



## **Sponsorship Guide**

**Skills Canada BC**

**Working Together in 2022**

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## Sponsorship Levels

- \$2,500 Pathway
- \$5,000 Bronze
- \$10,000 Silver
- \$15,000 Gold
- \$25,000 Elite
- \$50,000 Platinum
- \$100,000 Diamond

## Skills Canada BC

There are no limitations on how Skills Canada BC and your organization can work together in the year ahead. Rather, the activities listed below may serve as a starting point for discussions on how our organizations could work together to build out a strong marketing and promotional plan to help you reach your target audience vis-a-vie engagement with Skills Canada BC and the 2022 competition season, online challenges and in-school programming.

### Skills Canada BC – Competitor Breakfast Event

**May 25, 2022**

**(\$10,000 - \$25,000)**

To be held at the Marriott Hotel (Vancouver) May 25, 2022 (the morning of the Opening Ceremonies that kick off the Nationals 2022 competition). Speaking opportunities and excellent professional recruitment and prospecting opportunities.

### Skills Canada BC – “Pizza Night” for Competitors, Parents & Tech Chairs

**May 26, 2022**

**100 – 125 Person Event**

**(\$10,000 - \$25,000)**

To be held at the Vancouver Convention Centre on May 26, 2022 (the first evening of the Nationals 2022 competition). Speaking opportunities and an unparalleled marketing opportunity to reach student prospects, connect with parents and network with National Technical Chairs from around the province.

### Skills Canada BC’s (Newsletters/E-Blasts)

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

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

### **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).

### **Regional Sponsorship Opportunities (Customized Partnership Opportunity)**

**(\$2,500 - \$25,000 range)**

Regionals Skills BC 2022 competitions **(February & March 2022)**

### **Provincial Opportunities (Customized Partnership Opportunity)**

**(\$2,500 - \$25,000 range)**

Provincial Skills BC 2022 competitions **(April 2022)**

### **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](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.

### **Job Opportunities Section on Website** **(\$2,500 - \$10,000)**

- 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.