



Sponsorship Guide 2021/22

Table of Contents

<u>PARTNERSHIP LEVELS</u>	<u>3</u>
<u>SKILLS CANADA BC'S (NEWSLETTERS/E-BLASTS).....</u>	<u>3</u>
<u>ONLINE CHALLENGE SERIES</u>	<u>3</u>
<u>INSPIRE OPEN SOURCE LEARNING PORTAL FOR EDUCATORS.....</u>	<u>3</u>
<u>SCBC NEWSLETTERS</u>	<u>4</u>
<u>KAHOOT (ONLINE TRIVIA GAMES)</u>	<u>4</u>
<u>WOMEN IN TRADES INITIATIVES.....</u>	<u>4</u>
<u>REGIONAL OPPORTUNITIES AND SPONSORSHIP ALLOCATION</u>	<u>4</u>
<u>JOB OPPORTUNITIES SECTION ON WEBSITE</u>	<u>4</u>
<u>ALUMNI SPECIAL PROJECTS</u>	<u>5</u>
<u>(BURSARIES OR SCHOLARSHIPS)</u>	<u>5</u>
<u>OTHER.....</u>	<u>5</u>

Partnership Levels

- \$2,500 Pathway
- \$5,000 Bronze
- \$10,000 Silver
- \$15,000 Gold
- \$25,000 Elite
- \$50,000 Platinum

Skills Canada BC's (Newsletters/E-Blasts)

Skills Canada BC has a large email/newsletter distribution list (10,000 contacts) comprised of students, educators, parents, industry, labour and government partners.

Online Challenge Series

(\$2,500 - \$5,000 depending on marketing/promotion plan)

- Become an "Online Challenge" host, judge, sponsor.
The "Online Challenges" are promoted to SCBC's target audience via e-blasts, social media channels, website and digital platforms.
<https://skillscanada.bc.ca/trades-and-tech-digital-challenges/>

Inspire Open Source Learning Portal for Educators

(\$2,500)

- Provide Industry videos for the Inspire Learning Portal Web page under "Career Videos":
<https://skillscanada.bc.ca/inspire-information-portal/>
- Email blast to educators with the link with your organization's messages/videos for educators regarding career opportunities.
- Add messaging/information to PowerPoints with focused slide, video, or specific messaging. TBD.
<https://skillscanada.bc.ca/Reports/Inspire/SCBC-Inspire-Online-School-PPT-May-2020-1.mp4>
- Logo on the Inspire Classroom Trades presentation materials. (approximately 12,000 - 15,000 students reached per year).

SCBC Newsletters (\$2,500)

- Newsletter feature story or video presentation sent via e-blast
- Links to your organization's content
- Analytics to show click throughs, time spent on page, analytics.
- 10,000+ contacts comprised of students, parents, educators, industry, labour & government partners.

Kahoot (Online Trivia Games) (\$2,500)

- Create questions and answers for an online Kahoot game including some key messages that you would like to include. For example, Myths about careers in your sector? Expected trends in careers? Send out quiz game via e-blast.
https://kahoot.it/challenge/c89191d6-0519-4a3d-b557-1ea11d15b8f1_1601747012355

Women in Trades Initiatives (\$2,500 - \$10,000 per event depending on number of participants)

- Women in Trades Initiatives
- SCBC can promote your organization through its Women's Initiatives through its newsletters, e-blasts, videos and personal storytelling, social media/digital platforms and can target specific regions if desired.

Regional Opportunities and Sponsorship Allocation (\$2,500 - \$10,000 range)

- Regionals Skills 2021 competitions **(February and April)**
**2021 Regional competitions are being hosted in classroom cohorts, remote settings and/or virtual spaces.*
- Provincial skills competitions **(February to May)**
** Provincial competitions are being hosted in classroom cohorts, remote settings and/or virtual spaces.*

Job Opportunities Section on Website (\$2,500)

- Special recruiting for your organization that Includes videos, links or any relevant information your organization would like to provide to educators and students.
<https://skillscanada.bc.ca/job-opportunities/>
- Other, as identified.

Alumni Special Projects
(\$2,500)

- Team up with Skills Canada BC Alumni for video interview. (Trades/competition related to your organization's career opportunities).
- Skills Canada BC Alumni could discuss "Careers with your organization" on video.
- Link an Alumni and trades competition relevant to your organization on one of Skills Canada BC's digital platforms.

(Bursaries or Scholarships)
(TBD)

- Create specific bursaries or scholarships on behalf of your organization.

Other

- Skills Canada BC is open to discussing any ideas your organization may have for creating a successful partnership in the year ahead.