

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 style="list-style-type: none"> • 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
Bronze Level	\$5,000	Provincial Skills Canada Competition <ul style="list-style-type: none"> • 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 – Logo on Sponsors’ page • Social Media – Twitter follow partner • Invitation to all VIP events • Display of sponsor provided corporate banner (maximum 50 sq. ft.) • Logo on multimedia screen during event • Bronze Sponsorship Recognition in 2018
Silver Level	\$10,000	Provincial Skills Canada Competition <ul style="list-style-type: none"> • 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 – Logo on sponsors’ page • Social Media – Twitter follow partner • Invitation to all VIP events • Larger display of sponsor provided corporate banner (maximum 100 sq. ft.) • Logo on multimedia screen during event • Logo on Provincial T-shirts • Quarter page ad in the 2018 event guide • Silver Sponsorship Recognition in 2018

Branding Level		Recognition Program
Gold Level	\$15,000	<p data-bbox="764 306 1446 348">Provincial Skills Canada Competition</p> <ul data-bbox="824 390 1422 1304" style="list-style-type: none"> <li data-bbox="824 390 1422 432">• Logo on Partners’ Page of the Event Guide <li data-bbox="824 432 1422 506">• One 10 x 10 sq. ft. exhibit space or Try-a-Trade space <li data-bbox="824 506 1422 579">• Logo on Provincial signage throughout the event <li data-bbox="824 579 1422 621">• Website –Linked logo on Sponsors’ Page <li data-bbox="824 621 1422 663">• Social Media – Twitter follow partner <li data-bbox="824 663 1422 705">• Invitation to all VIP events with guest <li data-bbox="824 705 1422 779">• Larger display of sponsor provided corporate banner (maximum 150 sq. ft.) <li data-bbox="824 779 1422 821">• Logo on multimedia screen during event <li data-bbox="824 821 1422 894">• Logo on Regional and Provincial competition T-shirts <li data-bbox="824 894 1422 1020">• Logo on Regional and Provincial competition posters distributed online to schools province-wide <li data-bbox="824 1020 1422 1062">• Half page ad in the 2018 event guide <li data-bbox="824 1062 1422 1178">• Promotional – able to use all Skills BC logo/media in promotional materials as it relates to sponsorship <li data-bbox="824 1178 1422 1251">• Co-merchandising of any branding materials <li data-bbox="824 1251 1422 1304">• Gold Sponsorship Recognition in 2018

Branding Level		Recognition Program
Elite Level	\$25,000	<p data-bbox="764 306 1446 348">Provincial Skills Canada Competition</p> <ul data-bbox="824 394 1422 1499" style="list-style-type: none"> <li data-bbox="824 394 1422 428">• Logo on Partners’ Page of the Event Guide <li data-bbox="824 436 1422 506">• One 10 x 10 sq. ft. exhibit space or Try-a-Trade space <li data-bbox="824 514 1422 659">• Logo on Provincial signage throughout the event Social Media – Twitter sponsor provided tweets; Facebook link <li data-bbox="824 667 1422 701">• Website – Linked logo on Sponsor’s Page <li data-bbox="824 709 1422 743">• Invitation to all VIP events with 2 guests <li data-bbox="824 751 1422 821">• Larger display of sponsor provided corporate banner (maximum 200 sq. ft.) <li data-bbox="824 829 1422 863">• Logo on multimedia screen during event <li data-bbox="824 871 1422 940">• Logo on Regional and Provincial competition T-shirts <li data-bbox="824 949 1422 1058">• Logo on Regional and Provincial competition posters distributed online to schools province-wide <li data-bbox="824 1066 1422 1176">• Promotional – able to use all Skills BC logo/media in promotional materials as it relates to sponsorship <li data-bbox="824 1184 1422 1253">• Co-merchandising of any branding materials <li data-bbox="824 1262 1422 1331">• Larger display of sponsor provided corporate banner (maximum 300 sq. ft.) <li data-bbox="824 1339 1422 1373">• Half page ad in the 2018 Event Guide <li data-bbox="824 1381 1422 1451">• Medal Presentation at the Closing Ceremonies <li data-bbox="824 1459 1422 1493">• Elite Sponsorship Recognition in 2018

Branding Level		Recognition Program
Platinum Level	\$50,000	<p data-bbox="764 306 1446 348">Provincial Skills Canada Competition</p> <ul data-bbox="824 394 1435 1780" style="list-style-type: none"> • 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