



# SCNC

SKILLS CANADA  
NATIONAL  
COMPETITION

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

JUNE 3-6, 2018

**SKILLS  
COMPETENCES  
CANADA.COM  
#SCNC2018**



# SKILLS/ COMPETENCES 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.

"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**

"Skills Canada provided the perfect opportunity for Princess Auto to reach the next generation of skilled labour and potentially our next generation of customers. Through our involvement we interacted with over 12,000 students who are interested in careers that our products support. No other event allowed for this type of direct contact. We were excited to be involved and look forward to continuing in the years to come."

**CAROLYNE BRAID,**  
ASSISTANT TEAM LEAD ADVERTISING, PRINCESS AUTO LTD.

# 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



# 24TH SKILLS CANADA NATIONAL COMPETITION

EXPO CENTRE / EDMONTON, AB / JUNE 3 - 6, 2018

Alberta's capital city sits on the North Saskatchewan River. Its past is recreated at Fort Edmonton Park, a living history museum with an 1846 fort and streets from 1885, 1905 and 1920. Edmonton's contemporary landmarks include the Royal Alberta Museum, with aboriginal-culture and natural-history galleries, and the futuristic-looking Art Gallery of Alberta, known for its First Nations art. Points of interest include the West Edmonton Mall, Fort Edmonton Park, and the Edmonton Valley Zoo.

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 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.

## 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 4 - 5)
- 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

## 2017 SPONSOR SURVEY RESULTS

- 93% of sponsors felt they were able to connect with youth in a beneficial way
- 73% of sponsors said they would likely participate again
- 89% of sponsors said they had a sufficient number of visitors during SCNC



# 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 2018<sup>1</sup>
- Submission of one question to be included in the on-site visitor survey, conducted by professional polling firm, and access to 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](http://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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms, SCNC 2017 stats include:

- Facebook: over 4,000 followers; over 84,000 reach per one month
- Twitter: 7,777 followers; 93,000+ impressions; over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 50,000+ views
- Instagram: 797 followers

### — 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](http://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

# 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 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](http://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**

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms, SCNC 2017 stats include:

  - Facebook: over 4,000 followers; over 84,000 reach per one month
  - Twitter: 7,777 followers; 93,000+ impressions; over 30,000 reach during Closing Ceremonies
  - Flickr, YouTube, Snapchat: 50,000+ views
  - Instagram: 797 followers
- **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](http://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 on-site 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](http://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

## STRATEGIC MESSAGING

### Social Media

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms, SCNC 2017 stats include:

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- Twitter: 7,777 followers; 93,000+ impressions; over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 50,000+ views
- Instagram: 797 followers

### 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](http://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
- Access to on-site 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](http://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

## STRATEGIC MESSAGING

### 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](http://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

"The Canadian Nursery Landscape Association was absolutely thrilled with this year's event and the recognition and visibility provided by Skills Canada. One of the best in all our years of participation. Thank you so much."

**STACEY PORTER,  
INDUSTRY HR/GR COORDINATOR,  
SCNC SUPPORTING SPONSOR SINCE 2013**

# ESSENTIAL SKILLS

The 2018 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!

## 2017 ON-SITE SURVEY FEEDBACK:

- Competitors were asked their perception of the impact the competition had on their Essential skills. Similar to previous years, over 4 in 5 competitors agree the competition improved their thinking and problem solving skills (94%), and working with limited direction or supervision (87%).

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**.

## ESSENTIAL SKILLS 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 on-site 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 5,000 bags that will be distributed to visiting school groups
- Logo placement:

### Pre-event

- SCC website: [www.skillscanada.com](http://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 Edmonton 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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms, SCNC 2017 stats include:

- Facebook: over 4,000 followers; over 84,000 reach per one month
- Twitter: 7,777 followers; 93,000+ impressions; over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 50,000+ views
- Instagram: 797 followers

### Videos and Photos

Access to SCC's YouTube video footage and Flickr photo library, captured by professional photographers and videographers. See [skillscanada.com](http://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

“The Essential Skills Forum provided us with effective tools and opportunities to engage the community with our students and build awareness in the unlimited possibilities of careers in skills technologies.”

**JEREMY BRAITHWAITE,  
LEAD, W. GARFIELD WESTON FOUNDATION  
FELLOWSHIP PROGRAM**

## ESSENTIAL SKILLS FORUM SPONSOR

VALUE \$40,000

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 skilled trade 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 on-site 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 promotional inserts in over 1,700 delegate bags
- Logo placement:

#### Pre-event

- SCC website: [www.skillscanada.com](http://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

### 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

During SCNC you can leverage SCC's sizeable social media following to promote your content (i.e. your organization's handle, name, image and links). SCC is active in several social media platforms, SCNC 2017 stats include:

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- Twitter: 7,777 followers; 93,000+ impressions; over 30,000 reach during Closing Ceremonies
- Flickr, YouTube, Snapchat: 50,000+ views
- Instagram: 797 followers

#### Speaking Opportunities

Address at Essential Skills 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](http://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® AND 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 2017 competition featured over 50 Try-A-Trade® and Technology activities, our highest participation to date!

## 2017 ON-SITE SURVEY FEEDBACK:

- Nearly half of spectators (49%) participated in a Try-A-Trade® and Technology activity during the two days of the competition.
- Try-A-Trade® and Technology activities were appealing to spectators. When asked to explain what motivated them to participate, 62% participated because the activity seemed interesting or fun, and 39% said they wanted to experience the trade.

## 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 promotional inserts in over 1,700 delegate bags
- Logo placement:

#### Pre-event

- SCC website: [www.skillscanada.com](http://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](http://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

"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



# 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 promotional inserts in over 1,700 delegate bags
- Logo placement:

### Pre-event

- SCC website: [www.skillscanada.com](http://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](http://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.

## 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.

"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**

# 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.

"Red River College was honoured to play such a supportive and involved role in SCNC. Our people were very proud to be able to host the event in Winnipeg and thought this was one of their most memorable Skills Canada experiences. Thank you for allowing us to have our students support and demonstrate in the Try-A-Trade® and Technology activities. Our ability to play a role on the Essential Skills stage was also an exciting and memorable experience. Thank you for the opportunity."

**MIKE WATSON, ACTING DEAN,  
SCHOOL OF CONSTRUCTION AND ENGINEERING  
TECHNOLOGIES AT RED RIVER COLLEGE**

# CAREER EXHIBITORS

## CAREER ZONE – VALUE \$1,000

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](mailto:sharonc@skillscanada.com).

## BOOK EARLY AND SAVE!

Submit your application before January 31, 2018 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:

- Presenting Sponsor (\$100,000)
- Premier Sponsor (\$50,000)
- Essential Skills:  
School Engagement Sponsor (\$50,000)
- Essential Skills Forum Sponsor (\$40,000)
- Official Sponsor (\$15,000+)
- Try-A-Trade® and Technology Sponsor (Gold Level) (\$15,000)
- Try-A-Trade® and Technology Sponsor (Silver Level) (\$7,500)
- Supporting Sponsor (\$5,000+)
- Exhibit Space\* (\$1,000)  
(Early Bird rate of \$900 prior to January 31, 2018)
- 1/2 page ad (\$500)     1/4 page ad (\$250)

\*Cancellations must be received in writing prior to April 14, 2018 to be fully refunded. Cancellations received after April 14, 2018 will not be refunded.

Please provide a 25-word company description for the visitor's guide:

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This commitment form, if submitted to Skills/Compétences Canada prior to **April 1, 2018**, 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 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 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](mailto:gailv@skillscanada.com)

