compete at WorldSkills Lyon 2024. Once the candidates are selected at SCNC, they, with the help of their Expert, Trainer, Skills Canada Member Organization (M.O.) and the National Secretariat (NSec), will train and prepare to compete at WorldSkills Lyon 2024.

WorldSkills Team Canada 2024 will participate in the following Skill Areas:

- | | | |
|-------------------------|-----------------------------|--------------------------------------|
| • 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 and Heating |
| • 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 |



WORLDSKILLS TEAM CANADA 2024 COMPETITOR PATHWAY

- | | | | |
|---|--|---|--|
| 1 | IN-SCHOOL
COMPETITIONS | 1 | It begins with in-school competitions, supported by teacher encouragement. |
| 2 | REGIONAL
COMPETITIONS | 2 | Progress to regional competitions. |
| 3 | PROVINCIAL/TERRITORIAL
COMPETITIONS | 3 | Approximately 5,000 youth advance to the provincial/territorial competitions. |
| 4 | 2023 SKILLS CANADA
NATIONAL COMPETITION | 4 | Over 500 students compete at the Skills Canada National Competition (SCNC). The highest-ranking age eligible participant or team in identified Skill Areas at SCNC are selected to participate in the next stage of WorldSkills Team Canada. |
| 5 | WORLDSKILLS TEAM
CANADA TRAINING
MAY 2023-AUGUST 2024 | 5 | The competitor or team in each identified Skill Area will participate in various training activities and a mental preparation program. |
| 6 | WORLDSKILLS TEAM
CANADA SELECTION
PROCESS FEBRUARY-
APRIL 2024 | 6 | The competitor or team in each identified Skill Area will participate in a competition to achieve a predefined Canadian Standard as the last step in the WorldSkills Team Canada Qualification Process. |
| 7 | WORLDSKILLS TEAM
CANADA COMPETE AT
WORLDSKILLS LYON 2024
IN SEPTEMBER | 7 | WorldSkills Team Canada members represent Canada at the WorldSkills Competition. |





Korae Nottveit from Alberta won a gold medal representing Team Canada in Cooking at the WorldSkills Competition 2022 Special Edition, in Lucerne, Switzerland in October 2022.

ABOUT WORLD SKILLS

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 Lyon 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 LYON 2024

More than 1,400 competitors from over 60 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 “Where there is a skill there is a way”. The competition hashtags are: #WSC2024, #WorldSkills2024 and #WorldSkillsLyon2024.

For more information, visit: www.worldskills2024.com.

Note: Schedule and event details subject to change.

ABOUT WORLDSKILLS

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 —

LYON, FRANCE

- **Lyon is part of the UNESCO's World Heritage.** In 1998 a UNESCO World Heritage Site was designated to the Historic Site of Lyon.
- **Lyon has a restaurant which is among the best restaurants over the longest period of time.** The famous French chef Paul Bocuse has kept his three stars in the Michelin guide for now over 51 years, making his restaurant L'Auberge du Pont de Collonges the oldest and best restaurant.
- **Lyon was the birthplace of cinema.** The Lumière Brothers created the motion picture in 1895 and without Lumière Brothers the film industry would not be what it is today. If you are interested in film you should visit the Institut Lumière in Montplaisir!
- **The Petit Prince's father was born in Lyon.** The Petit Prince book by Antoine de Saint-Exupéry is the fourth most translated book in the world. Beautiful illustrations were also drawn by Saint-Exupéry himself.
- **Lyon has 400 secret passageways.** Have you heard about Traboules, the hidden passageways? There are around 400 traboules between buildings

PARTNERSHIP OPPORTUNITIES

	Presenting Sponsor \$50,000	Premier Sponsor \$15,000	Official Sponsor \$7,500	Supporting Sponsor \$2,500	Friends of Skills under \$2,500**
Brand Recognition/Logo Placement					
SCC website: www.skillscanada.com . WorldSkills Team Canada 2024 Partners webpage hyperlinked to sponsor's corporate website	●	●	●	●	Name only
WorldSkills Team Canada sponsor banner on-site	●	●	●	●	Name only
WorldSkills Team Canada 2024 competitor workwear*	All Skill Areas	5 Skill Areas	3 Skill Areas	1 Skill Area	
WorldSkills Team Canada 2024 print and digital advertising	●	●			
WorldSkills Team Canada 2024 competitor accessories	●				
Strategic Messaging					
Partnership announced on social media	●	●	●		
Invitation to WorldSkills Team Canada events (if applicable)	●	●			
Mention in media release	●				
Speaking opportunity at one Team Canada event (time sensitive)	●				

*As per WorldSkills commercial marks policy
**Up to \$2,500 of monetary or in-kind contributions



Emma Kilgannon from Ontario was awarded a bronze medal in Pâtisserie and Confectionery in Lucerne, Switzerland where she competed in the WorldSkills Competition 2022 Special Edition, in October 2022.



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

WorldSkills Team Canada 2024 Official Supplier**

GOLD \$15,000

- Logo placement
- WorldSkills Team Canada 2024 Partner webpage hyperlinked to sponsor's corporate website
 - WorldSkills Team Canada 2024 Competitor workwear (one (1) skill area)*
 - WorldSkills Team Canada sponsor banner on-site
 - Opportunity to get branded tools and equipment into the hands of highly skilled competitors
 - Partnership announced on social media

*As per WorldSkills Commerical Marks Policy

SUPPLIER IN-KIND DONATIONS ARE RECOGNIZED AS FOLLOWS:

Consumable: Supplier is recognized for 100% of the retail value of the product, as the product is given entirely to Skills/Compétences Canada.

Non-consumable: Supplier is recognized for 30% of the 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 the benefits to be received by official supplier.



Malcolm Matwijec from Ontario won a bronze medal representing Team Canada in Heavy Vehicle Technology during the WorldSkills Competition 2022 Special Edition held in Salzburg, Austria, in November 2022.

SILVER \$7,500

- Logo placement
- WorldSkills Team Canada 2024 Partner webpage hyperlinked to sponsor's corporate website
 - WorldSkills Team Canada sponsor banner on-site
 - Opportunity to get branded tools and equipment into the hands of highly skilled competitors
 - Partnership Announced on social media

BRONZE \$2,500

- Logo placement
- WorldSkills Team Canada 2024 Partner webpage hyperlinked to sponsor's corporate website
 - WorldSkills Team Canada sponsor banner on-site
 - Opportunity to get branded tools and equipment into the hands of highly skilled competitors



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 Presenting Sponsor \$50,000
- ☐ WorldSkills Team Canada Premier Sponsor \$15,000
- ☐ WorldSkills Team Canada Official Sponsor \$7,500
- ☐ WorldSkills Team Canada Supporting Sponsor \$2,500
- ☐ Friends of Skills Sponsor or Supplier

WorldSkills Team Canada Official Supplier

- ☐ Gold \$15,000
- ☐ Silver \$7,500
- ☐ Bronze \$2,500

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.worldskills2024.com

