



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

Calgary, Alberta, May 27 and 28, 2027

SKILLS
COMPETENCES
CANADA.COM
#SCNC2027



FUNDED BY / FINANCÉ PAR

Canada 

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

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

Skills Canada National Competition (SCNC) 2027
 BMO Centre, Calgary, Alberta
 May 27 and 28, 2027

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)

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 27 – 28)
- 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 Event with government, industry, and education representatives.

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

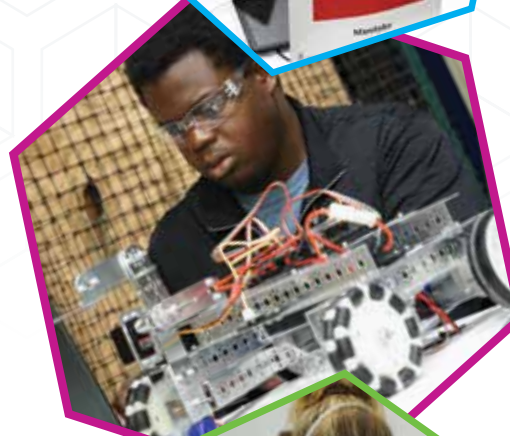
Showcase the careers available in your organization to thousands of students at SCNC. Engage them with a Try-A-Trade® and Technology activity showing them exactly what it's like to work in your field. Encourage them to learn more about your organization and all you have to offer by answering their questions. 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, Opening Ceremony, and Closing Ceremony. Discover 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.



Watch this video to learn about how our partners make an impact on the next generation of skilled workers.

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.

WE MAKE IT EASY FOR YOU

Skills/Compétences Canada has invested in technology and resources to make partnering with us as simple as possible. We will work with you to ensure all your priorities are met and that you have a solid understanding of what to expect throughout the term of the partnership. Upon confirmation of partnership, organizations will be set up with their own account where they can view and manage their deliverables and easily submit required documentation. It couldn't be simpler!

SUPPORT SCC'S MISSION

Skills/Compétences Canada 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



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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 discuss options that meet the goals and objectives of your organization.



SPONSORSHIP OPPORTUNITIES

Available until March 19, 2027

Title \$250,000 1 maximum	Presenting \$100,000 3 maximum	Premier \$60,000 3 maximum	Official \$25,000	Try-A-Trade® and Technology \$15,000	Supporting \$5,000
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YOUTH ENGAGEMENT

	1200 sqft	900 sqft	600 sqft	400 sqft	200 sqft	100 sqft
Try-A-Trade® and Technology space	●	●	●	●	●	●
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	●	●	●	●	●	●

BRAND RECOGNITION

Activity description included in Official Program (digital)	●	●	●	●	●	●
Company profile included in Official Program (digital)	●	●	●	●	●	●
Opportunity to include one (1) branded insert in over 1,900 delegate bags	●	●	●	●	●	●
Opportunity to include one (1) promotional insert in over 8,000 bags that will be distributed to visiting school groups	●	●	●	●	●	●
Product placement featured at event	●	●	●	●	●	●

LOGO PLACEMENT

SCC website: www.skillscanada.com . Hyperlinked logo on SCNC partner webpage	●	●	●	●	●	●
Official Program (digital)	●	●	●	●	●	●
Recognition Signage	●	●	●	●	●	●
Skill Area signage	All Skill Areas	All Skill Areas	All Skill Areas in 1 sector	1 Skill Area	●	●
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	●	●	●	●	●	●
Commemorative T-shirt	●	●	●	●	●	●
SCC/Sponsor logo lock-up used in all official documents, promotions, and memorabilia related to SCNC 2027 (when applicable)	●	●	●	●	●	●

SPONSORSHIP OPPORTUNITIES (continued)

Available until March 19, 2027

Title \$250,000 1 maximum	Presenting \$100,000 3 maximum	Premier \$60,000 6 maximum	Official \$25,000	Try-A-Trade® and Technology \$15,000	Supporting \$5,000
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STRATEGIC MESSAGING & PUBLIC RELATIONS						
Partnership announced on social media	Individual	Individual	Individual	Grouped		
Promotion included in Official Program (digital)	Full Page	Full Page	Half Page	Quarter Page		
Editorial or welcome message included in Official Program (digital)	3 Paragraphs	2 Paragraphs	1 Paragraph			
Photo opportunity with on-site celebrity (if possible)	●	●	●			
Booth inclusion on guided tour visits (industry, education, government tours)	●	●	●			
Media release (content in both official languages, distribution to media and posting on SCC website and social media channels).	Dedicated	Mention				
Opportunity to participate during Closing Ceremony	2 Minutes (live)	2 Minutes (live)				
Opportunity to participate during Opening Ceremony	1 Minute (video)					
Live stream interview	●					
Verbal recognition on live stream	●					
CORPORATE NETWORKING						
Partner pass*	10	8	6	4	2	2
Hospitality pass**	8	6	4	2	2	
ADDITIONAL DELIVERABLES						
Invitation to participate in annual campaigns (Skills for Success, NSTTW, SCNC, etc.)	●	●	●	●		
Invitation to National Skilled Trade and Technology Week – Official Event	●	●	●	●		

*Partner Pass: Includes access to Hospitality Suite, Networking Reception, Opening and Closing Ceremonies, and lunch on competition days.

**Hospitality Pass: Provides access to Hospitality Suite and lunch on competition days.



Patrick LeClair
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“The Gene Haas Foundation supports the Skills Canada National 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, former President (retired),
 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 in 2019. 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.”

**Past Dean Lucy Kanary
 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 Live 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

Skills for Success take centre stage at the 2027 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.



For more information on sponsoring one of the functions below at SCNC, please contact Patrick LeClair. T. 902-314-2180 E. patrickl@skillscanada.com

- **NATIONAL TECHNICAL COMMITTEE (NTC) MEETINGS:** Connect with industry and education leaders during the SCNC Fall and Spring planning sessions, focusing on key aspects of competition planning.
- **VOLUNTEER APPRECIATION NIGHT:** Showcase your brand to 250–450 attendees at this event which celebrates NTC members and other volunteers after the competition.
- **COMPETITOR AND DELEGATE LUNCH:** Sponsor lunch for 1,000+ attendees, including competitors, delegates, volunteers, and partners.
- **WELCOME RECEPTION:** Welcome and celebrate this year's SCNC competitors from across Canada at this fun and high energy reception.
- **HOSPITALITY SUITE:** Support a space for delegates and partners to recharge. This includes a space to sit, eat snacks, and drink refreshments during the competition.

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 \$25,000 1 maximum
YOUTH ENGAGEMENT				
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	●	●	●	●
BRAND RECOGNITION				
Opportunity to include one (1) branded insert in over 1,900 delegate bags	●	●	●	●
Company profile included in Official Program (digital)	●	●	●	●
Activity description included in Official Program (digital)	●	●	●	●
Sponsor branded Best of Region medals and ribbons presented at Closing Ceremony	●			
Opportunity to include one (1) promotional insert in over 8,000 bags that will be distributed to visiting school groups		●		
LOGO PLACEMENT				
SCC website: www.skillscanada.com . Hyperlinked logo on SCNC partner webpage	●	●	●	●
Official Program (digital)	●	●	●	●
Sponsor slides at Opening and Closing Ceremonies	●	●	●	●
Recognition 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			●	
SFS Forum signage and promotional material				●
STRATEGIC MESSAGING & PUBLIC RELATIONS				
Partnership announced on social media	Individual	Individual	Individual	Grouped
Promotion included in Official Program (digital)	Half Page	Half Page	Half Page	Quarter Page
Opportunity to speak at SFS Forum				●
Promotional giveaway at SFS Forum				●
CORPORATE NETWORKING				
Partner Pass (see description pg 8)	6	6	6	4
Hospitality pass (see description pg 8)	4	4	4	2
ADDITIONAL DELIVERABLES				
Invitation to participate in the National Skilled Trade and Technology Week event	●	●	●	●
Invitation to participate in annual campaigns (Skills for Success, NSTTW, SCNC, etc.)	●	●	●	●

SUPPLIER OPPORTUNITIES

Equip Canada's top skilled trade and technology competitors with your organization's branded tools and equipment. In-kind support from suppliers is critical to the success of the Skills Canada National Competition.

Available until March 19, 2027

	Platinum \$100,000+	Gold \$25,000	Silver \$15,000	Bronze \$5,000
Youth Engagement				
Access to survey results post-event	●	●	●	●
Try-A-Trade® and Technology space	400 sqft	200 sqft	100 sqft	
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	●	●		
Opportunity to present competitor medals during the Closing Ceremony	●			
Brand Recognition				
Activity description included in Official Program (digital)	●	●	●	●
Company profile included in Official Program (digital)	●	●	●	
Opportunity to include branded insert in over 1,900 delegate bags	●			
Logo Placement				
SCC website: https://www.skillscompetencescanada.com/en/skills-canada-partners/ Hyperlinked logo on SCNC partner webpage	●	●	●	●
Official Program (digital)	●	●	●	●
On-site recognition in supported Skill Areas	●	●	●	●
Recognition Signage	●	●	●	●
Recognition slides at Opening and Closing Ceremonies	●	●	●	●
Strategic Messaging & Public Relations				
Partnership announced on social media	Individual	Grouped		
Promotion included in Official Program (digital)	Half page	Quarter page		
Corporate Networking				
Partner pass (see description pg 8)	6	4	2	2
Hospitality pass (see description pg 8)	4	2	2	
Additional Deliverables				
Invitation to annual SCNC Fall Planning Meeting	●	●	●	●
Invitation to annual campaigns (Skills for Success, NSTTW, SCNC, etc.)	●	●	●	
Invitation to National Skilled Trade and Technology Week – Event	●	●		

NOTE:

CONSUMABLE: Supplier is recognized for 100% retail value of the contribution if the contribution is given entirely to SCC.

NON-CONSUMABLE: Supplier is recognized for 30% of retail value of the contribution if they retain sole ownership of the contribution post-competition.

SHIPPING COSTS: Supplier is recognized at 100% of the shipping costs.

FEATURED SPACES

Available until March 19, 2027



EMPOWERING WOMEN IN TRADES: This 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 why tradeswomen love their job and what inspired them to pursue their career.

SKILLS SHOWCASE FEATURING FIRST NATIONS, INUIT AND MÉTIS SKILLS: This dynamic space allows local artists to demonstrate their skills, offering student visitors a hands-on experience that goes beyond heritage, showcasing the vital connection between these skills and the world of skilled trades.

Deliverables:	Empowering Women in Trades \$7,500	Skills Showcase \$3,500
ENGAGEMENT		
Try-a-Trade® and Technology booth within featured space	100 sqft	
LOGO		
SCC website: www.skillscanada.com . Hyperlinked logo on SCNC Sponsor webpage	●	●
Official Program (digital)	●	●
Signage at featured space	●	●
Recognition slides at Opening and Closing Ceremonies	●	●
Recognition Signage	●	●
CORPORATE NETWORKING		
Partner pass (see description pg 8)	2	2
Hospitality pass (see description pg 8)	2	

EXHIBITOR OPPORTUNITIES

As an exhibitor you will have the opportunity to promote your organization to thousands of 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.

Available until April 1, 2027

	\$1,500
WHAT'S INCLUDED?	
100 sqft booth space including:	●
One (1) skirted 6 ft. table	●
Two (2) folding chairs	●
One (1) 110V electrical outlet	●
3 ft. side drape and 8 ft. back drape	●
Lunch on competition days	●
Access to hospitality suite	●
ADD-ONS	
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 613-857-8782 or by email at 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. This support is critical to the success of the Skills Canada National Competition and its impact on Canada's future skilled workforce. Connect with us to explore how our collaborations can align with your specific goals, creating a partnership that fosters meaningful impact and shared success.



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Additional Skills/Compétences Canada (SCC) Initiatives

NATIONAL SKILLED TRADE AND TECHNOLOGY WEEK (NSTTW) NOVEMBER 7 TO 13, 2026

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 day kicks off with a Networking Breakfast exclusively for partners and special guests. After the breakfast, students will arrive, giving partners the opportunity to engage directly with them at their exhibit booths. Partners can also connect with industry, education, and government representatives throughout the event. It’s a great opportunity to inspire the next generation and strengthen valuable industry relationships.

“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



Patrick LeClair
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“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 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.

The Skills for Success are:

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

NUMERACY is the Skills for Success theme for 2026-2027.

Discover your Skills for Success at the Skills Canada National Competition 2027!



“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, Retail, Landscape & Industry HR Specialist, Canadian Nursery Landscape Association (CNLA)

