

SKILLS/COMPÉTENCES CANADA

PARTNER POLICY

August 27, 2025



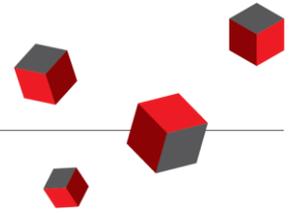
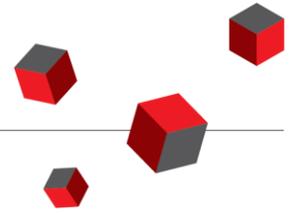


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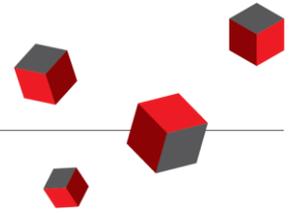
1. INTRODUCTION

To fulfill its mission of advancing the engagement of youth and their communities in skilled trade and technology careers using a pan-Canadian approach, Skills/Compétences Canada (SCC) relies heavily on partnerships. This policy outlines the guidelines and benefits for our partners to ensure a successful and mutually beneficial collaboration.

2. DEFINITIONS

- **Brand Exclusivity:** A condition where no competitive brands are allowed in designated areas to maintain the visibility and prominence of an Exclusive Partners' brand
- **Competitor Branding:** The brand of a company that provides the same products or services as an Exclusive Partner and is considered to be a competitor of that partner.
- **Exclusive Partner:** Sponsors and Suppliers that have been granted exclusivity rights of their brand due to the value of their contributions.
- **In-kind Support:** Non-monetary contributions such as materials, tools, and equipment provided by suppliers for the event.
- **Partner:** An umbrella term for Sponsors and Suppliers.
- **Partner Levels:** Different categories of partnership. Levels are based on a partner's contributions. Each level has specific benefits and requirements.
- **Sponsor:** A partner that provides monetary support.
- **Sponsored Award:** An award given by a partner who has contributed a minimum of \$5,000 of in-kind or monetary support towards the Skills Canada National Competition, provided the partnership is active.
- **Supplier:** A partner that provides in-kind support.
- **Try-A-Trade[®] and Technology Exhibit Booth:** Interactive areas at the Skills Canada National Competition where participants can try various trades and technologies, often hosted by partners.
- **National Technical Committee (NTC):** Committee members that oversee the Skill Areas, plan the competitions, and ensure the competitions align with industry and education standards across Canada. These representatives are industry and education professionals from across Canada.





3. SAFETY

Partners of Skills/Compétences Canada must adhere to the highest standards of safety when providing infrastructure for the event and/or when participating at the event. This includes, but is not limited to, the following:

- Infrastructure supplied for SCNC must meet Canadian safety standards and be in safe, working condition.
- Try-A-Trade® and Technology activities must be safe, and proper Personal Protective Equipment (PPE) must be supplied to participants. These activities are to be overseen by an experienced professional.
- All partners must prioritize safety while on-site. Partners are expected to conduct themselves in a manner that ensures the safety of all participants and to promptly report any safety concerns to the Safety Committee. The Safety Committee will conduct regular safety inspections throughout the event and holds the authority to suspend or close any activity deemed unsafe.

4. SUBMISSION REQUIREMENTS

- All partners must provide necessary documentation and materials, including logos, promotional content, and other deliverables, by the deadlines specified by SCC. Failure to meet submission requirements may result in forfeiture of certain partnership benefits.

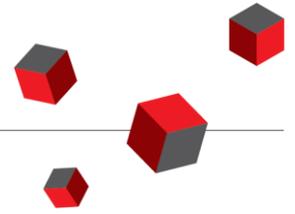
5. DUE PAYMENTS

- Payments for sponsorship and partnership fees must be made according to the schedule outlined in the partnership agreement. Full payment is required before the commencement of the Skills Canada National Competition. Late payments may incur additional fees and may result in the reduction of partnership benefits.
- **Payment Methods:** Payments can be made via bank transfer, credit card, e-transfer, or cheque. Further payment instructions can be found on the Partnership Management Platform and on your invoice.
- **Refund Policy:** In case of cancellation by the partner, refunds will be issued based on the timing of the cancellation and the terms outlined in the Partnership Agreement. No refunds will be provided for cancellations made within 30 days of the event.

6. BRAND COMPLIANCE

- When using the Skills/Compétences Canada logo in any materials created by the partner, such as posts, documents, Try-A-Trade® and Technology activity support materials or documents including SCNC official program advertisements, please refer to **Appendix A** on page 7 for a How-to guide to use the SCC logo.





- Please review **Appendix B** for Brand Compliance guidelines on ads as well as a style guideline when writing about Skills/Compétences Canada and the Skills Canada National Competition.

7. EVENT SIGNAGE AND VISIBILITY

- Partners may only place free-standing signage within the boundaries of their assigned exhibit space.
- Partners without an exhibit space are not permitted to display signage in other event areas (e.g., contest or competition zones).
- Suppliers providing equipment for competitions may display their logo on the equipment, provided it is securely affixed in a safe manner (e.g., magnet, decal, paint).
- Skills/Compétences Canada reserves the right to remove any signage that does not comply with these guidelines or at its sole discretion.

8. SUPPLIER AND SPONSOR EXCLUSIVITY

8.1. Exclusivity Eligibility

The following partner levels are eligible for exclusivity at the Skills Canada National Competition:

- Presenting Sponsor
- Platinum Supplier

8.2. Exclusivity Parameters

Brand exclusivity ensures no competitor branding shall be included in the following areas of SCNC, with exceptions noted in section 7.3:

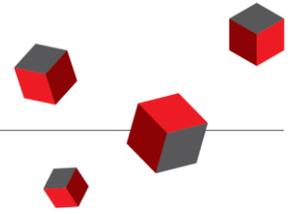
- Skill Area(s)
- Try-A-Trade® and Technology Exhibit Booths or other Exhibit spaces
- Signage and Marketing Material (print and digital)

8.3. Exclusivity Exceptions

Exceptions to brand exclusivity include the following:

- Materials, equipment, tools, and toolboxes supplied by competitors.
- Competitor uniforms.





- Existing partnerships established before the agreement with the Exclusive Partner will not be affected. Exclusivity will only apply to new partnerships formed after the agreement is in place.
- Infrastructure secured in the event an Exclusive Partner is unable to fulfill the request.
- Tools, equipment, materials, and giveaways used in Try-A-Trade® and Technology Booths.

Exclusive Partners will be consulted before any competitive brands are considered for SCNC.

9. SPONSORED AWARDS

- Only partners providing \$5,000 or more of in-kind or monetary support toward the Skills Canada National Competition shall be permitted to provide a sponsored award.
- Sponsored awards can only be provided while the partnership is active.
- Training and training certifications are only permitted to be offered as a sponsored award by partner levels outlined in section 7.1.

10. TERMS AND CONDITIONS

- All partners must adhere to the guidelines set forth in this policy.
- SCC reserves the right to modify this policy at any time to better serve the needs of the competition and its partners.
- Partners must provide all necessary documentation and materials as requested by SCC to ensure the fulfillment of partnership deliverables. Failure to meet submission requirements may result in forfeiture of certain partnership benefits. SCC cannot be held responsible for missed partnership deliverables if the partner has not respected the deadlines set forth by SCC.
- Partners must pay any outstanding fees by the date outlined in their Partnership Agreement to ensure the fulfillment of partnership deliverables.

11. CONTACT INFORMATION

For more information on how you can support Canada's youth and make a difference, please contact:

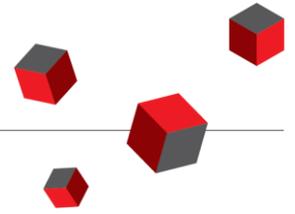
Patrick LeClair

Director, Business Development

T: 902-314-2180

E: patrickl@skillscanada.com





APPENDIX A

HOW-TO USE OUR LOGO

The Skills/Compétences Canada logo consists of two components: the **icon** and the **wordmark**.



The newly simplified five sweeping lines of the Skills/Compétences Canada (SCC) icon represent the hands of youth — reaching out for new skills.

Our logo was designed by Teaho Yang, a graphic design student at Mokwon University in Korea in 2000, following a global design competition for students.

The logotype has been designed to complement the symbol and is based on the competition finalist design from Kathrin Baldo and Andreas Alber of Italy.

The SCC monochrome logo is easy to recognize and simple to use. With a new look and feel to match, this one-colour solution adds flexibility for different uses.

The wordmark is based on Frutiger and can be separated from the icon — only when the full logo does not fit the design restrictions.

The SCC icon, wordmark, and logo are always monochrome, black, or reversed white on a colour background.

When used together the icon is always positioned above the wordmark in this way.

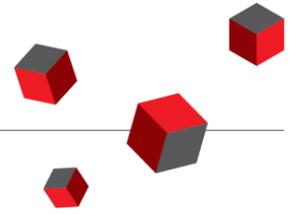


Clear Space

The clear space is equal to the x-height (the height of the lower-case letters).

To ensure the logo is easy to read, keep the background behind the logo simple, without a busy pattern.





APPENDIX B

SKILLS CANADA NATIONAL COMPETITION (SCNC) BRAND COMPLIANCE GUIDELINES

Please follow the listed guidelines below to ensure all your communications about Skills/Compétences Canada or the Skills Canada National Competition reflect our brand.

SKILLS/COMPÉTENCES CANADA LOGO

If you wish to add the Skills/Compétences Canada logo to your ad or to Try-A-Trade® documentation, you can find it at this [LINK](#). Please review the How-to guide in **Appendix A** to ensure proper usage of the SCC logo in your materials.

Please note that our logo has been updated, and the multi-coloured logo is incorrect and should not be used in any materials.

GUIDELINES FOR PROVIDING AN AD FOR THE OFFICIAL PROGRAM

If you can, please submit unilingual English and French ads. There are two versions of the Official Program, one English and one French. English only submissions will not be added to the French Program and vice versa. To ensure visibility in both guides, please submit two ads, one in each official language or submit a bilingual ad.

Please note that if any of the guidelines outlined in this Appendix have not been followed, SCC will ask you to update your communications from our supplied corrections and edits. If SCC requests corrections to your ad submission for the Official Program, these need to be done before the set advertisement receipt deadline. If your ad remains non-compliant, it will not be published in the SCNC Official Program.

STYLE GUIDELINES

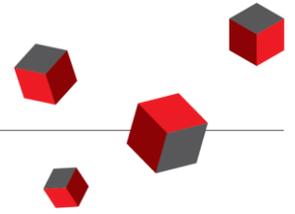
Name of the organisation:

Skills/Compétences Canada (SCC). Please make sure to have the forward slash between Skills and Compétences. Skills Canada or SCC cannot be used alone if Skills/Compétences Canada has not been spelled out in full first.

Name of the event:

Skills Canada National Competition (SCNC) YEAR, in HOST CITY NAME. For example, Skills Canada National Competition (SCNC) 2025, in Regina. If you add SCNC in parenthesis (SCNC) after you have used the event's formal name Skills Canada National Competition, you can use the abbreviation SCNC later in your text. You can also use Skills Canada National Competition without the year or the host city.





Example of Incorrect naming of the event:

Skills Competition, the National Competition, National Skills Competition, 2024 Skills Canada National Competition, Championship, Canadian Skills and Technology Competition etc. The abbreviation SCNC can only be used once Skills Canada National Competition (SCNC) has been spelled out first.

Referring to the participants of the Skills Canada National Competition:

Please use the term competitors. Competitors become champions once they have won or after they have competed in the Skills Canada National Competition.

When referring to **skilled trade or technology**, ensure the words are either both plural or both singular.

CORRECT

Skilled trade and technology careers. (both skilled trade and technology are singular)
Careers in skilled trades and technologies. (both skilled trades and technologies are plural)

INCORRECT

Skilled trades and technology careers. (here, skilled trades is plural and technology is singular)

When referring to the **area where competitors compete**: Please use the term Skill Area (with both the S and A capitalized). Example: Please come by the Electrical Installations Skill Area to cheer on the competitors!

When referring to the **name of the Skill Area**: To know the proper naming of the Skill Area, please refer to this comprehensive list at this [LINK](#).

