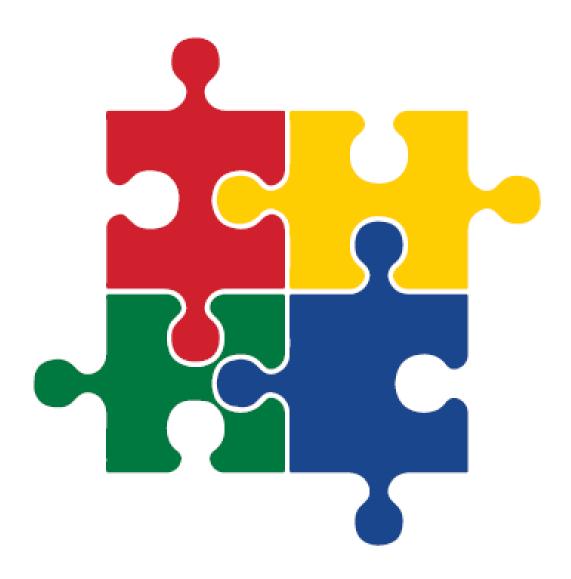
## **Sponsorship Opportunities**





Serving BC's Labour Force Development Since 1994



## **Skills Canada BC Sponsorship Opportunities**

Skills Canada BC offers many opportunities to get front and center with your target audience.

Skills Canada BC plays a vital role in influencing provincial students to pursue skilled trades and technology careers through in-school programs and its 14 Olympic-style competitions each year. In 2017 alone Skills Canada BC reached over 32,500 students. These numbers are important to note as it is estimated that there will be a shortage of approximately 1 million skilled trade and technology workers in Canada by 2020. With the current demand for skilled workers far outweighing supply, potential skilled labour shortages could affect us all.

Skills Canada BC is committed to working with educators, industry partners, Indigenous populations, women in trades, children in care and vulnerable populations, province-wide. This high level of community engagement will ensure that your organization will be exposed to diverse populations through its ongoing support of Skills Canada BC.

For more information please contact: Elaine Allan, Executive Director, Skills Canada BC. elaine@skillscanada.bc.ca

## **Sponsorship Levels:**

Pathway	\$1,500
Silver	\$10,000
Bronze	\$5,000
Silver	\$10,000
Gold	\$15,000
Elite	\$25,000
Platinum	\$50,000

## **Skills Canada BC Programs**

Sponsorship may be applied to any of the Skills Canada BC programs to meet the needs of your organization.

- Skills Canada BC Regional Competitions
- Skills Canada BC Provincial Competitions
- Student Transportation
- Try-a-Trade Activities
- In-School *Inspire* Program
- Trade & Technology Conference for Women

Branding Level		Recognition Program
Pathway Level	\$1,500	Provincial Skills Canada Competition
		<ul> <li>Logo on Partners' Page of the Event Guide</li> <li>One 10 x 10 sq. ft. exhibit space or Try-a-Trade space</li> <li>Logo on Provincial signage throughout the event</li> </ul>
Bronze Level	\$5,000	Provincial Skills Canada Competition
		<ul> <li>Logo on Partners' Page of the Event Guide</li> <li>One 10 x 10 sq. ft. exhibit space or Try-a-Trade space</li> <li>Logo on Provincial signage throughout the event</li> <li>Website – Logo on Sponsors' page</li> <li>Social Media – Twitter follow partner</li> <li>Invitation to all VIP events</li> <li>Display of sponsor provided corporate banner (maximum 50 sq. ft.)</li> <li>Logo on multimedia screen during event</li> <li>Bronze Sponsorship Recognition in 2018</li> </ul>
Silver Level	\$10,000	Provincial Skills Canada Competition
		<ul> <li>Logo on Partners' Page of the Event Guide</li> <li>One 10 x 10 sq. ft. exhibit space or Try-a-Trade space</li> <li>Logo on Provincial signage throughout the event</li> <li>Website – Logo on sponsors' page</li> <li>Social Media – Twitter follow partner</li> <li>Invitation to all VIP events</li> <li>Larger display of sponsor provided corporate banner (maximum 100 sq. ft.)</li> <li>Logo on multimedia screen during event</li> <li>Logo on Provincial T-shirts</li> <li>Quarter page ad in the 2018 event guide</li> <li>Silver Sponsorship Recognition in 2018</li> </ul>

Branding Level		Recognition Program
Gold Level	\$15,000	Provincial Skills Canada Competition  Logo on Partners' Page of the Event Guide One 10 x 10 sq. ft. exhibit space or Try-a-Trade space Logo on Provincial signage throughout the event Website –Linked logo on Sponsors' Page Social Media – Twitter follow partner Invitation to all VIP events with guest Larger display of sponsor provided corporate banner (maximum 150 sq. ft.) Logo on multimedia screen during event Logo on Regional and Provincial competition T-shirts Logo on Regional and Provincial competition posters distributed online to schools province-wide Half page ad in the 2018 event guide Promotional – able to use all Skills BC logo/media in promotional materials as it relates to sponsorship Co-merchandising of any branding materials Gold Sponsorship Recognition in 2018

Branding Level		Recognition Program
Elite Level	\$25,000	Provincial Skills Canada Competition  Logo on Partners' Page of the Event Guide One 10 x 10 sq. ft. exhibit space or Try-a-Trade space Logo on Provincial signage throughout the event Social Media – Twitter sponsor provided tweets; Facebook link Website – Linked logo on Sponsor's Page Invitation to all VIP events with 2 guests Larger display of sponsor provided corporate banner (maximum 200 sq. ft.) Logo on multimedia screen during event Logo on Regional and Provincial competition T-shirts Logo on Regional and Provincial competition posters distributed online to schools province-wide Promotional – able to use all Skills BC logo/media in promotional materials as it relates to sponsorship Co-merchandising of any branding materials Larger display of sponsor provided corporate banner (maximum 300 sq. ft.) Half page ad in the 2018 Event Guide Medal Presentation at the Closing Ceremonies Elite Sponsorship Recognition in 2018

Branding Level		Recognition Program
Platinum Level	\$50,000	Provincial Skills Canada Competition  Logo on Partners' Page of the Event Guide One 10 x 10 sq. ft. exhibit space or Try-a-Trade space Logo on Provincial signage throughout the event Website – Linked logo on Sponsor's Page Social Media – Facebook place unique promotional ad or offer; YouTube Invitation to all VIP events with 4 guests Logo on Provincial and Regional competition T-shirts Logo on Provincial and Regional competition posters distributed online to schools province-wide Promotional – able to use all Skills BC logo/media in promotional materials as it relates to sponsorship Co-merchandising of any branding materials Contribution level recognition in 2018 Website – Logo on sponsors' page Social Media – Twitter follow partner Larger display of sponsor provided corporate banner (maximum 500 sq. ft.) Full page ad in a prime location in the 2018 Event Guide Full page ad in 2018 Annual Report Full page ad in the 2018 Event Guide Website – Corporate message on Partners' Page Inclusion - Provincial media campaign Sponsor-provided content uploaded Medal Presentation at the Closing Ceremonies Platinum Sponsorship Recognition in 2018