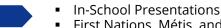


## Get Involved with Skills Ontario Programs and Competitions



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)

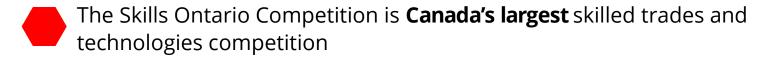


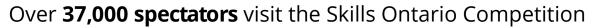
Skills Ontario Program Planning Cycle



## Why Partner with Skills Ontario Programs and Competitions?









**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
	Ask about additional recognition for this level				
HOSTING TITLE TO A SKILLS ONTARIO PROGRAM OR EVENT	1 Program/Event with Speaking Opportunity				
LOGO ON SKILLS ONTARIO WEBSITE	Including link to your website	Including link to your website	Including link to your website	Including link to your website	Logo Only
LOGO ON WEBSITE FOOTER	<b>~</b>	<b>√</b>			
IN-SCHOOL PRESENTATION	<b>√</b>	<b>√</b>	<b>√</b>		
CO-HOSTING TITLE(S) TO SKILLS ONTARIO COMPETITION CONTEST(S)	Your choice of 2 contests	Your choice of 2 contests	OR Your choice of 2 contests	Your choice of 1 contest	Your choice of 1 contest
CAREER EXPLORATION SHOWCASE	4 Showcase Booths with Preferential Location	3 Showcase Booths with Preferential Location	2 Showcase Booths	1 Showcase Booth	1 Showcase Booth
ADVERTISING IN ANNUAL PROGRAM GUIDE	Full Page	Half Page	Quarter Page		
ADVERTISING IN ANNUAL COMPETITION GUIDE	Full Page with Premium Location	Full Page with Premium Location	Full Page	Half Page	Quarter Page
E-NEWSLETTER	Opportunity to have your Company profiled	Opportunity to have your Company profiled	Opportunity to have your Company profiled		
LOGO RECOGNITION ON ELECTRONIC SIGNS AT THE SKILLS ONTARIO COMPETITION	<b>~</b>	<b>~</b>	<b>~</b>	<b>√</b>	Name Only
OPPORTUNITY TO HANG BANNERS AT THE SKILLS ONTARIO COMPETITION	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
OPPORTUNITY TO INSERT PROMOTIONAL MATERIAL IN COMPETITORS BAGS	<b>V</b>	<b>~</b>	<b>√</b>	<b>√</b>	<b>√</b>
SOCIAL MEDIA INVOLVEMENT	<b>√</b>	<b>√</b>	<b>√</b>		
INVITATION TO ACT AS A MEDAL PRESENTER AT THE 2020 CLOSING CEREMONY	<b>~</b>	·			

#### TIERED PARTNERSHIP LEVELS

(Benefits are inclusive of multiple programs and competitions)

Summary of Partnership Levels	Page 3
Premium Partner	Pages 7, 8
Platinum Partner	Pages 9, 10
<b>Gold Partner - Skills Ontario Competition</b>	Pages 11, 12
Silver Partner	Pages 13, 14
Bronze Partner	Pages 15, 16

#### **COMPETITION PARTNERSHIP OPPORTUNITIES**

Skills Ontario Competition	Page 18
Co-Branding the Skills Ontario Competition	Pages 19, 20
Contest Partner	Pages 21, 22
Alumni Dinner	Pages 23, 24
VIP Breakfast	Page 25
Closing Ceremony	Page 26
Elementary Workshops	Page 27
First Nations, Métis, and Inuit Conference	Page 28
Media Sponsorship Opportunities	Pages 29, 30
Qualifying Competitions	Page 31
Team Ontario	Page 32
Young Women's Conferences	Page 33

#### Additional Opportunities for Existing Partners

Existing Partners Pages 34, 35

#### **Cardboard Boat Races & Video Challenges**

Presenting Sponsor Page 36, 37

#### PROGRAM PARTNERSHIP OPPORTUNITIES

#### **In-School Presentations**

Presenting Partner	Page 40, 41
Gold Partner - In-School Presentations	Pages 42, 43
Gold Partner - In-School Presentations	Pages 42, 43

#### First Nations, Métis, and Inuit Initiatives

#### **Skills Ontario Summer Camps**

Presenting Partner	Page 46, 47

#### **Young Women's Initiatives**

Presenting Partner Page 48, 49

Save the Dates	Page 50
Contact Us	Page 51





#### TIERED PARTNERSHIP LEVELS

**PREMIUM** 

**PLATINUM** 

**GOLD** 

**SILVER** 

**BRONZE** 



\$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











#### 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







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









#### \$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

- 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









ontario colleges.ca

by OCAS





### \$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

#### **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

- 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**









































#### \$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

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



#### **Recent Silver Partners**

























#### \$10,000 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) 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

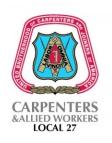
#### **NETWORKING OPPORTUNITIES**

 Invitation to attend the Skills Ontario Appreciation Event

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



#### **Bronze Partners**

















## 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



#### \$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





#### \$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



## Skills Compétences 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."



\$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

- 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

31
<b>Skills</b> Compétences Canada <b>Ontario</b>
Canada <b>Ontario</b>



\$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

- 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





\$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





#### \$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

- 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





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

#### **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

#### NAME RECOGNITION:

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

2020	2021	2022





\$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

- 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





#### \$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)

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

2020	2021	2022





### \$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**



















#### \$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

- 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





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













# 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 Donate a Monetary Award** for Winning Competitors in **\$1,000/contest** any Contest Logo on signs \$1,500 Signs will be displayed on contest sites for duration of your partnership Entirety of Monetary Award is given directly to the students Name recognition in Closing Ceremony **Collaborate to Create a** presentation and in letter to recipients **Contest Video** \$10,000 Logo at the end of the video Offer Job Opportunities to • Opportunity for your video to be on Medallists webpage **Opportunity offered to Cash** Opportunity to suggest staff to be **Partners of Skills Ontario Only** interviewed in video Job Opportunities can be offered after medallists are awarded at the Closing **Contest Webpages** Ceremony \$750 Logo on contest webpage **Host a Professional** Opportunity for your video to be on **Development Seminar** webpage \$3,000 Provide direct contact and training for the students in your contest Purchase a Booth at Our **Recruitment Fair Be a Sector Partner** \$2,000 Ask us for Details! Room provided to interview competitors of applicable contests at the Skills Available Sectors: **Ontario Competition** ♦ Construction ◊ Industrial ♦ Service ♦ Motive Power Ask us about sponsoring wristbands, lunches, water, snacks, giveaways, workwear, ♦ Technologies t-shirts, competitor bags, and more!



# CARDBOARD BOAT RACES AND VIDEO CHALLENGES

### PRESENTING PARTNER





\$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

- 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



2019	2020	2021







# 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



# IN-SCHOOL PRESENTATIONS

# PRESENTING PARTNER





### \$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

2021

#### 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

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2020

2019



### \$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

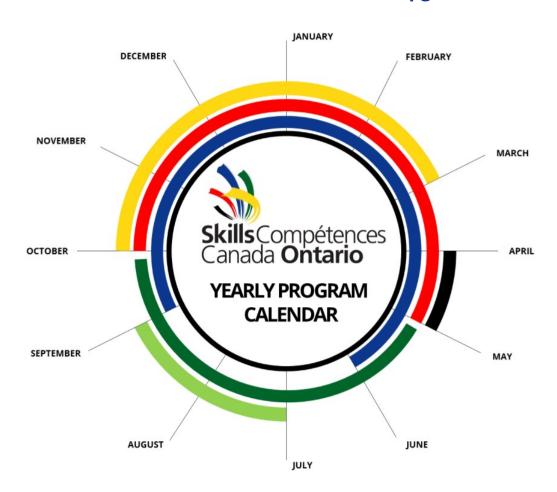
- Full-page advertisement in the Skills Ontario Competition Guide
- Quarter-page advertisement in the Skills Ontario Program Guide
- Promotional insert in the Skills Ontario Competition competitor bags
- Opportunity for Company profile in our e-newsletter
- Two (2) complimentary Career Exploration Showcase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





# FIRST NATIONS, MÉTIS, AND INUIT INITIATIVES

PRESENTING PARTNER
CONFERENCE PARTNER (pg. 29)





# \$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

- 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









# SKILLS ONTARIO SUMMER CAMPS

### PRESENTING PARTNER





\$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







# YOUNG WOMEN'S INITIATIVES

PRESENTING PARTNER
CONFERENCE PARTNER (pg. 35)





\$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

- 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







# **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



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