



skillsCompétences
Canada
Winnipeg2017

SKILLS CANADA



WINNIPEG 2017

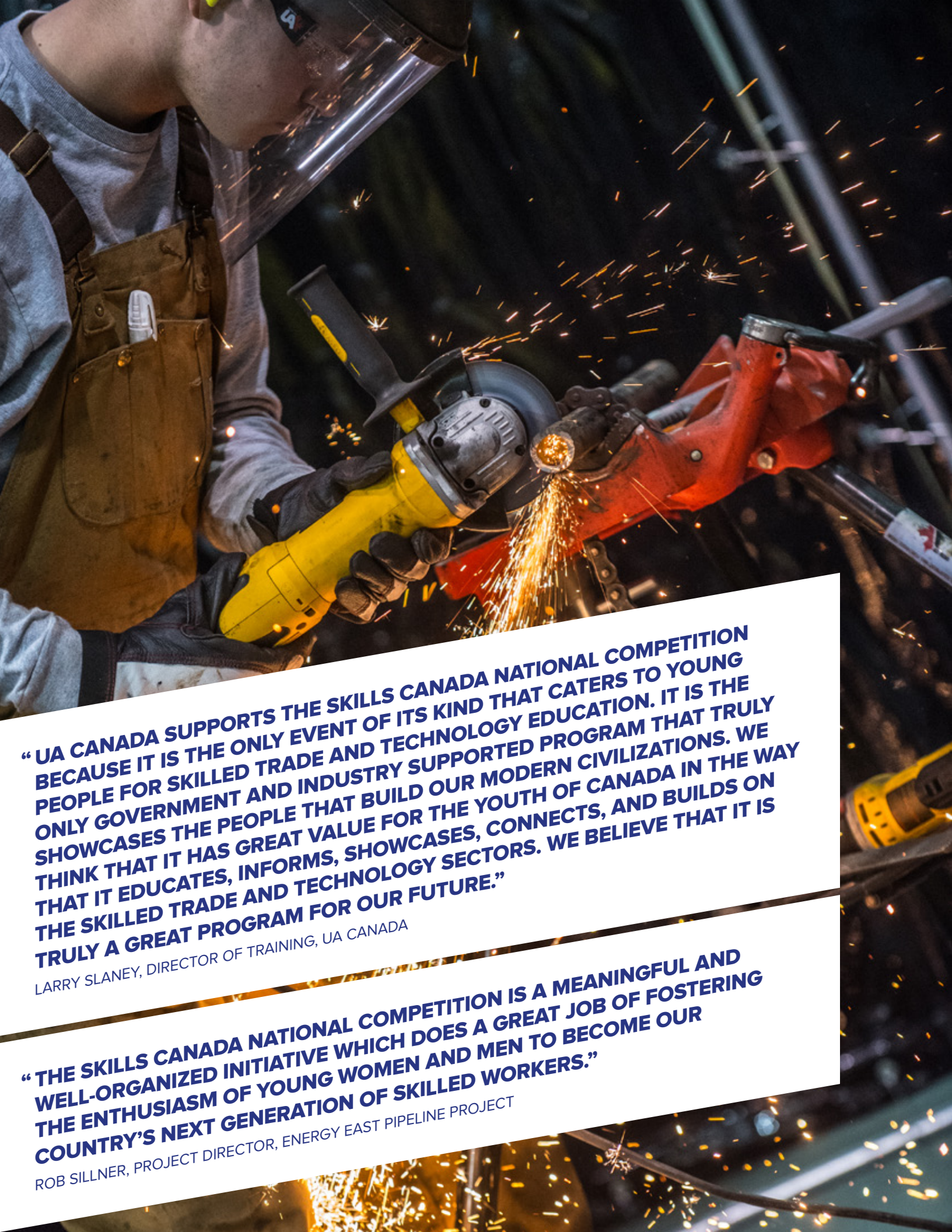
NATIONAL COMPETITION

**CONNECT
WITH
CANADA'S
FUTURE
WORKFORCE!**



CANADA 150

Canada
FINANCÉ EN PARTIE PAR LE
GOUVERNEMENT DU CANADA



“UA CANADA SUPPORTS THE SKILLS CANADA NATIONAL COMPETITION BECAUSE IT IS THE ONLY EVENT OF ITS KIND THAT CATERS TO YOUNG PEOPLE FOR SKILLED TRADE AND TECHNOLOGY EDUCATION. IT IS THE ONLY GOVERNMENT AND INDUSTRY SUPPORTED PROGRAM THAT TRULY SHOWCASES THE PEOPLE THAT BUILD OUR MODERN CIVILIZATIONS. WE THINK THAT IT HAS GREAT VALUE FOR THE YOUTH OF CANADA IN THE WAY THAT IT EDUCATES, INFORMS, SHOWCASES, CONNECTS, AND BUILDS ON THE SKILLED TRADE AND TECHNOLOGY SECTORS. WE BELIEVE THAT IT IS TRULY A GREAT PROGRAM FOR OUR FUTURE.”

LARRY SLANEY, DIRECTOR OF TRAINING, UA CANADA

“THE SKILLS CANADA NATIONAL COMPETITION IS A MEANINGFUL AND WELL-ORGANIZED INITIATIVE WHICH DOES A GREAT JOB OF FOSTERING THE ENTHUSIASM OF YOUNG WOMEN AND MEN TO BECOME OUR COUNTRY’S NEXT GENERATION OF SKILLED WORKERS.”

ROB SILLNER, PROJECT DIRECTOR, ENERGY EAST PIPELINE PROJECT

SKILLS/COMPÉTENCES CANADA (SCC)

is a national, not-for-profit organization that works with employers, educators, labour groups and governments to promote skilled trades and technology careers among Canadian youth.

Our unique position among private and public sector partners enables us to work toward securing Canada's future skilled labour needs while helping our youth to discover rewarding careers.

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), in addition to other programs and initiatives.

There is no better way to put your company's strength, commitment, and identity in the spotlight than by effectively promoting a wide range of skilled trade and technology career opportunities.

Join our numerous respected industry and educational partners that support highly skilled youth as they compete in over 40 skilled trade and technology areas. Sponsor support ensures there is a competition!

OUR MISSION WHY WE EXIST:

To encourage and support a coordinated Canadian approach to promoting skilled trades and technologies to youth.

OUR VISION OUR DESIRED FUTURE STATE:

Canada's youth have the workplace skills needed for the future.

OUR VALUES HOW WE CONDUCT OURSELVES:

SAFETY

Safety comes first

EXCELLENCE

Embrace the highest standards

COMMITMENT

Passionately involved and dedicated to the cause, willing to go beyond what's expected

ACCOUNTABILITY

Transparent and trustworthy

FAIRNESS

Treat others as we wish to be treated

INTEGRITY

Beyond reproach

CAMARADERIE

Enjoy and celebrate the best in each other

DIVERSITY

Inclusive in everything we do



23RD SKILLS CANADA NATIONAL COMPETITION

**RBC CONVENTION CENTRE
WINNIPEG, MB
MAY 31 – JUNE 3, 2017**

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.

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 500 young people from all regions of Canada come to SCNC to participate in over 40 skilled trade and technology competitions.

By providing a forum where Canadian youth can compete at the national level, SCNC provides hands-on work experience related to skilled trade and technology careers.

CANADA’S BEST TALENT IN SKILLED TRADES AND TECHNOLOGIES GATHER TO COMPETE IN:

Precision Machining

Mechatronics

Mechanical CADD

CNC Machining

IT - Software Solutions
for Business

Welding

Autobody Repair

Sheet Metal Work

Plumbing

Electronics

Web Site Development

Electrical Installations

Automation & Control

Brick Masonry

Cabinetmaking

Carpentry

Hairstyling

Aesthetics

Fashion Technology

Baking

Automotive Service

Cooking

Landscape Gardening

Refrigeration & Air
Conditioning

IT - Network Systems
Administration

Graphic Design

Industrial Mechanic
Millwright

Architectural Technology
& Design

Outdoor Power and
Recreation Equipment

TV & Video Production

Job Interview

Job Skill Demonstration

Public Speaking

3D Character Computer
Animation

2D Character Computer
Animation

Aerospace Technology

Workplace Safety

Robotics

Heavy Equipment Service

Car Painting

Steamfitter / Pipefitter

Photography

Sprinkler Systems

HIGHLIGHTS

SPONSORSHIP

Each year the competition continues to grow, providing added value to an increasing number of sponsors and suppliers. In addition to supporting Canada's best in over 40 skilled trades and technologies, the following opportunities for involvement are available:

- Try-A-Trade® and Technology activities
- Essential Skills Forum
- Essential Skills School Engagement
- Sponsorships that include a number of ways to get involved at SCNC and other SCC initiatives held throughout the year

EVENT

- Free event: open to the public on competition days (June 1 - 2)
- Over 40 competitions, representing six sectors
- Over 550 competitors
- Over 40 Try-A-Trade® and Technology activities for visiting youth
- Thousands of student visitors and spectators
- Professionally produced opening ceremony and closing ceremony with attendance of approximately 2,000 per event
- Essential Skills Stage – interactive demonstrations by various stakeholder groups and celebrities designed to highlight the importance of Essential Skills.
- Dedicated “Career Zone” featuring exhibitors and sponsored Try-A-Trade® and Technology activities
- Essential Skills Forum
- VIP events including opening and closing ceremony receptions; VIP tours; hospitality suite

2016 ON-SITE SURVEY FEEDBACK

- This year, 79% of spectators feel they have learned about new career options in skilled trades and technologies, and 73% feel they have learned about new sources of information in how to pursue a career in skilled trades and technologies
- Over three quarters of young spectators (77%) say they would consider a career in skilled trades and technologies after having attended the competition
- Conclusion: The competition's impact is also noticeable as most spectators leave the competition learning more about careers in skilled trades and technologies that they were not aware of before visiting the competition, and they get a better idea of what the trades are about.

PARTNERSHIP OPPORTUNITIES



The following are guidelines for event-specific opportunities. The most productive partnerships originate from discussions between SCC and potential partners. We would be pleased to customize a partnership package that meets the needs of your organization.

PRESENTING SPONSOR

MAXIMUM 3 – \$100,000 EACH
100% VISIBILITY

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- 600 square feet of space for interactive Try-A-Trade® and Technology activity
- Access to one Team Canada alumnus or alumna as a speaker or participant at one of your corporate events taking place in 2017¹
- Submission of one question to be included in the on-site visitor survey, conducted by professional polling firm, and access to full survey results post-event
- Opportunity to host an interactive demonstration highlighting your skilled trade or technology on the Essential Skills Stage

BRAND RECOGNITION

- Recognition as sponsor of key industry networking events:
 - Official launch on day one of competition
 - VIP reception attended by over 180 industry leaders and stakeholders (held prior to opening ceremony)
- **Opportunity to include branded inserts in:**
 - Media kit
 - Over 1,700 delegate bags
- **Logo placement:**

PRE-EVENT

- 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.
- SCC website: www.skillscanada.com. SCC homepage, SCNC webpage, and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

AT EVENT

- Program guide
- Visitor's guide
- Media wall at the official launch
- Media kit information sheets
- On-site recognition, including: large-scale entrance; stand-up banners for each of the 40+ competition areas; accreditation passes
- Slides at opening ceremony and closing ceremony
- Delegate bags
- Event map
- SCNC T-shirts

STRATEGIC MESSAGING

SCC's communications team will work with your organization's communications and marketing department to meet your business goals by leveraging SCC's various communications platforms and reach.

SOCIAL MEDIA

Leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links) prior to, during, and post competition. SCC is active in several social media platforms, including Facebook (monthly average reach of 67k people), Twitter (6,800 followers), Flickr, YouTube, and Instagram.

PUBLIC RELATIONS

SCC is often approached by media to provide industry insight related to its work in promoting the skilled trades. When the subject matter in question relates to your organization, we will approach you to offer a comment or for your spokesperson to be interviewed—providing you with important local and national earned media opportunities.

- E-newsletter article submission: one pre-event and one post-event
- Welcome letter in program guide
- Sponsor specific media release (drafting content in both official languages, distribution to press, posting on SCC website and promoted through social media)
- Photo-op with on-site celebrity (TBD—if possible)

ADVERTISING

- Full page advertisement in program guide
- Logo inclusion in national and local print or online advertising obtained by SCC to promote SCNC (when applicable)

SPEAKING OPPORTUNITIES

- Address at official launch
- Address at VIP reception
- Address at opening ceremony or closing ceremony (up to two minutes)

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Eight (8) VIP passes for key events, including:

- Opening ceremony and closing ceremony: over 2,000 attendees per event
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, government, labour, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

¹ Subject to 60 day advance booking. Travel costs to be paid for by sponsor. SCC will try to provide an alumnus or alumna whom would be the best fit for your organization.

PREMIER SPONSOR

**MAXIMUM 4 – VALUE \$50,000+
UP TO 75% VISIBILITY**

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- 400 square feet of space for interactive Try-A-Trade® and Technology activity
- Submission of one question to be included in the on-site visitor survey, conducted by professional polling firm, and access to full survey results post-event

BRAND RECOGNITION

- **Opportunity to include branded inserts in:**

- Media kit
- Over 1,700 delegate bags

- **Logo placement:**

PRE-EVENT

- SCNC promotional posters (distributed nationwide to schools through SCC's provincial and territorial offices – dependant on timelines for logo inclusion)
- SCC website: www.skillscanada.com. SCC homepage, SCNC webpage, and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

AT EVENT

- Program guide
- Visitor's guide
- Media kit information sheets
- On-site sponsor signage, including large-scale entrance and stand-up banners for each of the 40+ competition areas
- Slides at opening ceremony and closing ceremony
- Event map

STRATEGIC MESSAGING

SCC's communications team will work with your organization's communications and marketing department to meet your business goals by leveraging SCC's various communications platforms and reach.

SOCIAL MEDIA

Leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links) prior to, during, and post competition. SCC is active in several social media platforms, including Facebook (monthly average reach of 67k people), Twitter (6,800 followers), Flickr, YouTube, and Instagram.

PUBLIC RELATIONS

SCC is often approached by media to provide industry insight related to its work in promoting the skilled trades. When the subject matter in question relates to your organization, we will approach you to offer a comment or for your spokesperson to be interviewed—providing you with important local and national earned media opportunities.

- E-newsletter article: one (1) pre-event and one (1) post-event
- Welcome letter in official program guide
- Sponsor specific media release (drafting content in both official languages, distribution to press, posting on SCC website)
- Photo-op with on-site celebrity (TBD—if possible)

ADVERTISING

- Half page advertisement in program guide
- Logo inclusion in national and local print or online advertising obtained by SCC to promote SCNC (when applicable)

SPEAKING OPPORTUNITIES

- Address at opening ceremony or closing ceremony (up to two (2) minutes)

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Five (5) VIP passes for key events, including:

- Opening ceremony and closing ceremony: over 2,000 attendees per event
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

OFFICIAL SPONSOR

VALUE \$15,000+

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- 10' x 10' exhibit space
- Access to full survey results post-event

BRAND RECOGNITION

- **Opportunity to include branded inserts in:**

- Over 1,700 delegate bags

- **Logo placement:**

PRE-EVENT

- SCC website: www.skillscanada.com. SCNC webpage and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

AT EVENT

- Program guide
- Visitor's guide
- Media kit information sheets
- On-site signage at one (1) trade area of your choice
- Official sponsor slide at opening ceremony and closing ceremony
- Event map
- Sponsor signage at event entrance

SOCIAL MEDIA

Leverage SCC's sizeable social media following to promote your content (i.e. your handle, name, image and links) leading to, during, and post Competition. SCC is active in several social media platforms, including Facebook (monthly average reach of 67k people), Twitter (6,800 followers), Flickr, YouTube, and Instagram.

ADVERTISING

- Half page advertisement in program guide

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Three (3) VIP passes for key events, including:

- Opening ceremony and closing ceremony: over 2,000 attendees per event
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

SUPPORTING SPONSOR

VALUE \$5,000+

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- 10' x 10' exhibit space at 50% discount
- Access to full survey results post-event

BRAND RECOGNITION

- **Opportunity to include branded inserts in:**

- Over 1,700 delegate bags

- **Logo placement:**

PRE-EVENT

- Skills Canada website, www.skillscanada.com: SCNC webpage and hyperlinked logo on SCNC partner webpage
- Quarterly SCC e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

AT EVENT

- Program guide
- Media kit information sheets
- On-site signage at one (1) trade area of your choice
- Supporting sponsor slide at opening ceremony and closing ceremony
- Event map
- Sponsor signage at event entrance

ADVERTISING

- Quarter page advertisement in program guide

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Two (2) VIP passes for key events, including:

- Opening ceremony and closing ceremony: over 2,000 attendees per event
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

ESSENTIAL SKILLS

The 2017 Skills Canada National Competition will continue its ongoing objective of highlighting the importance of the nine Essential Skills commonly used in skilled trade and technology careers (numeracy, oral communication, document use, writing, thinking, working with others, continuous learning, reading text, digital).

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

2016 ON-SITE SURVEY FEEDBACK:

- Virtually all spectators say Essential Skills are important for those in skilled trade and technology occupations. Nearly 9 in 10 (86%) respondents say these skills are “very important”

SCC will work closely with the Essential Skills Sponsor to tailor a partnership that meets its business goals while emphasizing the importance of the Essential Skills.

Available opportunities include **School Engagement Sponsor** and **Essential Skills Forum Sponsor**.

SCHOOL ENGAGEMENT SPONSOR

\$50,000 VALUE

The School Engagement Program provides the opportunity for students to learn the importance of skilled trade and technology occupations, and the nine Essential Skills, 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.

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- 400 square feet of space for interactive Try-A-Trade® and Technology activity
- Access to full survey results post-event
- Opportunity to host an interactive demonstration highlighting your skilled trade or technology on the Essential Skills Stage

BRAND RECOGNITION

- **Opportunity to include promotional inserts in over 5000 bags which will be distributed to visiting school groups**
- **Logo placement:**

PRE-EVENT

- SCC website: www.skillscanada.com. SCNC webpage and hyperlinked logo on SCNC partner webpage
- Mention and logo in quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors
- Flyers distributed to Manitoba school boards promoting bus subsidies presented by the School Engagement Sponsor

AT EVENT

- Program guide
- Media kit information sheets
- Event map
- Sponsor signage at event entrance
- Bus greeter volunteer t-shirts for bus arrivals
- Essential Skills passport that will be issued to student visitors
- Essential Skills bag that will be issued to student visitors
- Essential Skills Sponsor slide at opening ceremony

ADVERTISING

- Half page advertisement in event program guide

STRATEGIC MESSAGING

SCC's communications team will work with your organization's communications and marketing department to meet your business goals by leveraging SCC's various communications platforms and reach.

SOCIAL MEDIA

Leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links) prior to, during, and post competition. SCC is active in several social media platforms, including Facebook (monthly average reach of 67k people), Twitter (6,800 followers), Flickr, YouTube, and Instagram.

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Five (5) VIP passes for key events, including:

- Opening ceremony and closing ceremony: over 2,000 attendees per event
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

ESSENTIAL SKILLS FORUM SPONSOR

\$50,000 VALUE

The Essential Skills 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 Essential Skills and how they relate to the skilled trades and technology occupations. This half-day conference allows attendees to participate in interactive sessions that encourage open dialogue amongst many stakeholder groups.

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- 10' x 20' exhibit space to host an interactive activity
- Access to full survey results post-event
- Opportunity to host an interactive demonstration on the Essential Skills Stage highlighting your skilled trade or technology

BRAND RECOGNITION

- **Opportunity to include branded inserts in:**

- Over 1,700 delegate bags

- **Logo placement:**

PRE-EVENT

- SCC website: www.skillscanada.com. SCNC webpage and hyperlinked logo on SCNC partner webpage
- Mention and logo in quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

AT EVENT

- Official event guide
- Official media kit information sheets
- Event map
- Sponsor signage at event entrance
- Sponsor specific signage and Essential Skills Forum promotional material
- Essential Skills passport that will be issued to student visitors
- Essential Skills Sponsor slide at opening ceremony

ADVERTISING

- Half page advertisement in event program guide

“CONGRATULATIONS AND THANK YOU FOR SUCH AN INFORMATIVE AND PRODUCTIVE FORUM! I’M A PARENT AND A BUSINESS CONSULTANT IN THE EDUCATION SECTOR, AND THE FORUM WAS WORTHWHILE TO ATTEND. IT WAS VERY HELPFUL TO MY CURRENT WORK AS WELL AS TO PLAN FOR MY YOUNG CHILDREN.”

TUY DINH (DAVID), MBA, MONCTON, NB

STRATEGIC MESSAGING

SCC’s communications team will work with your organization’s communications and marketing department to meet your business goals by leveraging SCC’s various communications platforms and reach.

SOCIAL MEDIA

Leverage SCC’s sizeable social media following to promote your content (i.e. your organization’s handle, name, image and links) prior to, during, and post competition. SCC is active in several social media platforms, including Facebook (monthly average reach of 67k people), Twitter (6,800 followers), Flickr, YouTube, and Instagram.

SPEAKING OPPORTUNITIES

- Address at Educators Forum highlighting the importance of Essential Skills (up to 5 minutes)

VIDEOS AND PHOTOS

Access to SCC’s YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Four (4) VIP passes for key events, including:

- Opening ceremony and closing ceremony: over 2,000 attendees per event
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

TRY-A-TRADE® & TECHNOLOGY ACTIVITIES

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 2016 competition featured over 40 Try-A-Trade® and Technology activities, our highest participation to date!

2016 ON-SITE SURVEY FEEDBACK:

- Try-A-Trade® and Technology activities were appealing to spectators— when asked to explain what motivated them to participate, over 3 in 5 participated because the activity seemed interesting or fun

GOLD PARTNER VALUE \$15,000

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- Sponsor of your organization's stand alone Try-A-Trade® and Technology activity (600 sq. ft. floor space)
- Additional 10' x 10' exhibit space for interactive activity with student visitors (optional)

BRAND RECOGNITION

- **Opportunity to include branded inserts in:**
 - Over 1,700 delegate bags
- **Logo placement:**
 - PRE-EVENT
 - SCC website: www.skillscanada.com.
 - Hyperlinked logo on SCNC partner webpage
 - Mention and logo in quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors
 - AT EVENT
 - Program guide
 - Media kit information sheets
 - Event map
 - Sponsor signage at event entrance
 - Try-A-Trade and Technology® Sponsor slide at Opening Ceremony
 - Try-A-Trade® and Technology signage at your space
 - Essential Skills passport

ADVERTISING

- Quarter page advertisement in program guide

"IT WAS MORE INTERESTING THAN WHAT I HAD IMAGINED AND I NOW AM THINKING OF POSSIBLE OPTIONS FOR THE FUTURE"

"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 VISITORS

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Three (3) VIP passes for key events, including:

- Opening ceremony and closing ceremony
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite
- Two (2) additional passes for SCNC events, including: opening ceremony and closing ceremony; lunch on competition days; hospitality suite

ADDITIONAL BENEFITS

- 3' drape surrounding Try-A-Trade® and Technology floor space
- Up to four (4) 6' folding tables
- Up to eight (8) folding chairs
- Up to four (4) 1500-watt electrical outlets
- Basic PPE as determined by SCC
- Safety/First Aid support
- Water cooler with distilled water

SILVER PARTNER VALUE \$7,500

YOUTH ENGAGEMENT

- Access to thousands of students during SCNC
- Sponsor of your organization's stand alone Try-A-Trade® and Technology activity (400 sq. ft. floor space)

BRAND RECOGNITION

- **Opportunity to include branded inserts in:**

- Over 1,700 delegate bags

- **Logo placement:**

PRE-EVENT

- SCC website: www.skillscanada.com.
Hyperlinked logo on SCNC partner webpage
- Mention and logo in quarterly e-newsletter that is distributed to several key stakeholders in government, education and industry sectors

AT EVENT

- Program guide
- Media kit information sheets
- Event map
- Sponsor signage at event entrance
- Try-A-Trade and Technology® Sponsor slide at opening ceremony
- Try-A-Trade® and Technology signage at your space
- Essential Skills passport

ADVERTISING

- Quarter page advertisement in program guide

VIDEOS AND PHOTOS

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See skillscanada.com for examples of previous highlight videos and pictures.

CORPORATE NETWORKING

Two (2) VIP passes for key vents, including:

- Opening ceremony and closing ceremony
- VIP networking events attended by corporate sponsors, official suppliers, industry representatives, and educators from across Canada
- Lunch on competition days
- Hospitality suite access

ADDITIONAL BENEFITS

- 3' drape surrounding Try-A-Trade® and Technology floor space
- Up to two (2) 6' folding tables
- Up to four (4) folding chairs
- Up to two (2) 1500-watt electrical outlets
- Safety/First Aid support
- Basic PPE as determined by SCC
- Water cooler with distilled water

OFFICIAL SUPPLIERS

Numerous official 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 Gail Vent directly.

"I'VE BEEN WITH THE STANLEY BLACK & DECKER ORGANIZATION PROMOTING STANLEY AND DEWALT TOOLS OVER THE PAST NINE YEARS; AND I HAVE NEVER EXPERIENCED AN EVENT QUITE LIKE THIS. IT WAS GREAT TO SEE THE YOUNG TALENT FROM ACROSS THE COUNTRY COMPETING, BUILDING AND DESIGNING SO MANY GREAT THINGS, ACROSS ALL SORTS OF TRADES. THE LEVEL OF SKILLS THAT THESE COMPETITORS HAVE IS INCREDIBLE. OUR FUTURE LOOKS BRIGHT, AND I'M PROUD TO WORK FOR A COMPANY THAT RECOGNIZES THE POTENTIAL IN THESE COMPETITORS, AND SUPPORTS THEIR DREAMS TO GET INTO THE SKILLED TRADES. THIS IS THE FOUNDATION OF OUR INFRASTRUCTURE IN CANADA, AND TO BE PART OF IT WAS TRULY SPECTACULAR."

SHAUN ELLIOTT, MARKETING MANAGER,
STANLEY BLACK & DECKER

OFFICIAL SUPPLIER LEVELS (NON-MULTI-YEAR)

GOLD \$15,000+

Logo inclusion:

- Program guide
- Signage in your contest area(s)
- Entrance signage
- Hyperlinked logo on SCNC partner webpage
- Recognition slides at the Closing Ceremony
- E-newsletter

SILVER \$10,000 - \$14,999

Logo inclusion:

- Program guide
- Signage in your contest area(s)
- Entrance signage
- Hyperlinked logo on SCNC partner webpage
- Recognition slides at the Closing Ceremony

BRONZE \$5,000 - \$9,999

Logo inclusion:

- Program guide
- Signage in your contest area(s)
- Entrance signage
- Hyperlinked logo on SCNC partner webpage

IN-KIND DONATIONS ARE RECOGNIZED AS FOLLOWS:

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

Non-consumable: Sponsor is recognized for 30% retail value of the product, as the sponsor retains sole ownership of the product post-competition.

GOVERNMENT AND EDUCATION PARTNERS

SCC is proud to recognize its government and education partners that support its mission and goals, and help ensure that SCNC is an ongoing success in developing Canada's skilled trade workforce. SCC will work directly with these partners in the host city to provide benefits and exposure to highlight the contributions and involvement based on the priorities of each individual partner.

"WE WANT TO THANK SKILLS/COMPÉTENCES CANADA FOR CHOOSING NEW BRUNSWICK AS THE HOST PROVINCE FOR THE 2016 SKILLS CANADA NATIONAL COMPETITION. THANK YOU FOR THIS DISTINCTIVE HONOUR! IT HAS BEEN A PLEASURE WORKING WITH "THE ENGINE" OF THIS EVENT, THE SCC TEAM. KUDOS TO THEM IN THEIR STELLAR PREPARATION! THEIR ORGANIZING AND IMPLEMENTATION PLANS WERE LIKE A FINELY GREASED MACHINE, WHICH ALLOWED FOR A SMOOTH RUNNING COMPETITION."

LORI LEACH, PHD, MANAGER, POST-SECONDARY EDUCATION,
TRAINING AND LABOUR, GOVERNMENT OF NEW BRUNSWICK

CAREER EXHIBITORS – CAREER ZONE

VALUE \$950

Exhibit at the only national competition for skilled trades and technologies that showcases Canada's leading youth

OVER THE TWO-DAY COMPETITION, 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
- Host a hands-on activity that highlights and promotes your organization to youth
- Promote career opportunities that exist within your organization
- Showcase your organization's products, services and initiatives
- Increase your organization's profile and create awareness of your skilled trade or technology

EACH 10' X 10' SPACE INCLUDES:

- 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
- Access to opening and closing ceremonies, as well as the hospitality suite

ADVERTISE IN THE PROGRAM GUIDE

SCC is pleased to offer exhibitors the opportunity to increase their company profile by reserving advertising space in the official event program.

- ½ page ad: \$500.00 - Half page horizontal ads must be 6.83" w x 4.9" h
- ¼ page ad: \$250.00 - Quarter page vertical ads must be 3.33" w x 4.91" h

Ads must be submitted as full colour high-resolution in vector (eps or pdf) format

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.

BOOK EARLY AND SAVE!

**SUBMIT YOUR APPLICATION
BEFORE JANUARY 31, 2017 AND RECEIVE
\$100 OFF YOUR BOOTH PRICE!**

SPONSORSHIP COMMITMENT FORM

On behalf of _____
(Company Name)

This confirms our commitment to support Skills/Compétences Canada

WE WISH TO BECOME A:

- | | |
|---|--|
| <input type="radio"/> Presenting Sponsor (\$100,000) | <input type="radio"/> Try-A-Trade® and Technology Sponsor (Gold Level) (\$15,000) |
| <input type="radio"/> Premier Sponsor (\$50,000) | <input type="radio"/> Try-A-Trade® and Technology Sponsor (Silver Level) (\$7,500) |
| <input type="radio"/> Essential Skills: School Engagement Sponsor (\$50,000) | <input type="radio"/> Supporting Sponsor (\$5,000+) |
| <input type="radio"/> Essential Skills Forum Sponsor (\$40,000) | <input type="radio"/> Exhibit Space* (\$950) (Early Bird rate of \$850 prior to January 31, 2017) |
| <input type="radio"/> Official Sponsor (\$15,000+) | <input type="radio"/> 1/2 page ad (\$500) <input type="radio"/> 1/4 page ad (\$250) |

*Cancellations must be received in writing prior to April 14, 2017 to be fully refunded. Cancellations received after April 14, 2017 will not be refunded.

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, 2017, 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: _____

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): _____

Name on Card: _____ Signature: _____

Total: _____

PLEASE RETURN COMMITMENT FORM TO:

Gail Vent, Director, Business Development
Skills/Compétences Canada, 294 Albert Street, Suite 201, Ottawa, Ontario K1P 6E6
T. 343-883-7545 ext. 507 F. 613-691-1404 gailv@skillscanada.com

**TO DISCUSS ANY OF THESE
OPPORTUNITIES, TO INQUIRE ABOUT
A MULTI-YEAR AGREEMENT, AND/
OR TO DEVELOP A CUSTOMIZED
PACKAGE, PLEASE CONTACT:**

Gail Vent

Director, Business Development
Skills/Compétences Canada
T. 343-883-7545 ext. 507
gailv@skillscanada.com

