



WORLDSKILLS
ABU DHABI 2017

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ABU DHABI NATIONAL
EXHIBITION CENTRE
ABU DHABI, U.A.E.
OCTOBER 14-19, 2017

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**WORLDSKILLS TEAM CANADA 2017
PARTNERSHIP OPPORTUNITIES**



ABOUT

WORLDSKILLS

Founded in 1950, WorldSkills is a global organization that promotes vocational, technological and service oriented education and training. WorldSkills is the global hub for skills development and excellence. Through international cooperation and development between industry, government, organizations, and institutions, WorldSkills promotes the benefits of and need for skilled professionals through grass-roots community projects, skill competitions, and knowledge exchange. WorldSkills shows how important skills education and training is for youth, industries and society by challenging young professionals around the world to become the best in the skill of their choice.

Over 1,200 competitors, 2,000 experts, 3,000 volunteers and thousands of visitors will be participating in this exciting event. At WorldSkills Abu Dhabi 2017, the world's most skilled youth from 75 countries and regions will be competing in 50 disciplines for the prestigious title of World Champion.

SUPPORT

WORLDSKILLS TEAM CANADA 2017

Thanks to the increased involvement of our partners, WorldSkills Team Canada has the opportunity to participate in this international event that brings together the world's most talented competitors in skilled trades and technologies.

The 2016 Skills Canada National Competition (SCNC) was a qualifying year for youth to compete at WorldSkills 2017. Approximately 30 SCNC competitors who meet the necessary criteria will be invited to the WorldSkills Canadian trials for an opportunity to be a member of WorldSkills Team Canada 2017.

Once selected, WorldSkills Team Canada members undergo intense training with experts and trainers for over a year in preparation for the highly challenging four day competition in Abu Dhabi.

“THE WORLDSKILLS JOURNEY IS
SO MUCH MORE THAN A COMPETITION.
THE WORLD CLASS TRAINING
I’VE RECEIVED AND THE CONTACTS
I’VE MADE HAVE FAST TRACKED
MY CAREER AND PROVIDED ME
WITH ENDLESS OPPORTUNITY”

- RYAN LEEDHAM,
AIRCRAFT MAINTENANCE
WORLDSKILLS BRONZE MEDALIST

WORLDSKILLS TEAM CANADA

PREMIER SPONSOR

VALUE: \$15,000+

BRAND RECOGNITION

LOGO PLACEMENT

- Quarterly e-newsletter up to and including fall issue 2017 that is distributed to several key stakeholders in government, education and industry sectors
- WorldSkills Team Canada advertising
- SCC website: www.skillscanada.com. WorldSkills Team Canada Partners webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada Profile page
- WorldSkills Team Canada competitor clothing (up to four (4) skill areas)*
- WorldSkills Team Canada profiles booklet (if produced)
- WorldSkills Team Canada sponsor banner on-site
- Invitation to WorldSkills Team Canada events

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. organization handle, name, image and links) prior to, during, and post competition.
- SCC is active on several social media platforms, including Facebook (including Facebook (reach of 1,000 people per post on average), Twitter (6,915 followers), Flickr, YouTube, and Instagram.
- Post promotional content through media of choice; promote video content supplied by sponsor via social media.

*As per WorldSkills Commercial Marks Policy

WORLDSKILLS TEAM CANADA

OFFICIAL SPONSOR

VALUE: \$7,500+

BRAND RECOGNITION

LOGO PLACEMENT

- Quarterly e-newsletter up to and including fall issue 2017 that is distributed to several key stakeholders in government, education and industry sectors
- SCC website: www.skillscanada.com: WorldSkills Team Canada Partners webpage; link to sponsor's corporate website, and WorldSkills Team Canada Profile page
- WorldSkills Team Canada competitor clothing (up to two (2) skill areas)*
- WorldSkills Team Canada profiles booklet (if produced)
- WorldSkills Team Canada sponsor banner on-site

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. organization handle, name, image and links) prior to, during, and post competition.
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- Post promotional content through media of choice; promote video content supplied by sponsor via social media

*As per WorldSkills Commercial Marks Policy

WORLDSKILLS TEAM CANADA

SUPPORTING SPONSOR

VALUE: \$1,500+

BRAND RECOGNITION

LOGO PLACEMENT

- ▮ Quarterly e-newsletter up to and including fall issue 2017 that is distributed to several key stakeholders in government, education and industry sectors.
- ▮ SCC website: www.skillscanada.com: WorldSkills Team Canada Partners webpage hyperlinked to sponsor's corporate website, and WorldSkills Team Canada Profile page.
- ▮ WorldSkills Team Canada competitor clothing (one (1) skill area)*
- ▮ WorldSkills Team Canada profiles booklet (if produced)
- ▮ WorldSkills Team Canada sponsor banner on-site

FRIENDS OF WORLDSKILLS

(up to \$1,500 value in monetary or in-kind contribution(s))

NAME RECOGNITION

- ▮ WorldSkills Team Canada partnership page
- ▮ WorldSkills Team Canada sponsor banner on-site
- ▮ WorldSkills Team Canada profile booklet

ADDITIONAL OPPORTUNITIES

WorldSkills Team Canada prospects begin their training a year prior to the WorldSkills Competition. Experts, trainers and educational partners often wish to produce banners that promote their prospects and their brand during training. SCC is pleased to cross-promote this initiative; we ask that promotional items such as banners follow the SCC guidelines to ensure that partners are properly recognized for their contributions.

Please send your promotional material to SCC for approval. If additional partners are involved in a trade or technology skill area, SCC will ensure that the relevant logos are included on your banners or promotional material.

*As per WorldSkills Commercial Marks Policy

WORLDSKILLS TEAM CANADA 2017

OFFICIAL SUPPLIER **

GOLD SUPPLIER

\$15,000+

LOGO PLACEMENT

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada Partner webpage hyperlinked sponsor's to corporate website, and WorldSkills Team Canada Profile page
- WorldSkills Team Canada Competitor clothing (one (1) skill area)*
- WorldSkills Team Canada Profiles booklet (if approved)
- WorldSkills Team Canada sponsor banner on-site

SILVER SUPPLIER

\$10,000 - \$14,999

LOGO PLACEMENT

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada Partner webpage hyperlinked sponsor's to corporate website
- WorldSkills Team Canada tool box (skill area only)*
- WorldSkills Team Canada profiles booklet
- WorldSkills Team Canada sponsor banner on-site

BRONZE SUPPLIER

\$5,000 - \$9,999

LOGO PLACEMENT

- Logo and mention in quarterly e-newsletter fall issue
- WorldSkills Team Canada Partner webpage hyperlinked sponsor's to corporate website
- WorldSkills Team Canada sponsor banner on-site

SUPPLIER IN-KIND DONATIONS ARE RECOGNIZED AS FOLLOWS:

- **Consumable:** Supplier is recognized for 100% retail value of the product, as the product is given entirely to Skills/Compétences Canada.
- **Non-consumable:** Supplier is recognized for 30% retail value of the product, as the supplier retains sole ownership of the product post-competition. This includes training.

*As per WorldSkills Commercial Marks Policy

** Logo request must be submitted and value of contribution will determine benefits to be received by official supplier.

TEAM CANADA WORLDSKILLS 2015

PARTICIPATED IN THE FOLLOWING SKILL AREAS:

MECHANICAL
ENGINEERING
DESIGN CADD

CNC TURNING

CNC MILLING

INDUSTRIAL
MECHANICS
MILLWRIGHT

WELDING

AUTOBODY
REPAIR

AIRCRAFT
MAINTENANCE

PLUMBING AND
HEATING

ELECTRONICS

WEB DESIGN

ELECTRICAL
INSTALLATIONS

INDUSTRIAL
CONTROL

MOBILE ROBOTICS

CABINETMAKING

HAIRDRESSING

BEAUTY THERAPY

FASHION
TECHNOLOGY

CONFECTIONER/
PASTRY COOK

AUTOMOBILE
TECHNOLOGY

COOKING

CAR PAINTING

LANDSCAPE
GARDENING

REFRIGERATION
AND AIR
CONDITIONING

IT - NETWORK
SYSTEMS
ADMINISTRATION

GRAPHIC DESIGN

HEAVY VEHICLE
MAINTENANCE

CARPENTRY

“WORLDSKILLS HAS GIVEN ME THE
OPPORTUNITY TO VENTURE FURTHER
IN MY CHOSEN CAREER PATH
THAN I EVER THOUGHT POSSIBLE. IT HAS
PROVIDED A GREAT SUPPORT WHICH
ALLOWED ME TO GAIN CONFIDENCE
IN MY ABILITIES.”

- KENDRICK HOWE,
PLUMBING

PARTNERSHIP CONFIRMATION FORM

On behalf of _____
(Company name)

I confirm our commitment to support Skills/Compétences Canada.

WE WISH TO BECOME A WORLDSKILLS TEAM CANADA:

- | | |
|--|--|
| <input type="radio"/> WorldSkills Team Canada
Premier Sponsor - \$15,000+ | <input type="radio"/> Official Supplier - Gold - \$15,000+ |
| <input type="radio"/> WorldSkills Team Canada
Official Sponsor - \$7,500+ | <input type="radio"/> Official Supplier - Silver - \$10,000 - \$14,999 |
| <input type="radio"/> WorldSkills Team Canada
Supporting Sponsor - \$1,500+ | <input type="radio"/> Official Supplier - Bronze - \$5,000 - \$9,999 |

Our cheque will be issued to Skills/Compétences Canada by _____
(month/year)

IF YOU WISH TO PAY BY CREDIT CARD, PLEASE COMPLETE THE INFORMATION BELOW

- Visa Mastercard

Credit card #: _____ Exp (MM/YYYY): _____

Name: _____ Title: _____

Address: _____ Phone: _____

City: _____ Postal Code: _____

Email: _____ Signature: _____

**SKILLS/COMPÉTENCES CANADA WOULD BE PLEASED
TO WORK DIRECTLY WITH YOUR COMPANY TO CUSTOMIZE
A PACKAGE THAT MEETS YOUR NEEDS.**

FOR FURTHER INFORMATION CONTACT:

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