



2027 SPONSOR AND PARTNERSHIP GUIDE

WWW.SKILLSCANADA.BC.CA



A letter of Season's Greetings!

Another year. Another opportunity to make a difference.

Throughout history, every generation has been asked to develop and build something. Today is no exception. Some will build businesses, some will build communities, some will develop technologies, and some will innovate. They will all shape the way we live.

The question isn't about if the next generation will build a new British Columbia, it's will we give them every opportunity to succeed at what they do?

At the time of writing this, our province is facing one of the greatest workforce transitions in its history. Industries are evolving faster than ever. New technologies are emerging. Demand for skilled talent and specialized services continues to grow across every region of our province.

Time is moving forward and “the future” we speak about will not wait. Neither will we our team at Skills Canada BC, .

During our 2026 season, SCBC welcomed over 7500 attendees to our large Provincial Competition and Pathway to Careers Showcase (“Provincials”). Through our 13 Regional Competitions, year-round school engagement, Try-A-Skill experiences, and new outreach & donation initiatives, we will continue this 2027 season connecting thousands of BC students with opportunities they may never have otherwise discovered.

One opportunity we've been grateful for, is that our TEAM BC once again demonstrated the strength of our province in Toronto at the 2026 National Championships. Over 4 days of events and 2 days of competition, in 45 categories we earned 10 Gold Medals and 27 medals overall.

Those numbers matter a lot, they are our proof some of this effort is working. But what matters even more are the stories behind the proof. They're the students who discover they're a natural at something. The teacher who stays after school because they see potential. The employer who gives a young person their first opportunity at greatness. The story of the parent who watches their child find direction in their life. That's what we're really here building.

Every partnership represented on these pages is an investment in people. Not just for next year's competition, but for the next generation of builders, makers, creators, innovators and problem-solvers who will shape British Columbia long after many of our own careers have ended.

Come join the SCBC movement.

Don't know us yet? We are Skills Canada BC.

For more than 30 years, Skills Canada British Columbia has been connecting young people with meaningful futures in skilled trades and technologies.

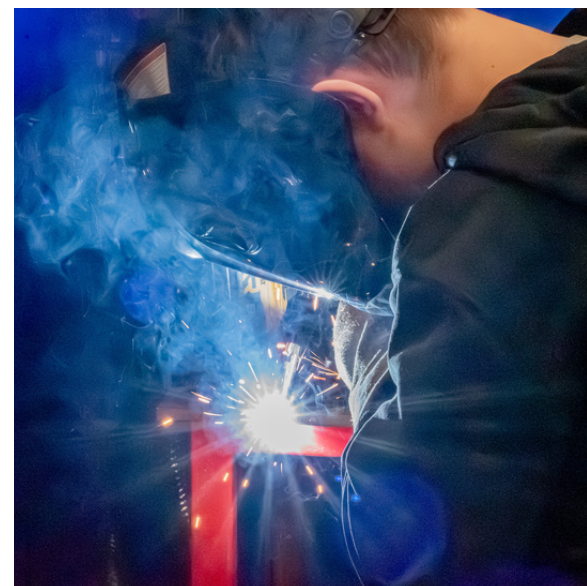
As a registered charitable organization, we work alongside educators, industry, government, Indigenous communities, and volunteers to help students discover careers they may never have imagined for themselves.

Every year, Skills Canada BC connects thousands of students with skilled trades and technologies through competitions, hands-on experiences, school programs, and province-wide outreach. These programs inspire career exploration, build confidence through hands-on learning, and connect students with meaningful opportunities beyond the classroom.

The result has been proven to create a stronger talent pipeline for British Columbia. A path that benefits students, employers, industries, and communities alike.

When you partner with Skills Canada BC, you're not simply supporting an event, you're helping build the workforce that will design, build, maintain, innovate, and lead the future of our province.

Together, we're building British Columbia's future, one purposeful career at a time.





Our 2026 scorecard...

2400+

2026 Competitors
Province-wide

7500+

Attendees at 2026
Provincials Competition

27/61

44% of National
Competitors
won medals in 2026

\$40,000+

In "Next Hands"
tool donations
through partnerships

13

Growing
regions with
competitions

1000+

Province-wide
Volunteers annually

120+

2026 in school
presentations

93

2026 Sponsors

400+

Provincial Attendees
attempted Try A Skill
Welding



"We are proud to partner with Skills Canada BC because their programs empower youth from across British Columbia with confidence, skills, and inspiration to pursue their future-ready personal and career goals."

**- Mark Reid, President -
Career Education Society of BC**

Sponsor & Partner Opportunities

In the following pages you'll find a selection of preset sponsorship opportunities designed to suit a range of interests and engagement levels. We also work with you directly to develop a customized partnership strategy that aligns with your goals & objectives to maximize impact for your investment in us.

Presenting

\$250,000+

Exclusive naming rights and a fully customized partnership with maximum visibility, strategic alignment and province-wide impact.

ONLY 1 PARTNERSHIP AVAILABLE

INCLUDES ALL LEVELS BELOW

Signature

\$100,000+

A flagship, year-round partnership with major brand presence, custom activations and strategic recognition across SCBC programs.

ONLY 1 PARTNERSHIP AVAILABLE

INCLUDES ALL LEVELS BELOW

Platinum

\$50,000+

Feature 200+ sq. ft. space or Try-a-Skill, Provincial and Regional shirt logos, plus top social, email, podcast and ceremony exposure.

INCLUDES ALL LEVELS BELOW

Elite

\$25,000+

Feature 200+ sq. ft. space or Try-a-Skill, Provincial and Regional shirt logos, social promotion, website content, one eblast and a Closing Ceremony role.

INCLUDES ALL LEVELS BELOW

Gold

\$15,000+

Pathway exhibit or Try-a-Skill area, Provincial T-shirt logo, social promotion, one luncheon seat and recognition at the luncheon and Closing Ceremony.

INCLUDES ALL LEVELS BELOW

Silver

\$10,000+

Pathway exhibit or Try-a-Skill area, one luncheon seat, plus logo recognition at the Partner Luncheon and Closing Ceremony.

INCLUDES ALL LEVELS BELOW

Bronze

\$5,000+

Pathway exhibit or Try-a-Skill area, one luncheon seat and Closing Ceremony recognition, plus event and website visibility.

INCLUDES ALL LEVELS BELOW

Pathway

\$2,500+

Pathway to Careers exhibit space or Try-a-Skill area, with logo recognition on event signage, multimedia screens and the SCBC website.

FOUNDATIONAL PARTNERSHIP LEVEL

Provincial Championships and Pathways to Careers Showcase

In both 2025 & 2026 respectfully our provincial showcase completely sold out. This season we've created a number of new ways to get involved and so don't forget to sign up early, space will be extremely limited in 2027.

Some updates for 2027:

- All "Elite" and higher levels receive a 200+ sqft custom booth footprint.
- Pathway "10 Ft" booths will vary in depth from 8'-10' depending on layout & location.
- Pathway sponsors will be allocated space based on availability and type.
- All Pathway booths come standard with 2 x chairs and 1 x 8' table

Extras & Add-ons

- Corner booth - \$500
- Prime Location Selection - \$500
- Double your footprint - \$2500
- Custom Booth - \$5000+
- Banner and Signage Add-ons

MANY TYPES OF PARTNERSHIP ARE AVAILABLE AND WE WANT TO WORK WITH YOU.



Sponsorship & Partner Benefits at a Glance

Each level includes all benefits below it.

Only 1 Presenting + 1 Signature available

200+ = Feature footprint (200+ sq. ft.) | 10 FT = Pathway footprint (8'-10' deep depending on layout)

BENEFIT	Presenting \$250K+	Signature \$100K+	Platinum \$50K+	Elite \$25K+	Gold \$15K+	Silver \$10K+	Bronze \$5K+	Pathway \$2.5K+
Event signage + multimedia screens	✓	✓	✓	✓	✓	✓	✓	✓
Website sponsor listing	✓	✓	✓	✓	✓	✓	✓	✓
Exhibit / Try-A-Skill footprint	200+	200+	200+	200+	10 FT	10 FT	10 FT	10 FT
Closing Ceremony recognition	✓	✓	✓	✓	✓	✓	✓	
Partner's Networking Luncheon seat(s)	10	6	4	2	1	1	1	
Partner's Luncheon recognition	✓	✓	✓	✓	✓	✓		
Social media promotion	✓	✓	✓	✓	✓			
Provincials shirts logo (500+pcs) Deadline - March 1 st , 2027	✓	✓	✓	✓	✓			
Regionals shirt logo (2000+ Pcs) Deadline - January 1 st , 2027	✓	✓	✓	✓				
Sponsor-provided website content	✓	✓	✓	✓				
Email/Newsletter promotion	✓	✓	✓	✓				
Closing Ceremony role	✓	✓	✓	✓				
Podcast feature / interview	✓	✓	✓					
Year-round presence + custom activations	✓	✓						
Exclusive naming rights	✓							



Choose where your support makes an impact, become a specialty partner

Each opportunity can stand alone or be added to a broader Provincials partnership package. Select the area that best aligns with your organization and inquire about any ideas you might have.

MOVE THE CROWDS

Arrival, access and navigation

Provincials Attendee Parking **\$12,500**

Helps offset attendee parking costs and supports a smooth arrival experience for visitors to Provincials. Includes some event signage and unlimited banner space for sponsor provided representation.

Provincials School Bus & Parking **\$25,000**

Supports school transportation and bus parking so more students can experience the event in person. Promoted to all 90+ schools that apply for subsidy along with social media and event promotion.

Official Traffic Control **\$3,500**

Work with our team to have your brand represented as our "Official Traffic Control", this allows for unlimited outdoor signage and alignment on our traffic plan.

Digital Map & Floorplan **\$3,000**

Connects your brand with the digital guide attendees use to find competitions, exhibits and event services.

FUEL THE DAY

Food, hospitality and connection

Outdoor Patio Food Zone **\$6,500**

Supports the outdoor food and seating area where attendees can recharge, gather and connect. Large spaces for sponsor supplied banners and signage, including social media recognition.

Provincial Competitor Lunches **\$5,000**

Helps provide lunch for Provincial competitors during a demanding day of competition. Includes opportunity for sponsor branded logo placement on lunch packages and signage.

Volunteer Lunches **\$6,500**

Helps feed the volunteers whose time and expertise make the Provincial event possible. Includes opportunity for sponsor branded logo placement on lunch packages and signage.

Partner's Networking Luncheon **\$3,000+**

Supports the networking lunch for SCBC partners and invited guests. \$5,000 when paired with a Pathway booth. Also includes speaking opportunity and recognition during luncheon.

BACK THE EXPERIENCE

Participant support and memorable moments

Quiet Space **\$8,000**

Supports a calm, low-stimulation area for competitors and guests who need a break from the event floor. This is planned as a covered outdoor environment, and signage and banner placement is available.

Closing Ceremony Presenter **\$5,000**

Connects your organization with the celebration of competitors, medalists and the conclusion of Provincials. Signage and Banner placement is available and on stage recognition is included.

2027 Official T-Shirts & Apparel Sponsor **\$15,000**

Aligns your brand with official 2027 event apparel worn across the Skills Canada BC community. This is somewhat custom however offers very good broad exposure.

SCBC Swag Partner **\$4,000+**

Supports approved branded items placed directly in the hands of competitors, volunteers or attendees.

PUT YOUR NAME ON IT

Flexible and accessible ways to contribute

In-kind Supplies & Materials **\$500+**

Provide approved tools, materials, equipment or services that directly support competitions and event delivery.

Contributing Partner **\$1,500+**

This is a CASH donation value and an accessible investment that supports event delivery and places your organization within the 2027 partner community.

Category Awards **\$1,000+**

Support awards in a specific competition category and align with the students, skill and industry most relevant to you. This award recognizes our Gold Medalist in each supported category a \$500 cash prize to help toward funding their National competition journey and efforts.

Have another idea? SCBC can develop a custom opportunity around your goals.



Competition Area Sponsorship

For partners who want to be directly in the action.

COMPETITION SPONSOR \$3,000+

Cash or approved in-kind value

- Official recognition within the competition area.
- Unlimited sponsor-produced banners throughout the space.
- Direct alignment with the skill and industry you serve.
- Approved materials, supplies or equipment may qualify in lieu of cash.

A direct way to strengthen the competition itself.

COMPETITION PLUS \$5,000+

Competition sponsorship + curated presence

- Includes all Competition Sponsor benefits.
- Customized standard booth or Try-A-Skill space within the competition area.
- Opportunity to demonstrate tools, equipment, careers or technology.
- Meaningful engagement with competitors, educators and visitors.

Your organization becomes part of the competition experience.



Come join the SCBC movement!



For inquiries please contact:

Mike Ford

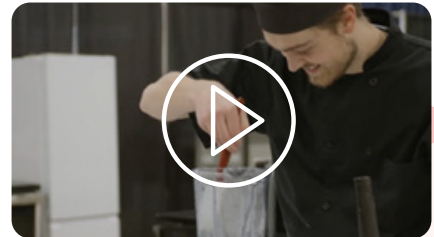
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Watch the Skills Canada BC Provincial highlight video to get a sneak peek of the experience

[Watch Now](#)

Thank you for supporting us, it actually makes all the difference.



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