

Skills Canada British Columbia

2023 Sponsorship Guide



About Skills Canada BC

Supporting the next generation of skilled trades and technology leaders.

Skills Canada BC helps prepare British Columbia's youth for the highly skilled economy of tomorrow through competitions, in-school programs, online challenges, and young women's conferences. With 27 years of experience, Skills Canada BC is a province-wide organization with grassroots connections across the province - fosters connections within communities, and facilitating exposure to trades, technology, and career opportunities for youth.

In the next 10 years, it's estimated that a million jobs are expected to open up in BC, and Trades & Technology careers are high on the list. You can become help tomorrow's skilled trades and technology leaders through your sponsorship!

Become a Sponsor today: contact Executive Director, Elaine Allan at elaine@skillscanada.bc.ca for further information.





Your Impact

Skills Canada BC partners with many schools and communities across British Columbia to help today's youth become tomorrow's skilled trades and technology leaders. Sponsorship has been extremely influential, helping approximately a million students to date, that have competed and participated in regional competitions provincial competitions, and programs and challenges throughout the province.

SPONSORSHIP BENEFITS

When you become a Skills Canada BC sponsor...

- You can connect with spectators, educators and students from around the Province.
- Your organization can connect with prominent leaders and influencers in British Columbia's skilled trades and technology sectors.
- You can elevate your brand by being included in our printed and digital communications, materials such as signage, newsletter, website, social media and other channels.
- You could become part of the team that creates competition scope documents and judging criteria for future challenges and competitions.
- You will help inspire the next generation of BC talent by showing your support and commitment.

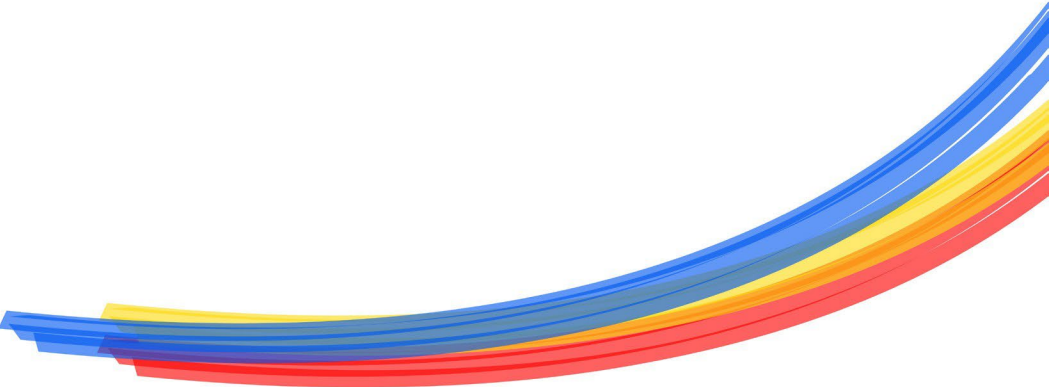


Provincial Sponsorship Opportunities

This sponsorship plan outlines a variety of options for your review. We can also customise your sponsorship experience and discuss any ideas your organization may have for creating a successful partnership in the year ahead.

SPONSORSHIP LEVELS

\$1,000.....	Motivator
\$1,500.....	Contributing Partner
\$2,500.....	Pathway
\$5,000.....	Bronze
\$10,000.....	Silver
\$15,000.....	Gold
\$25,000.....	Elite
\$50,000.....	Platinum



PROVINCIAL SKILLS CANADA COMPETITION RECOGNITION DETAILS

	Provincial Skills Canada Competition						Regional & Provincial Competitions (2023)	
	Motivator \$1,000	Contributing Partner \$1,500	Pathway \$2,500	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Elite \$25,000	Platinum \$50,000
Logo on Provincial signage throughout the event	✓	✓	✓	✓	✓	✓	✓	✓
Website – Logo on Sponsors' page	✓	✓	✓	✓	✓	Linked logo	Linked logo	Linked logo & Message
One 10 x 10 sq. ft. exhibit space or Try-a-Trade space			✓	✓	✓	✓	✓	✓
Social Media – Sponsor messaging/promotion				✓	✓	✓	✓	✓ Sponsor & Twitter follow partner
Invitation to VIP event (networking VIP lunch)				✓	✓	✓	✓ With 2 guests	✓ With 4 guests
Display of sponsor provided corporate banner				Max. 50 sq. ft.	Max. 100 sq. ft.	Max. 150 sq. ft.	Max. 200 sq. ft.	Max. 300 sq. ft.
Logo on multimedia screen during event (Closing medal ceremonies)				✓	✓	✓	✓	✓
Email Marketing connecting with Skills Canada BC's networks					1 eblast	2 eblasts	2 eblasts 1 video interview	2 eblasts, 1 video interview, 1 podcast interview.
Partner recognition (acknowledgment during VIP event, medal ceremonies)					✓	✓	✓	✓
Logo on T-shirts						Provincial shirts	Provincial & Regional shirts	Provincial & Regional shirts
Speaking Opportunities							Provincial Medal Ceremony	Partner's Luncheon & Provincial Medal Ceremony
Sponsorship Recognition throughout 2023 (According to level)					✓	✓	✓	✓
Opportunity to further discuss/tailor ongoing sponsorship opportunities						✓	✓	✓
Promotional Item and information handout Opportunities at Provincials							✓	✓
Logo on online Regional/Provincial competition posters in schools								
Ability to use Skills Canada BC logo/media in promo materials related to sponsorship							✓	✓
Co-merchandising of any branding materials								
Relevant Sponsor-provided content uploaded to website								✓

All sponsorship levels have the opportunity to further discuss/tailor the specific sponsorship opportunities above as well as other opportunities such as: Online challenges, Inspire Educator Portal, become a member of the Provincial Technical Committee, Become a competition judge, Assist with running Provincial 2023 competition, Access to competitors, ability to schedule site tours to competitors.



SKILLS CANADA BC ONLINE CHALLENGES

Skills Canada BC hosts a series of online challenges that students can do from home or at school. Use social media to explore the world of skilled trades and technology through a series of online challenges!

These online challenges are available to be sponsored per challenge, or as a series.

[Click here to learn more](#)

Link - <https://skillscanada.bc.ca/inspire-information-portal/>

[Click here to download our e-workbook](#)

IN-SCHOOL PROGRAMS

Skills Canada BC delivers the Inspire! Program to over 15,000 students (Grade 6 to 10) students every year across the province. Inspire! is a one hour, in-school program that uses compelling video content and hands-on activities to encourage students to explore careers in the trades/technology fields and pathways to apprenticeships that they may never otherwise consider.

The In-School programs are available to be sponsored.

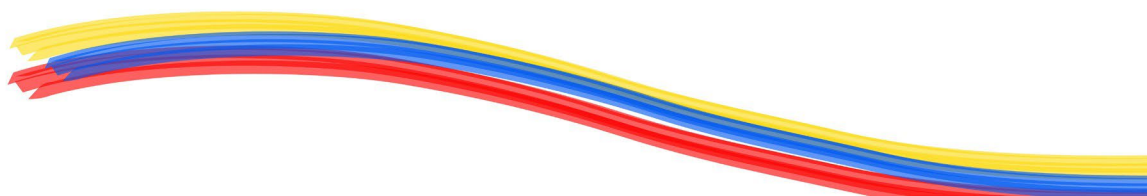
[Click here to learn more](#)

Link - <https://skillscanada.bc.ca/programs/inspire/>

[Click here to download our e-workbook](#)

BECOME A SKILLS CANADA BC SPONSOR TODAY!

Go to skillscanada.bc.ca or reach out to Elaine Allan at elaine@skillscanada.bc.ca



Thank you for our 2022 sponsors

GOVERNMENT SPONSORS:

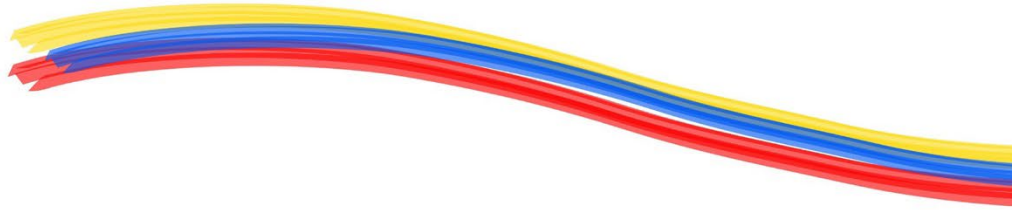


PLATINUM SPONSORS:



To discover all our 2022 sponsors, go to: <https://skillscanada.bc.ca/sponsorship-opportunities-customized-sponsorship-packages-become-a-sponsor/sponsor-listing/>

Like so many organizations Skills Canada BC was impacted by the pandemic. We want to thank those sponsors for helping Skills Canada BC navigate the uncertainties during the pandemic over the last few years. Skills Canada BC is looking forward to working with our existing sponsors and potential new sponsors in 2022 as we move back to the Provincials in person at the Tradex in Abbotsford April 19, 2023.



Our Network

The Skills Canada BC reach spans across many channels. We are active on this list of social media channels with high engagement.



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