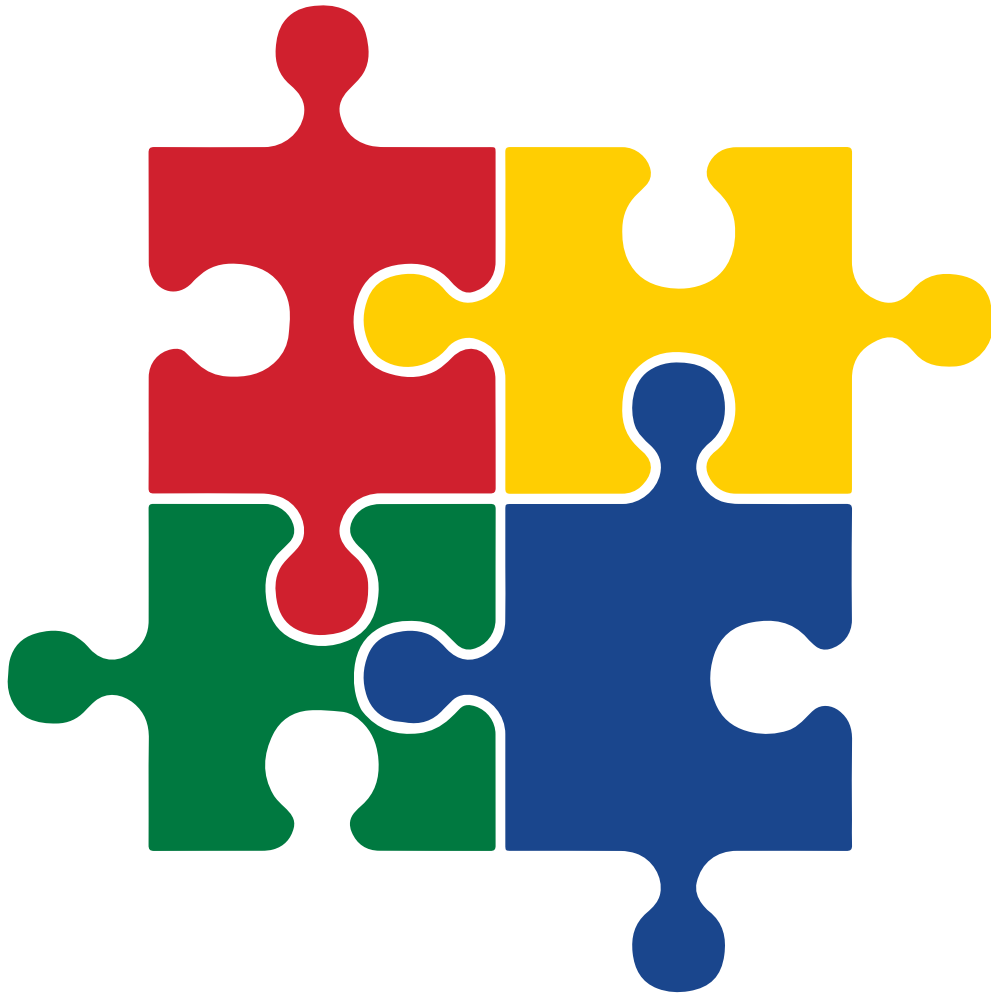


Partnership Opportunities



Serving BC's Labour Force Development Since 1994

*Established in 1994 as a charitable organization,
SkillsBC plays a vital role in influencing BC students
to pursue skilled trades & technology careers through
unique and peer-mentored programming*



ABOUT US

Widely recognized for its annual 14 Olympic-style competitions hosted in communities throughout BC, Skills (Canada) BC has provided tens of thousands of students with opportunities to explore skilled trades and technology careers since 1994.

Each year, SkillsBC works with its expansive network of partners made up of government, industry, labour and educators to unite 600 volunteers in communities across BC to offer, what is projected in 2016-17 to be, over 30,000 students with hands-on and engaging opportunities to explore in-demand careers while providing valuable educational and industry connections.

OUR VALUES

Skills Canada BC programs address key issues faced by industry today:

- **Skills Gap/Shortage:** Programs that work towards creating a skilled labour force ready to fill in-demand jobs throughout the province.
- **Social License:** Connecting industry directly to students, educators and to communities across BC.
- **Youth Engagement:** Opportunities for BC's students to explore and pursue trades & technology careers.
- **Create Excitement:** Specifically about skilled trades careers.
- **Reach:** First Nations, women and youth with barriers.

2016/17 BY THE NUMBERS

30,000+ BC Students	Will participate in SkillsBC programs & activities in 2016/17.
2000+ Competitors	Students from BC's K-12 and post-secondary schools will vie for Gold.
600+ Volunteers	From BC communities work with SkillsBC.
150+ Schools	From BC communities work with SkillsBC.
20 + Years	Affiliated private & public K- 12 and post-secondary schools.



Our Influence...



"TELUS is pleased to partner with Skills Canada BC to support the youth of British Columbia in their pursuit of technology and skills-based careers. Being part of building the workforce of tomorrow is important to TELUS and to the future success of our province." Sandy Innes, Vice President HR Business Support

Sponsorships at a Glance...

SkillsBC offers partners innovative and customizable sponsorship opportunities that will compliment your organization's brand, as well as your commitment to youth, students, educators and communities.

BRANDING LEVELS		PROGRAM HOSTS	
*Platinum Level	\$50,000+	*Skills BC Host Partner (1 Exclusive)	\$100,000+
		*InSPIRE Host Partners (4 Partners Max.)	\$50,000+
*Elite Level	\$25,000+	*First Hand/Try-a-Trade Activities (2 Partners Max.)	\$25,000+
*Gold	\$15,000+	*School Bus Hosts (4 Partners Max.)	\$15,000+
		*Young Women's Conference (4 Partners Max.)	
*Silver Level	\$10,000+	N/A	
Bronze Level	\$ 5,000+	N/A	
Pathway Level	\$ 1,500+		

**Branding levels may be applied as stand alone recognition opportunities, or may be combined as part of Program Host Sponsorships.*



"Encana strives to be a good neighbour by working with communities to understand and support their needs. In British Columbia, we invest in educational programs like Skills Canada BC to provide meaningful opportunities for local youth and to support the development of a skilled and sustainable workforce for the oil and gas industry in the communities where we operate."
 Scott Springman, Community Involvement Advisor Encana



(\$50,000+)

Platinum Level Branding may be applied as a stand alone recognition opportunity, or may be combined as part of a Program Host partnership.

PSCC SPECIFIC

- Inclusion in Provincial Skills Canada Competition (PSCC) media campaign
- One full page ad in prime location in the PSCC event guide
- Logo on provincial & regional competition posters distributed online to schools province-wide
- Full page ad in 2017 Community Report
- Logo on Provincial & Regional tshirts
- Logo on Partners' Page of Event Guide
- Logo on PSCC signage throughout event
- Logo on multimedia screen during event
- One 10 x 10 sq.ft. exhibit space/ Try-aTrade space
- Medal presentation at the Closing Ceremonies
- Invitation to all VIP events
- Display of partner provided corporate banner throughout competition site (Max. 500 sq. ft.)

ON-GOING BRANDING

Platinum Level Recognition for 2017

Website Recognition:

- Rotating logo homepage
- Linked Logo on Partners Page
- Corporate message on Partners' Page

Social Media:

- Youtube: Partner provided content uploaded
- Twitter: Partner provided tweets & will follow partner
- Facebook: Place unique promotional ad or offer

- 6 guest invitations to all VIP events
- Promotional: Able to use all SkillsBC logo/ media in promotional materials as it relates to partnership
- Co- merchandising of any branding materials
- Provide industry specific content (print/ electronic) to the InSPIRE program

Opportunity to customize your recognition according to your organization's corporate social responsibility needs.



(\$25,000+)

Elite Level Branding may be applied as a stand alone recognition opportunity, or may be combined as part of a Program Host partnership.

PSCC SPECIFIC

- One full page ad in the 2017 event guide
- Logo on provincial & regional competition posters distributed online to schools province-wide
- Logo on Provincial & Regional tshirts
- Logo on Partners' Page of Event Guide
- Logo on PSCC signage throughout event
- Logo on multimedia screen during event
- One 10 x 10 sq.ft. exhibit space/ Try-a-Trade space
- Medal presentation at the Closing Ceremonies
- Invitation to all VIP events
- Display of partner provided corporate banner throughout competition site -(Max. 300 sq. ft.)

ON-GOING BRANDING

- Elite Level Recognition for 2017
- Website Recognition:
 - Rotating logo homepage
 - Linked Logo on Partners' Page
- Social Media:
 - Twitter: Partner provided tweets & will follow partner
 - Facebook: Link
- 4 guest invitations to all VIP events
- Promotional: Able to use all SkillsBC logo/ media in promotional materials as it relates to partnership
- Co- merchandising of any branding materials
- Provide industry specific content (print/ electronic) to the InSPIRE program

Opportunity to customize your recognition according to your organization's corporate social responsibility needs.



(\$15,000+)

Gold Level Branding may be applied as a stand alone recognition opportunity, or may be combined as part of a Program Host partnership.

PSCC SPECIFIC

- Half page ad in the 2017 event guide
- Logo on provincial & regional competition posters distributed online to schools province-wide
- Logo on Provincial & Regional tshirts
- Logo on Partners' Page of Event Guide
- Logo on PSCC signage throughout event
- Logo on multimedia screen during event
- One 10 x 10 sq.ft. exhibit space/ Try-a-Trade space
- Invitation to all VIP events
- Display of partner provided corporate banner throughout competition site (Max. 200 sq. ft.)

ON-GOING BRANDING

- Gold Level Recognition for 2017
- Website Recognition:
 - Rotating logo homepage
 - Linked Logo on Partners' Page
- Social Media:
 - Twitter: Follow partner
- 2 guest invitations to all VIP events
- Promotional: Able to use all SkillsBC logo/ media in promotional materials as it relates to partnership
- Co- merchandising of any branding materials
- Provide industry specific content (print/ electronic) to the InSPIRE program

Opportunity to customize your recognition according to your organization's corporate social responsibility needs.



(\$10,000+)

Silver Level may be applied as a stand alone recognition opportunity, or may be combined as part of a Program Host partnership.

PSCC SPECIFIC

- Quarter page ad in the 2017 event guide
- Logo on Provincial tshirts
- Logo on Partners' Page of event guide
- Logo on PSCC signage throughout event
- One 10 x 10 sq.ft. exhibit space/
Try-a-Trade space
- Logo on multimedia screen during event
- Invitation to all VIP events
- Display of partner provided corporate banner throughout competition site (Max. 150 sq. ft.)

ON-GOING BRANDING

- Silver Level Recognition in 2017
- 1 guest invitation to all VIP events
- Website Recognition:
 - Logo on Partners' Page
- Social Media :
 - Twitter: Follow partner
- Provide industry specific content (print/
electronic) to the InSPIRE program

Opportunity to customize your recognition according to your organization's corporate social responsibility needs.



(\$5,000+)

PSCC SPECIFIC

- Logo on Partners' Page of event guide
- One 10 x 10 sq.ft. exhibit space/
Try-a-Trade space
- Invitation to all VIP events
- Display of partner provided corporate banner
(Max. 50 sq. ft.)
- Logo on PSCC signage throughout event
- Logo on multimedia screen during event

ON-GOING BRANDING

- Bronze Level Recognition in 2017
- Website & Social Media Recognition:
 - Logo on Partners' Page
 - Twitter: Follow partner
- 1 guest invitation to all VIP events
(print /electronic) to the InSPIRE program



(\$1,500+)

PSCC Specific

- Logo on Partners' Page of event guide
- One 10 x 10 sq.ft. exhibit space/
Try-a-Trade space
- Logo on PSCC signage throughout event

SkillsBC Suppliers

(IN KIND PARTNERSHIPS*)

Three levels of in-kind partnerships are available for partners.
Combinations of cash and in-kind partnerships are also available.

GOLD IN KIND INVESTMENT: \$15,000+

- Logo on Partners' Page in PSCC Event Guide
- Corporate name on SkillsBC signage at PSCC
- Logo on multimedia screen at PSCC
- Linked Logo on Partners' Page of the SkillsBC website
- Partner supplied banner in 1 contest area (Max. 150 sq.ft.)

SILVER IN KIND INVESTMENT: \$10,000+

- Corporate name on Partners' Page in PSCC Event Guide
- Corporate name on SkillsBC signage at PSCC
- Logo on multimedia screen at PSCC
- Logo on Partners' Page on Partners' Page of the SkillsBC website
- Partner supplied banner in 1 contest area (Max. 100 sq.ft.)

BRONZE IN KIND INVESTMENT: \$5,000+

- Corporate name on Partners' Page in PSCC Event Guide
- Logo on multimedia screen at PSCC
- Logo on Partners' Page on Partners' Page of the SkillsBC website
- Partner supplied banner in 1 contest area (Max. 50 sq.ft.)

* In-kind donations are divided into two categories:

- a. **Consumable** - partner is recognized for 100% of the retail value of the product, as the product is given wholly to SkillsBC.
- b. **Non-consumable** - partner is recognized for 20% of the retail value of the product, as the partner retains sole ownership of the product post - event.



The InSPIRE program is a unique in-school presentation program that provides BC teachers and students from grades 6 - 12 with a new perspective on skilled trades and technology careers through engaging and thought-provoking activities.

Presentations not only link classroom subjects and students' passions with skilled trade and technology careers, they also provide useful educational and industry resources to help with further exploration of career options.

During the presentations students participate in hands-on activities, watch and listen to apprentices and/or industry professionals in Discover SkillsBC produced videos and be inspired' by guest speakers (whenever possible).

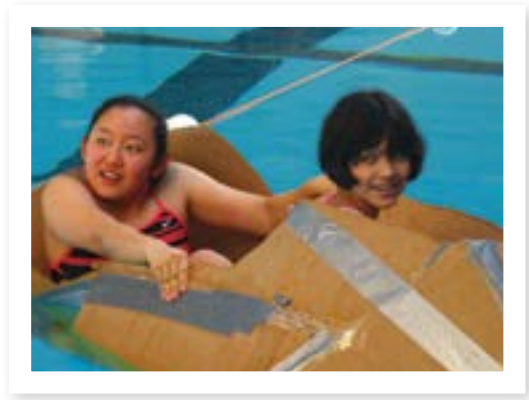


Other SkillsBC Programs & Branding Opportunities

Cardboard Boat Races

Teams of students, armed with duct tape and cardboard, construct vessels that must float and carry a minimum of 1 passenger. Each team has 2 hours to complete boat construction, after which the teams race their boats across a pool.

The focus of the Boat Races is to provide students with opportunities to experience and explore STEM (Science, Technology, Engineering, Math) based careers.



Pathway to Careers

SkillsBC in partnership with education and industry professionals host the largest trades & technology career fair each year at the SkillsBC Provincial Competition.

Thousands of BC students are able to explore educational and career resources while networking with industry professionals. Students are also able to experience trades and technology careers through first hand activities provided in a safe and engaging environment.

Conference for Women

SkillsBC, the IBEW, BCIT, and Fortis hosted the 4th Annual Skilled Trades & Technology Career for Women in 2016.

During this annual event, 90 young women explored Trades and Technologies through a variety of activities that allowed them to network with women mentors who have found success in trades and technology careers.





Please contact us for more information about how you can support skills development in BC and align your brand with SkillsBC programs:

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Email: bc@skillscanada.com

skillscanada.bc.ca



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