



SkillsCompétences  
Canada **Ontario**

**2019/20**  
**SKILLS ONTARIO**  
**PARTNERSHIP**  
**OPPORTUNITIES**

# Get Involved with Skills Ontario Programs and Competitions



- In-School Presentations
- First Nations, Métis, and Inuit (FNMI) Initiatives



- Young Women's Career Exploration Events



- Cardboard Boat Races and Video Challenges



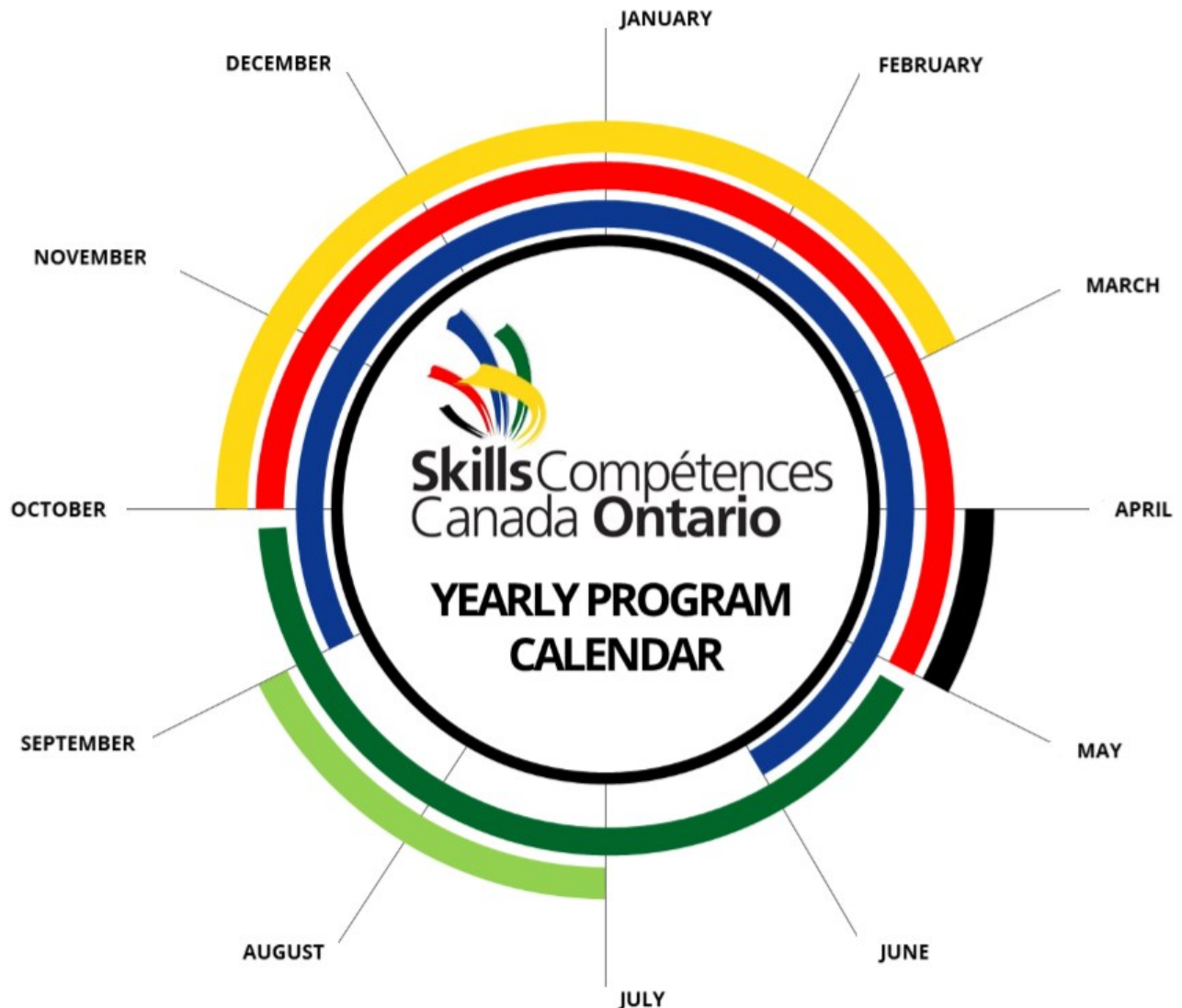
- Skills Ontario Qualifying Competition
- Skills Ontario Competition
- Elementary Technology Activity Day
- Career Exploration Showcase
- Young Women's Conferences
- First Nations, Métis, and Inuit Conference



- Skills Ontario Summer Camps (including All-Boys', All-Girls', Francophone, and FNMI-focused Summer Camps)



- Skills Ontario Program Planning Cycle



# Why Partner with Skills Ontario Programs and Competitions?




 The Skills Ontario Competition is **Canada's largest** skilled trades and technologies competition

Over **37,000 spectators** visit the Skills Ontario Competition 

 **60** out of 76 school boards in the province are affiliated with Skills Ontario

**22** out of 24 colleges in the province are affiliated with Skills Ontario 

 An audience of over **125,000 students** are reached through our In-School Presentations every year

Over **3,000 young women** have participated in our Young Women's Initiatives 

 Over **10,000 Indigenous youth** have participated in Skills Ontario programming since 2014

**30 years** of Skills Ontario has established strong programs and relationships with communities across the province 

 Partners have **valuable, exclusive opportunities** to interact with students and educators about employment prospects

# SUMMARY OF SKILLS ONTARIO PARTNERSHIP OPPORTUNITIES

	<b>PREMIUM</b> \$50,000	<b>PLATINUM</b> \$35,000	<b>GOLD</b> \$25,000	<b>SILVER</b> \$15,000	<b>BRONZE</b> \$10,000
	<b>Ask about additional recognition for this level</b>				
<b>HOSTING TITLE TO A SKILLS ONTARIO PROGRAM OR EVENT</b>	1 Program/Event with Speaking Opportunity				
<b>LOGO ON SKILLS ONTARIO WEBSITE</b>	Including link to your website	Including link to your website	Including link to your website	Including link to your website	Logo Only
<b>LOGO ON WEBSITE FOOTER</b>	✓	✓			
<b>IN-SCHOOL PRESENTATION</b>	✓	✓	✓		
<b>CO-HOSTING TITLE(S) TO SKILLS ONTARIO COMPETITION CONTEST(S)</b>	Your choice of 2 contests	Your choice of 2 contests	<b>OR</b> Your choice of 2 contests	Your choice of 1 contest	Your choice of 1 contest
<b>CAREER EXPLORATION SHOWCASE</b>	4 Showcase Booths with Preferential Location	3 Showcase Booths with Preferential Location	2 Showcase Booths	1 Showcase Booth	1 Showcase Booth
<b>ADVERTISING IN ANNUAL PROGRAM GUIDE</b>	Full Page	Half Page	Quarter Page		
<b>ADVERTISING IN ANNUAL COMPETITION GUIDE</b>	Full Page with Premium Location	Full Page with Premium Location	Full Page	Half Page	Quarter Page
<b>E-NEWSLETTER</b>	Opportunity to have your Company profiled	Opportunity to have your Company profiled	Opportunity to have your Company profiled		
<b>LOGO RECOGNITION ON ELECTRONIC SIGNS AT THE SKILLS ONTARIO COMPETITION</b>	✓	✓	✓	✓	Name Only
<b>OPPORTUNITY TO HANG BANNERS AT THE SKILLS ONTARIO COMPETITION</b>	1 Banner in a high visibility area Banner(s) on co-hosted contest sites	1 Banner in a high visibility area Banner(s) on co-hosted contest sites	1 Banner in a high visibility area Banner(s) on co-hosted contest sites	Banner(s) on co-hosted contest sites	Banner(s) on co-hosted contest sites
<b>OPPORTUNITY TO INSERT PROMOTIONAL MATERIAL IN COMPETITORS BAGS</b>	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA INVOLVEMENT</b>	✓	✓	✓		
<b>INVITATION TO ACT AS A MEDAL PRESENTER AT THE 2020 CLOSING CEREMONY</b>	✓	✓			

## **TIERED PARTNERSHIP LEVELS**

**(Benefits are inclusive of multiple programs and competitions)**

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## **COMPETITION PARTNERSHIP OPPORTUNITIES**

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**SkillsCompétences**  
Canada **Ontario**



# **TIERED PARTNERSHIP LEVELS**

**PREMIUM**

**PLATINUM**

**GOLD**

**SILVER**

**BRONZE**



# PREMIUM PARTNER

**\$50,000 VALUE**

## HIGHLIGHTS OF PREMIUM PARTNER BENEFITS

### SKILLS ONTARIO COMPETITION - May 4, 5, 6, 2020

- Opportunities to provide job offers to medallists of chosen contests
- Four (4) complimentary Career Exploration Showcase booths at the Skills Ontario Competition
- Premium Location - Full-page advertisement in the Skills Ontario Competition Guide
- Opportunity for prominent banner placement
- Opportunity for a representative to speak at the Competition Breakfast or Skills Ontario Competition Closing Ceremony

### IN-SCHOOL PRESENTATIONS

- Logo placement in all "What's Out There in the Skilled Trades and Technologies?" In-School Presentations

### PROMOTIONAL OPPORTUNITIES

- Premium Location - Full-page advertisement in the Skills Ontario Program Guide
- Skills Ontario to host a promotional video on our website's main page
- Opportunity for presence at the Skills Ontario Competition Recruitment Fair

## Premium Partners



Partners in Powerful Communities



ArcelorMittal  
DOFASCO | HAMILTON



Haas Factory Outlet  
A Division of Sirco Machinery Company, Ltd.



CENTENNIAL  
COLLEGE



## SKILLS ONTARIO COMPETITION

Attended by 37,000 visitors each year

- ◇ 2,400 individual competitors each year in
- ◇ 68+ unique skilled trade and technology contests

### LOGO PLACEMENT ON:

- All electronic signs at the Skills Ontario Competition
- Skills Ontario Competition related advertisements
- Skills Ontario Competition Guide
- All Skills Ontario Competition floor plans
- The Skills Ontario Competition flyer
- The Closing Ceremony PowerPoint

### PROMOTIONAL OPPORTUNITIES:

- Promotional insert in the Skills Ontario Competition competitor bags

### NETWORKING OPPORTUNITIES:

- Invitation for representatives to attend the VIP Breakfast
- Invitation for representatives to attend the VIP Closing Ceremony Breakfast
- Opportunity to act as a medal presenter at the Skills Ontario Competition Closing Ceremony

### BRAND RECOGNITION:

- Co-hosting title of two (2) Skills Ontario Competition Contests
  - ◇ Opportunity for banner recognition on the contest site
  - ◇ Logo on the contest scope
  - ◇ Logo recognition on contest-specific electronic signs
- Opportunity for pop-up banner placement throughout the venue



CANADIAN PIPING TRADES  
MÉTIERS DE LA TUYAUTERIE



LINAMAR  
Power to Perform



Future Launch

## IN-SCHOOL PRESENTATIONS

Viewed by 125,000 students each school year

- ◇ 1,400 school visits each school year
- ◇ 1,800 presentations each school year
- Opportunity for your staff to view and take part in select presentations
- Opportunity to donate branded giveaways for student participants of our presentation program

## SOCIAL MEDIA

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

## HOSTING PARTNER

Other Opportunities Available Upon Discussion

## PROMOTIONAL OPPORTUNITIES

- Opportunity for company profile in one of the Skills Ontario e-newsletters
- Opportunity to add one question to any online survey
- Opportunity to display promotional materials at any of our events, competitions, and programs

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- Skills Ontario website, including a link to your website
- Webpage footer on every page of the Skills Ontario website

## NETWORKING OPPORTUNITIES

- Complimentary tickets to the Skills Ontario Appreciation Event



# PLATINUM PARTNER

**\$35,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- Skills Ontario website, including a link to your website
- Webpage footer on every page of the Skills Ontario website

## SOCIAL MEDIA

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

## NETWORKING OPPORTUNITIES

- Complimentary tickets to the Skills Ontario Appreciation Event

## HOSTING PARTNER

**Other Opportunities Available Upon Discussion**

## IN-SCHOOL PRESENTATIONS

- Viewed by **125,000 students** each school year
  - ◇ **1,400 school visits** each school year
  - ◇ **1,800 presentations** each school year
- Logo placement in all “What’s Out There in the Skilled Trades and Technologies?” In-School Presentations
- Opportunity for your staff to view and take part in select presentations
- Opportunity to donate branded giveaways for student participants of our presentation program

## PROMOTIONAL OPPORTUNITIES

- Premium Location - Half-page advertisement in the Skills Ontario Program Guide
- Opportunity for Company profile in one of the Skills Ontario e-newsletters
- Opportunity to add one question to any online survey
- Opportunity to display promotional materials at any of our events, competitions, and programs
- Opportunity for presence at the Skills Ontario Competition Recruitment Fair

## SKILLS ONTARIO COMPETITION

- Attended by 37,000 visitors each year
  - ◇ 2,400 individual competitors each year in
  - ◇ 68+ unique skilled trade and technology contests

### LOGO PLACEMENT ON:

- All electronic signs at the Skills Ontario Competition
- Skills Ontario Competition Guide
- Skills Ontario Competition related advertisements
- All Skills Ontario Competition floor plans
- The Skills Ontario Competition flyer
- The Closing Ceremony PowerPoint

### BRANDING RECOGNITION

- Co-hosting title of two (2) Skills Ontario Competition Contests
  - ◇ Opportunity for banner recognition on the contest site
  - ◇ Logo on the contest scope
  - ◇ Logo recognition on contest-specific electronic signs
- Opportunity for pop-up banner placement throughout the venue
- Opportunity for prominent banner placement in main entryway

### PROMOTIONAL OPPORTUNITIES

- Premium Location - Full-page advertisement in the Skills Ontario Competition Guide
- Promotional insert in the Skills Ontario Competition Competitor Bags
- Opportunities to provide job offers to medallists of chosen contests
- Three (3) complimentary Career Exploration Showcase Booths at the Skills Ontario Competition
  - Maximum of five (5) additional booths can be purchased

### NETWORKING OPPORTUNITIES

- Opportunity to act as a medal presenter at the Skills Ontario Competition Closing Ceremony
- Invitation to attend the VIP Breakfast
- Invitation to attend the Closing Ceremony Breakfast

Recent Platinum  
Partners  
**ALGONQUIN**  
COLLEGE



Feel the Power





# SKILLS ONTARIO COMPETITION GOLD PARTNER

## \$25,000 VALUE

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- Skills Ontario website, including a link to your website
- All electronic signage at the Skills Ontario Competition
- Skills Ontario Competition Guide
- Skills Ontario Program Guide

### SKILLS ONTARIO COMPETITION

- Opportunity to sponsor two (2) Contests
  - ◇ Opportunity for banner recognition on the contest sites
  - ◇ Logo on the contest scopes
  - ◇ Logo recognition on contest-specific electronic signage
- Two (2) complimentary Career Exploration Showcase booths
  - Maximum of four (4) booths can be purchased
- Opportunity for prominent banner placement
- Logo in Closing Ceremony PowerPoint
- Opportunity for presence at the Skills Ontario Competition

### HOSTING PARTNER

**Other Opportunities Available Upon Discussion**

### SOCIAL MEDIA

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

### NETWORKING OPPORTUNITIES

- Invitation to the Skills Ontario Appreciation Event
- Invitation to attend the VIP Breakfast Breakfast

### PROMOTIONAL OPPORTUNITIES

- Full-page advertisement in the Skills Ontario Competition Guide
- Quarter-page advertisement in the Skills Ontario Program Guide
- Promotional insert in the Skills Ontario Competition competitor bags
- Opportunity for Company profile in our e-newsletter

## Recent Gold Partners





# SKILLS ONTARIO COMPETITION SILVER PARTNER

## \$15,000 VALUE

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- Skills Ontario website, including a link to your website
- All electronic signs at the Skills Ontario Competition
- Skills Ontario Competition Guide

### SKILLS ONTARIO COMPETITION

- Co-hosting title of one (1) Skills Ontario Competition contest
  - ◇ Opportunity for banner recognition on the contest site
  - ◇ Logo on the contest scope
  - ◇ Logo recognition on contest-specific electronic signs
- One (1) complimentary Career Exploration Showcase booth
  - Maximum of three (3) booths can be purchased
- Logo in Closing Ceremony PowerPoint
- Opportunity for presence at the Skills Ontario Competition Recruitment Fair

### NETWORKING OPPORTUNITIES

- Invitation to attend the Skills Ontario Appreciation Event
- Invitation to attend the VIP Breakfast

### PROMOTIONAL OPPORTUNITIES

- Half-page advertisement in the Skills Ontario Competition Guide
- Promotional insert in the Skills Ontario Competition competitor bags

## Recent Silver Partners

**AECON**

**cisc icca**  
CANADIAN INSTITUTE OF STEEL CONSTRUCTION  
ONTARIO REGION

**COLLÈGE BORÉAL**  
éducation • innovation • recherche

  
COLLEGES ONTARIO | COLLÈGES ONTARIO

**cwa**foundation  
*a cwbgroup initiative*



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OPERATING ENGINEERS  
TRAINING INSTITUTE OF ONTARIO

 **PENSKE**



# SKILLS ONTARIO COMPETITION BRONZE PARTNER

## \$10,000 VALUE

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- Skills Ontario website
- All electronic signs at the Skills Ontario Competition
- Skills Ontario Competition Guide

### SKILLS ONTARIO COMPETITION

- Co-hosting title of one (1) Skills Ontario Competition Contest
- ◇ Opportunity for banner recognition on the contest site
- ◇ Logo on the contest scope
- ◇ Logo recognition on contest-specific electronic signs
- One (1) Career Exploration Showcase booth at the Skills Ontario Competition
  - Maximum of one (1) booth can be purchased
- Logo on contest-specific slide at the Skills Ontario Competition Closing Ceremony

### NETWORKING OPPORTUNITIES

- Invitation to attend the Skills Ontario Appreciation Event

### PROMOTIONAL OPPORTUNITIES

- Quarter-page advertisement in the Skills Ontario Competition Guide
- Promotional insert in the Skills Ontario Competition competitor bags



## Bronze Partners





  
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Canada **Ontario**



# **COMPETITION PARTNERSHIP OPPORTUNITIES**

## **SKILLS ONTARIO COMPETITION**

**CO-BRANDING THE SKILLS ONTARIO COMPETITION**

**CONTEST PARTNER**

**COMPETITION BREAKFAST**

**CLOSING CEREMONY**

**ELEMENTARY WORKSHOPS**

**FIRST NATIONS, MÉTIS, AND INUIT CONFERENCE**

**JOB INTERVIEW COMPONENT**

**MEDIA SPONSOR**

**QUALIFYING COMPETITIONS**

**TEAM ONTARIO**

**YOUNG WOMEN'S CONFERENCES**



# CO-BRANDING THE SKILLS ONTARIO COMPETITION

## **\$250,000 VALUE**

### **HIGHLIGHTS OF PARTNERSHIP BENEFITS**

- Significant recognition in the Welcome 'Launch Pad' Entrance at the Skills Ontario Competition
- Recognition in the Skills Ontario Competition Guide - logo on front page and in partner section
- Opportunity to speak at the Skills Ontario Competition Closing Ceremony
- Recognition in the Skills Ontario Competition Closing Ceremony PowerPoint and script
- Recognition in all contest scopes posted by Skills Ontario
- Premium advertising space with a full-page advertisement in the Skills Ontario Competition Guide
- Welcome message at the front of the Skills Ontario Competition Guide
- Prime location for eight (8) complimentary Career Exploration Showcase Booths at Skills Ontario Competition
- Recognition in all In-School Presentations (seen by 125,000 students each year)

**Personalized Benefit Opportunities Are Available for Discussion!**

### **PROMOTIONAL AND PREMIUM OPPORTUNITIES**

- Promotional insert in the Skills Ontario Competition competitor bags
- Opportunity for company profile in each quarterly e-newsletter
- Opportunities to provide job offers to medallists of chosen contests
- Opportunity for presence at the Skills Ontario Competition Recruitment Fair
- Opportunity to add questions to any online survey
- Opportunity to host an Elementary Workshop on the Skills Ontario Competition Elementary Technology Activity Day
- Opportunity to host multiple Skills Ontario Competition contests:
  - ◊ Opportunity for banner recognition on the contest sites
  - ◊ Logo recognition on contest-specific electronic signs
  - ◊ Logo on the contest scopes
- Opportunity to display promotional materials at any of our Skills Ontario Competition events, competitions, and programs
- Opportunity to act as a medal presenter at the Skills Ontario Competition Closing Ceremony

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- Skills Ontario Competition promotional video
  - ◊ shown on web and in In-School Presentations around Ontario
- Skills Ontario Congratulatory Letters to Medallists
- Throughout the Skills Ontario Competition webpages and online registration pages
- All Skills Ontario Competition related signs, including all electronic signs
- All Skills Ontario Competition floor plans
- All Skills Ontario Competition media advertisements
- Registration confirmation emails to participants
- Skills Ontario website, including a link to your website
- Webpage footer on every page of the Skills Ontario website
- All volunteer shirts
- End page of all participant surveys redirects to partner page
- All Skills Ontario Competition competitor wristbands

## NETWORKING OPPORTUNITIES

- Invitations to attend the VIP Breakfast
- Opportunity to speak at the VIP Breakfast
- Opportunity to speak at the Skills Ontario Competition Closing Ceremony and attend Closing Breakfast
- Complimentary tickets to the Skills Ontario Appreciation Event

## ADVERTISING OPPORTUNITIES

- Full-page advertisement in the Skills Ontario Program Guide beside the Skills Ontario Competition program description
- Opportunity to host your promotional video on the Skills Ontario website main page
- Recognition in media releases

## SOCIAL MEDIA

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)
- Share your content through our social media channels - including videos, links, and photos
- Opportunity to host the Skills Ontario Twitter page for a week

2020	2021	2022



# SKILLS ONTARIO COMPETITION CONTEST SPONSOR

**\$7,500 VALUE**

## BRAND RECOGNITION AT THE SKILLS ONTARIO COMPETITION

- Co-hosting title of one (1) Skills Ontario Competition contest
- Opportunity for banner recognition on the contest site
- Logo on the contest-specific scope
- Logo recognition on contest-specific electronic signs
- Logo on contest-specific slide at the Skills Ontario Competition Closing Ceremony

## NETWORKING OPPORTUNITIES

- Invitation to attend the Skills Ontario Appreciation Event

## PROMOTIONAL OPPORTUNITIES

- Promotional insert in the Skills Ontario Competition competitor bags
- Promotional insert in contest-specific competitor bags

## Skills Ontario Competition Contest Partners



## SPONSOR ONE OF OUR 68+ SKILLED TRADES AND TECHNOLOGY CONTESTS:

Skills Ontario always welcomes new partners for any contest, currently supported or not, to aid in providing enhanced skill development opportunities for Ontario's youth.

### **2D Character Animation (S)**

3D Character Animation (S)

Aesthetics (S/PS)

Aircraft Maintenance (PS)

### **Architectural Technology and Design (S/PS)**

### **Automation and Control (S/PS)**

### **Auto Collision Repair (S/PS)**

### **Auto Service Technology (S/PS)**

### **Auto Painting (S/PS)**

### **Baking (S/PS)**

### **Brick Masonry (S/PS)**

### **Cabinetmaking (S/PS)**

### **Carpentry – Individual (S/PS)**

### **Carpentry – Team (S)**

Coding (S) - New 2017

### **Computer Aided Manufacturing (S/PS)**

### **CNC Machining (PS)**

Culinary Arts (S/PS)

### **Electrical Installations (S/PS)**

### **Electronics (S)**

Fashion Design (S)

Floristry (S)

### **Geographic Information Systems (S)**

Graphic Design – Presentation (S)

### **Graphic Design – Studio Production (S/PS)**

### **Hairstyling (S/PS)**

Heating Systems Technician (S/PS)

Heavy Equipment Service (PS)

Home and Team Building (S)

### **Horticulture and Landscape (S/PS)**

### **Industrial Mechanic Millwright (PS)**

### **IT Network Systems Administration**

**(S/PS)**

IT Software Solutions for Business (S/

PS)

Job Interview (S)

Job Skill Demonstration (S)

### **Landscape Design (S/PS)**

### **Mechanical CAD (S/PS)**

### **Mechatronics (PS)**

### **Mobile Crane Operator (PS)**

Photography (S)

### **Plumbing (S/PS)**

### **Powerline Technician (PS)**

### **Precision Machining (S/PS)**

Prepared Speech (S)

Refrigeration (S/PS)

Restaurant Service (S/PS)

Robotics (S)

### **Robotics and Control Systems (S)**

Sheet Metal (PS)

Skilled Trades Entrepreneurship (S)

Small Powered Equipment (S)

### **Steamfitter/Pipefitter (PS)**

### **Truck and Coach (PS)**

TV and Video Production (S)

Website Development (S/PS)

### **Welding (S/PS)**

### **Workplace Safety (S)**

### **OFF-SITE CONTESTS:**

CNC Woodworking (S)

Pin & Medal Design (S)

### **Elementary Challenges**

Character Animation

Construction

Green Energy

Health and Safety

Lego Mechanics

Lego Robotics

Technology

TV Video Production

VEX IQ Challenge



# SkillsCompétences Canada Ontario

## ALUMNI WHERE ARE THEY NOW

### JONATHAN SINKE



**EMPLOYMENT TITLE:**

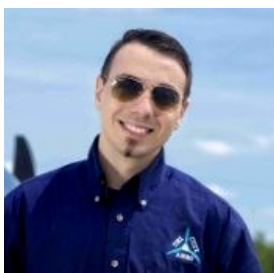
Owner of J. Sinke Wood Interiors

**CONTESTS:**

- Skills Ontario Competition Cabinetmaking 2009: **GOLD**
- Skills Canada National Competition Cabinetmaking 2009: **GOLD**
- WorldSkills Cabinetmaking 2011: **BRONZE** & "Best in Nation" award

*"I don't have the 25 years of experience behind me, but people hear that I won medals in the trade and right away, they have confidence in me that I know what I'm doing."*

### RYAN GOMES



**EMPLOYMENT TITLE:**

Aircraft Maintenance Engineer  
M1 Category

**CONTESTS:**

- 2010 Skills Ontario Competition Aircraft Maintenance: **GOLD**
- 2010 Skills Canada National Competition Aircraft Maintenance: **GOLD**
- 2011 WorldSkills Aircraft Maintenance: **BRONZE**

*"The Skills Ontario Competition has helped my career in more ways than one, but I believe that it taught me that what I am doing does matter, and it was that positive reinforcement that allowed me to excel in my field."*

### STACY DUBOIS



**EMPLOYMENT TITLE:**

Information Technologist /  
Software Developer

**CONTESTS:**

- 2007 Skills Ontario Competition IT Office Software Applications: **GOLD**
- 2008 Skills Canada National Competition IT Office Software Applications: **GOLD**
- 2009 WorldSkills IT Office Software Applications: Medal of Distinction

*"It's such a privilege to be able to say that I love my job. I'm so grateful for all of the experiences and opportunities that these competitions have given me."*



# My Story: Alumni Panel



Chairman of Skills Ontario



## SKILLS ONTARIO COMPETITION ALUMNI DINNER\*

**\$10,000 VALUE**

\* Held every other year

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- All Alumni Dinner invitations
- All Alumni Dinner event programs
- Signage at the Alumni Dinner
- Alumni Dinner write-up in the Skills Ontario Competition Guide
- The Alumni Dinner presentation

### NETWORKING OPPORTUNITIES

- Invitations for your staff and friends to attend the Alumni Dinner

### PROMOTIONAL OPPORTUNITIES

- Speaking opportunity as Presenting Partner of the Alumni Dinner
- Opportunity to distribute materials to guests in attendance (includes leaders in many industries)

2020	2021	2022



# SKILLS ONTARIO COMPETITION VIP BREAKFAST

**\$20,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- All VIP Breakfast invitations
- All VIP Breakfast event programs
- Signage at the VIP Breakfast
- The VIP Breakfast presentation

## NETWORKING OPPORTUNITIES

- Invitations for your staff and friends to attend the VIP Breakfast

## PROMOTIONAL OPPORTUNITIES

- Speaking opportunity as Presenting Partner of the VIP Breakfast, attended by partners, supporters, and guests of Skills Ontario
- Opportunity to distribute materials to guests in attendance (includes leaders in the industry and government partners)

2020	2021	2022



# SKILLS ONTARIO COMPETITION CLOSING CEREMONY

**\$25,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- All Closing Ceremony competitor tickets
- All Closing Ceremony VIP Reception event programs
- Closing Ceremony page of the Skills Ontario website
- Skills Ontario signs at the Closing Ceremony
- Slides at the Closing Ceremony presentation

## NETWORKING OPPORTUNITIES

- Invitations to attend the VIP Breakfast Reception preceding the Closing Ceremony

## PROMOTIONAL OPPORTUNITIES

- Speaking opportunity as Presenting Partner of the Closing Ceremony, attended by approximately 2,000 competitors, parents, and advisors

2020	2021	2022



# SKILLS ONTARIO COMPETITION ELEMENTARY WORKSHOPS

**\$50,000 VALUE**

**BRAND RECOGNITION**

**LOGO PLACEMENT ON:**

- Signs related to the Elementary Workshops
- All electronic signs at the Skills Ontario Competition
- The Skills Ontario Competition - Elementary section of the Skills Ontario website
- All forms and directions given to teachers and students attending the workshops
- All Elementary Workshop promotional flyers
- Elementary Workshop registration website

**NETWORKING OPPORTUNITIES**

- Invitations to attend the Skills Ontario VIP Breakfast

**PROMOTIONAL OPPORTUNITIES**

- Opportunity to promote your organization’s interests by facilitating workshop(s)
- Banner recognition on the workshop site
- Promotional insert in the Elementary Workshop Teacher Packages
- Prominent banner placement throughout the venue

2020	2021	2022



# CONFERENCE PARTNER FIRST NATIONS, MÉTIS, AND INUIT STUDENT CONFERENCE

HELD AT THE SKILLS ONTARIO COMPETITION, HOSTED AT THE TORONTO CONGRESS CENTRE

**\$10,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT:

- Skills Ontario Program Guide
- Skills Ontario Competition Guide
- Event-specific flyer produced by Skills Ontario
- Event presentations (including any visual presentations used)
- Event agenda and materials handed out at the event
- Annual Program Report produced by Skills Ontario

### NAME RECOGNITION:

- Announcements and/or presentations at the event
- Media releases and articles produced by Skills Ontario regarding the event

## PROMOTIONAL OPPORTUNITIES

- Opportunity to provide opening or closing remarks
- Opportunity to set up a display and/or signage at the event
- Opportunity to suggest qualified mentors or speakers for the event
- Ability to distribute promotional material to participants at the event
- Social media promotion

## NETWORKING OPPORTUNITIES

- Complimentary tickets to this event
- Opportunity to network with mentors at an informal reception
- Access to Career Exploration Showcase

2020	2021	2022



# SKILLS ONTARIO COMPETITION PREMIER MEDIA SPONSOR

**\$10,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- Skills Ontario website (recognized as the Premier Media Sponsor)
- All electronic signage at the Skills Ontario Competition

## SOCIAL MEDIA

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

## NETWORKING OPPORTUNITIES

- Invitation to attend the VIP Competition Breakfast

## PROMOTIONAL OPPORTUNITIES

- One (1) Career Exploration Showcase Booth at the Skills Ontario Competition
- Opportunity for banner placement at the Skills Ontario Competition
- Quarter-page advertisement in the Skills Ontario Competition Guide
- Promotional insert in the Skills Ontario Competition competitor bags

2020	2021	2022



# SKILLS ONTARIO COMPETITION MEDIA SPONSOR

**\$5,000 VALUE**

## **BRAND RECOGNITION**

### **LOGO PLACEMENT ON:**

- Skills Ontario website
- All electronic signage at the Skills Ontario Competition

## **SOCIAL MEDIA**

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

## **PROMOTIONAL OPPORTUNITIES**

- Opportunity for banner placement at the Skills Ontario Competition
- Promotional insert in the Skills Ontario Competition competitor bags

2020	2021	2022



# SKILLS ONTARIO COMPETITION QUALIFYING COMPETITIONS

## \$10,000 VALUE

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- Skills Ontario website, including a link to your website
- Skills Ontario Qualifying Competition webpage
- All electronic signs at the Skills Ontario Competition
- Skills Ontario Competition Guide
- Qualifying Competition scopes

### SKILLS ONTARIO COMPETITION

- One (1) Career Exploration Showcase Booth at the Skills Ontario Competition
- Quarter-page advertisement in the Skills Ontario Competition Guide

### NETWORKING OPPORTUNITIES

- Opportunity to bring greetings for the opening and closing ceremonies of your Qualifying Competitions
- Invitation to attend the Skills Ontario Appreciation Event
- Invitation to attend the VIP Breakfast at the Skills Ontario Competition

### PROMOTIONAL OPPORTUNITIES

- Promotional insert in the Skills Ontario Competition competitor bags
- Opportunity to promote your organization through presentations during/after the Qualifying Competition
- Opportunity to provide promotional items to the participants at your Qualifying Competition
- Opportunity for company profile in Skills Ontario e-newsletter



## Skills Ontario Competition Qualifying Competition Partners







# TEAM ONTARIO PARTNER

## \$15,000 VALUE

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- All Team Ontario shirts
- All Team Ontario documents and paperwork
- Skills Ontario website
- Skills Ontario PowerPoint at the Closing Ceremony
- Competition Guide Closing Ceremony write-up
- All slides of the Closing Ceremony presentation

### NETWORKING OPPORTUNITIES

- Invitations to attend the VIP Reception preceding the Closing Ceremony

### PROMOTIONAL OPPORTUNITIES

- Speaking opportunity at the Team Ontario Meeting following the Closing Ceremony
- Opportunity to provide Team Ontario with any promotional items to be brought with them to the 2020 Skills Canada National Competition in Vancouver, British Columbia
- Opportunity to provide a company profile for Skills Ontario e-newsletter

2020	2021	2022



# CONFERENCE PARTNER YOUNG WOMEN'S CONFERENCE

HELD AT THE SKILLS ONTARIO COMPETITION HOSTED AT THE TORONTO CONGRESS CENTRE

**\$15,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- Skills Ontario Program Guide
- Skills Ontario Competition Guide
- Event-specific flyer produced by Skills Ontario
- Event presentations (including any visual presentations used)
- Event agenda and materials handed out at the YWC
- Annual Program Report produced by Skills Ontario

### NAME RECOGNITION:

- Announcements and/or presentations at the event
- Media releases and articles produced by Skills Ontario regarding the YWC

## PROMOTIONAL OPPORTUNITIES

- Opportunity to provide opening or closing remarks
- Opportunity to set up signage (banners, pop-up banners) at the event
- Opportunity to set up a staffed display at the event
- Opportunity to send qualified women from your workplace to act as mentors at the event
- Ability to distribute promotional material to participants at the event
- Social media promotion

## NETWORKING OPPORTUNITIES

- Complimentary tickets to the event
- Opportunity to network with mentors at an informal reception
- Access to Career Exploration Showcase

Partners



Partners in Powerful Communities





**ADDITIONAL  
OPPORTUNITIES  
FOR EXISTING  
SKILLS ONTARIO COMPETITION  
PARTNERS**

**CONTEST SIGNS  
CONTEST VIDEO  
CONTEST WEBPAGES  
MONETARY AWARDS  
OFFER JOB OPPORTUNITIES  
PROFESSIONAL DEVELOPMENT SEMINARS  
RECRUITMENT FAIR  
SECTOR PARTNERSHIP**



## **Purchase Contest Signs \$1,000/contest**

- Logo on signs
- Signs will be displayed on contest sites for duration of your partnership



## **Collaborate to Create a Contest Video \$10,000**

- Logo at the end of the video
- Opportunity for your video to be on webpage
- Opportunity to suggest staff to be interviewed in video



## **Contest Webpages \$750**

- Logo on contest webpage
- Opportunity for your video to be on webpage



## **Purchase a Booth at Our Recruitment Fair \$2,000**

- Room provided to interview competitors of applicable contests at the Skills Ontario Competition

**Ask us about sponsoring wristbands, lunches, water, snacks, giveaways, workwear, t-shirts, competitor bags, and more!**



## **Donate a Monetary Award for Winning Competitors in any Contest \$1,500**

- Entirety of Monetary Award is given directly to the students
- Name recognition in Closing Ceremony presentation and in letter to recipients



## **Offer Job Opportunities to Medallists**

### **Opportunity offered to Cash Partners of Skills Ontario Only**

- Job Opportunities can be offered after medallists are awarded at the Closing Ceremony



## **Host a Professional Development Seminar \$3,000**

- Provide direct contact and training for the students in your contest



## **Be a Sector Partner Ask us for Details!**

- Available Sectors:
  - ◇ Construction
  - ◇ Industrial
  - ◇ Service
  - ◇ Motive Power
  - ◇ Technologies



# SkillsCompétences Canada Ontario



## CARDBOARD BOAT RACES AND VIDEO CHALLENGES

PRESENTING PARTNER





# PRESENTING PARTNER CARDBOARD BOAT RACES AND VIDEO CHALLENGES

**\$50,000 VALUE**

## **BRAND RECOGNITION**

### **LOGO PLACEMENT ON:**

- All Cardboard Boat Race (CBR) materials including but not limited to building scopes and instructions
- The Cardboard Boat Race portion of the Skills Ontario website
- All flyers for every Cardboard Boat Race around the province
- All media releases and articles produced by Skills Ontario regarding Cardboard Boat Races
- CBR event materials handed out to each student
- Every boat in the Cardboard Boat Races

## **PROMOTIONAL OPPORTUNITIES**

- Brand promotion at all CBR event presentations (including scripting used during events)
- Brand promotion on Skills Ontario social media accounts regarding Cardboard Boat Races
- Ability to distribute promotional material to participants at the Cardboard Boat Races

**CATCH OUR STUDENT-MADE  
CARDBOARD BOAT RACE VIDEOS ON YOUTUBE**  
SKILLS ONTARIO



2019	2020	2021



WORKPLACE  
TRAINING

APPRENTICESHIP  
PROGRAM

ON-THE-JOB  
LEARNING

EXIT



students helping students  
CASSANDRA M  
LINK CITY  
Industry's HC



SkillsCompétences  
Canada Ontario



# **PROGRAM PARTNERSHIP OPPORTUNITIES**

## **IN-SCHOOL PRESENTATIONS**

**PRESENTING PARTNER**

## **FIRST NATIONS, MÉTIS, AND INUIT INITIATIVES**

**PRESENTING PARTNER**

**CONFERENCE PARTNER**

## **SKILLS ONTARIO SUMMER CAMPS**

**PRESENTING PARTNER**

## **YOUNG WOMEN'S INITIATIVES**

**PRESENTING PARTNER**

**CONFERENCE PARTNER**



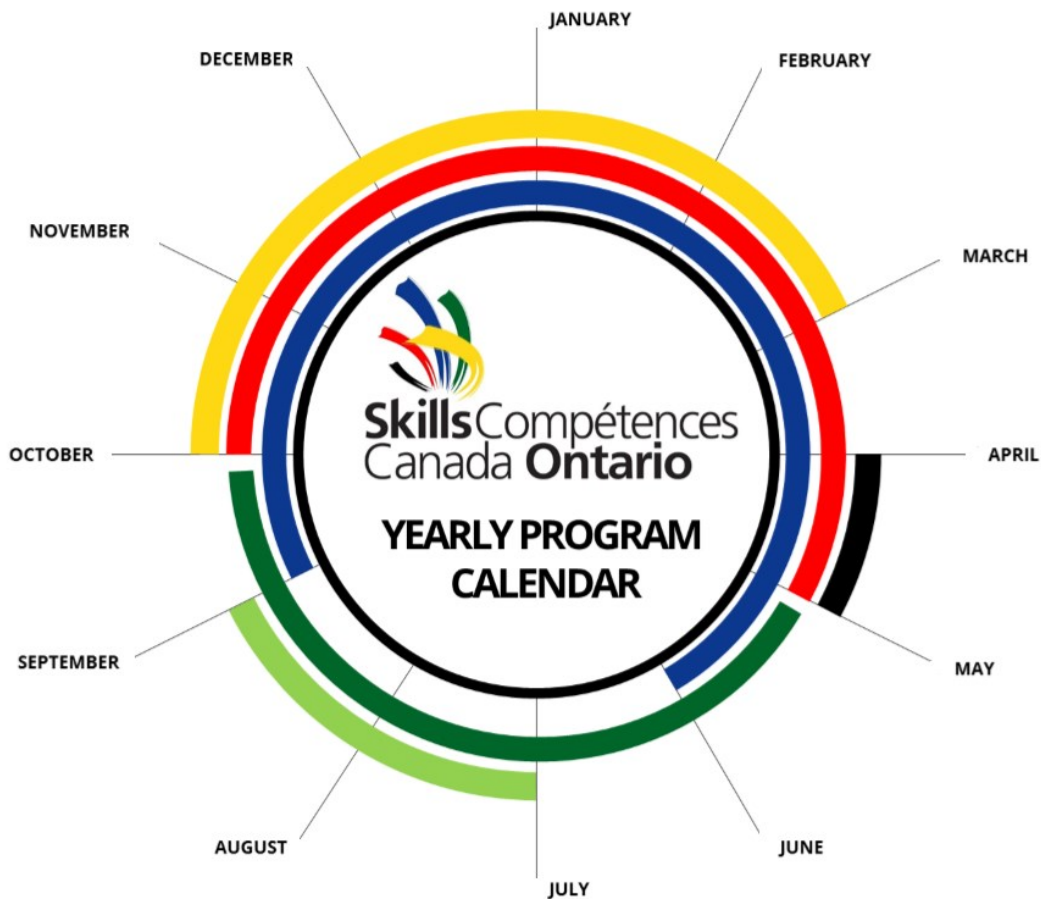


# SkillsCompétences Canada Ontario



## IN-SCHOOL PRESENTATIONS

PRESENTING PARTNER





# PRESENTING PARTNER IN-SCHOOL PRESENTATION

**\$150,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- All In-School Presentation materials including but not limited to:
  - ◇ Slides in the In-School Presentation, **viewed by 125,000 students each year**
  - ◇ The In-School Presentation portion of the Skills Ontario website, including a link to your website
  - ◇ Footer on every page of the Skills Ontario website
  - ◇ Online surveys and evaluations completed by both students and teachers redirect to our partnership webpage
  - ◇ In-class 'Summary of Career Resources' handout to all students

## PROMOTIONAL OPPORTUNITIES

- Verbal recognition of your partnership at the beginning of every In-School Presentation
- Written acknowledgement in thank-you emails sent to educators following each presentation
- Possibility for your organization's interests to be promoted by co-creating a video to be shown in all presentations
- Possibility to provide promotional items to be distributed at In-School Presentations around Ontario
- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

## OPPORTUNITIES WITHIN THE IN-SCHOOL PRESENTATION

- Possibility to provide a video representative of your organization (i.e. alumni, staff members, trades and technology staff) to be shown in pre-determined career profiles

## NETWORKING OPPORTUNITIES

- Tickets to the Skills Ontario Appreciation Event

### ADDITIONAL BENEFITS AT OUR CORNERSTONE EVENT, THE SKILLS ONTARIO COMPETITION

- Full-page advertisement in the Skills Ontario Competition Guide
- Four complimentary Career Exploration Showcase booths at the Skills Ontario Competition
- Invitation to attend the Skills Ontario VIP Breakfast 42

2019	2020	2021



# IN SCHOOL PRESENTATION GOLD PARTNER

**\$25,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- Skills Ontario website, including a link to your website
- All electronic signage at the Skills Ontario Competition
- Skills Ontario Competition Guide
- Skills Ontario Program Guide

## IN-SCHOOL PRESENTATIONS

- Logo placement in all “What’s Out There in the Skilled Trades and Technologies?” In-School Presentations
  - ◇ Viewed by 125,000 students each school year
  - ◇ 1,250 school visits each school year
  - ◇ 1,800 presentations each school year
- Opportunity for your staff to view select presentations
- Opportunity to donate branded giveaways for student participants of our presentation program

## HOSTING PARTNER

**Other Opportunities Available Upon Discussion**

## SOCIAL MEDIA

- Brand promotion in all social media marketing (Twitter, Facebook, and Instagram)

## NETWORKING OPPORTUNITIES

- Invitation to attend the Skills Ontario Appreciation Event
- Invitation to attend the Skills Ontario Competition Breakfast

## PROMOTIONAL OPPORTUNITIES

- Full-page advertisement in the Skills Ontario Competition Guide
- Quarter-page advertisement in the Skills Ontario Program Guide
- Promotional insert in the Skills Ontario Competition competitor bags
- Opportunity for Company profile in our e-newsletter
- Two (2) complimentary Career Exploration Showcase booths
  - Logo in Closing Ceremony PowerPoint



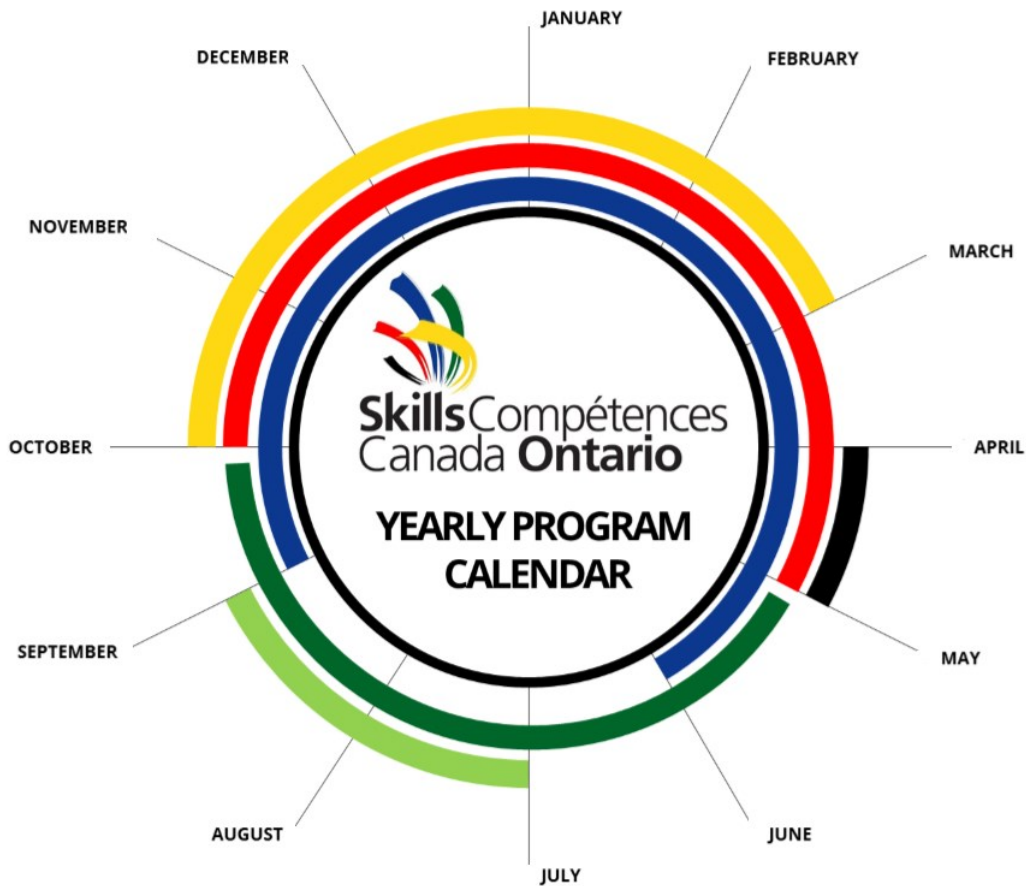
# SkillsCompétences Canada Ontario



## FIRST NATIONS, MÉTIS, AND INUIT INITIATIVES

PRESENTING PARTNER

CONFERENCE PARTNER (pg. 29)





# PRESENTING PARTNER FIRST NATIONS, MÉTIS, AND INUIT (FNMI) INITIATIVES

## \$25,000 VALUE

### BRAND RECOGNITION

#### LOGO PLACEMENT ON:

- All flyers for every FNMI-focused Summer Camp, Mentoring Event, and Workshop held across Ontario
- All event presentations (including main PowerPoints used during events)
- Event materials handed out to each student

#### NAME RECOGNITION:

- All media releases and articles produced by Skills Ontario regarding FNMI Initiatives

### NETWORKING OPPORTUNITIES

- Complimentary tickets to all events related to FNMI Initiatives
- Opportunity to network with attendees at all events

### PROMOTIONAL OPPORTUNITIES

- Speaking opportunity as Presenting Partner - opening and/or closing remarks at all events
- Opportunity to lead a 20-30 minute workshop at select events
- Opportunity to set up a display and/or signs at all events
- Ability to distribute promotional material to participants at the event
- Brand promotion on Skills Ontario social media accounts regarding FNMI Initiatives

2019	2020	2021





# SkillsCompétences Canada Ontario



## SKILLS ONTARIO SUMMER CAMPS

PRESENTING PARTNER





# PRESENTING PARTNER SKILLS ONTARIO SUMMER CAMPS

**\$50,000 VALUE**

## BRAND RECOGNITION

### LOGO PLACEMENT ON:

- All camp materials including but not limited to:
  - ◊ Camp schedules given to parents and colleges
  - ◊ Camp promotional flyers
  - ◊ External camp reports
- All advertisements in newspapers, magazines, and community flyers across the province
- The Summer Camps page of the Skills Ontario website

## PROMOTIONAL OPPORTUNITIES

- Opportunity to promote your organization’s interests by running specifically designed workshops in select camp locations
- Opportunity to promote your organization’s interests through tours at select camp locations

## LONG TERM IMPACT

- Final camp summary report provided showing the impact of our summer camp program on campers

2019	2020	2021



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# SkillsCompétences Canada Ontario



## YOUNG WOMEN'S INITIATIVES

**PRESENTING PARTNER**

**CONFERENCE PARTNER (pg. 35)**







# PRESENTING PARTNER YOUNG WOMEN'S INITIATIVES

**\$50,000 VALUE**

## **BRAND RECOGNITION**

### **LOGO PLACEMENT ON:**

- All promotional flyers for every Career Exploration Event and Young Women's Conference held across Ontario
- All media releases and articles produced by Skills Ontario regarding Young Women's Initiatives
- All event presentations (including main PowerPoints used during events)
- Event materials handed out to each student (i.e. agenda, worksheet)

## **NETWORKING OPPORTUNITIES**

- Complimentary tickets to all events related to the Young Women's Initiatives
- Recommend potential female mentors to attend all events
- Opportunity to network with mentors at an informal reception prior to all events

## **PROMOTIONAL OPPORTUNITIES**

- Speaking opportunity as Presenting Partner - opening and/or closing remarks at all events
- Opportunity to lead a 20-30 minute workshop at select events
- Opportunity to set up a display and/or signs at all events
- Ability to distribute promotional items to participants at the event  
(Approximately 3,000 students across 15 communities annually)
- Brand promotion on Skills Ontario social media accounts regarding Young Women's Initiatives

2019	2020	2021



Partners in Powerful Communities





## **SAVE THE DATES**

### **IN-SCHOOL PRESENTATIONS**

- Province-wide September - June
- Over 125,000 students reached each year across the province

### **YOUNG WOMEN'S INITIATIVES**

- Province-wide October - May
- Approximately 20 Career Exploration Events hosted across the province

### **CARDBOARD BOAT RACES & VIDEO CHALLENGES**

- Province-wide November - March
- 15+ races hosted across the province

### **SKILLS ONTARIO APPRECIATION EVENT**

- Hamilton Family Theatre in Cambridge - Thursday, December 5, 2019

### **QUALIFYING COMPETITIONS**

- Saturday, April 4, 2020

### **THE 29<sup>TH</sup> SKILLS ONTARIO COMPETITION**

- Monday, May 4, 2020 - Elementary Technology Activity Day
- Tuesday, May 5, 2020 - Skills Ontario Competition
- Wednesday, May 6, 2020 - Skills Ontario Competition Closing Ceremony

### **THE COMPETITION BREAKFAST**

- Tuesday, May 5, 2020 - Hosted at the Skills Ontario Competition

### **SKILLS ONTARIO SUMMER CAMPS**

- Province-wide July - August



SkillsCompétences  
Canada Ontario  
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