



SkillsCanada
Newfoundland and Labrador

PARTNERSHIP PACKAGE
2020/2021

Inspire. Develop. Elevate.





Skills/Compétences Canada is a national, not-for-profit organization that works with employers, educators, labour groups and governments to promote skilled trades and technology careers among Canadian youth. Skills Canada Newfoundland and Labrador (SCNL) was established in the province in 1998 and is a member of Skills Compétences Canada and WorldSkills.

Our unique position among private and public sector partners enables us to work toward securing Canada's future skilled labour needs while helping our youth to discover rewarding careers.

OUR MISSION

To encourage and support a coordinated Canadian approach to promoting skilled careers in trades and technologies to youth and their communities.

OUR VISION

Canada leads the world in skill development.

OUR VALUES

Excellence

Embrace the highest standards

Accountability

Be transparent and trustworthy

Diversity

Be inclusive in everything we do

Fairness

Treat others as we wish to be treated

Integrity

Be beyond reproach

Safety

Be safe, which is our highest priority

Commitment

Be passionately involved and dedicated to the cause, willing to go beyond what is expected

Camaraderie

Enjoy and celebrate the best in each other

LET SKILLS WORK!® FOR YOU!

Skills Canada Newfoundland and Labrador (SCNL) offers a variety of programs and initiatives that support Canada's future skilled trade and technology workforce by encouraging youth to pursue their passions.

This package is an introduction to the partnership opportunities available.

As a partner with SCNL, you can customize a package to meet the needs of your organization. We intend to provide you with as much value as possible!



NETWORK

VIP networking opportunities attended by corporate sponsors, official suppliers, industry representatives, and educators from across the province.

SCNL will help you reach your organizational goals by leveraging our various communication platforms and reach.

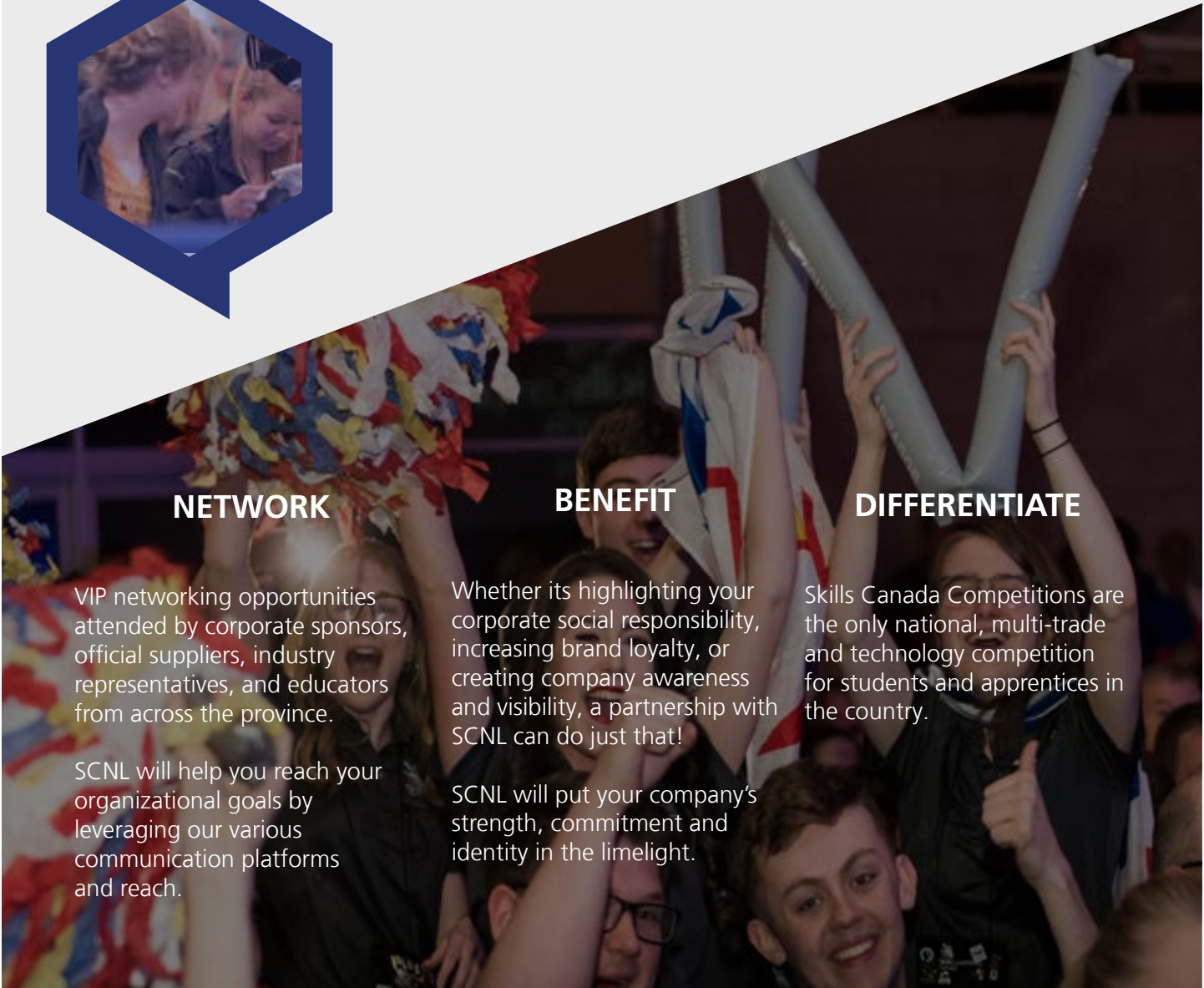
BENEFIT

Whether its highlighting your corporate social responsibility, increasing brand loyalty, or creating company awareness and visibility, a partnership with SCNL can do just that!

SCNL will put your company's strength, commitment and identity in the limelight.

DIFFERENTIATE

Skills Canada Competitions are the only national, multi-trade and technology competition for students and apprentices in the country.



LEADING THE SKILLS MOVEMENT THROUGH UNCERTAIN TIMES



CHARTING A COURSE FORWARD: SCNL'S RESPONSE TO COVID-19

Living in a virtual world day-to-day is the new reality for many businesses, employees, and students. Due to COVID-19 and the shift toward learning from home, SCNL has successfully modified its programming to best fit online delivery of educational programs developed to inspire the future workforce.

SCNL recognizes the new challenges being faced at this time and is positioned to be part of the skills-led economic recovery by providing valuable resources for educators, parents, students, and the unemployed, and to provide quality career information and programming to students across accessible virtual platforms.

SCNL offers various opportunities for partners to get involved in its educational programming and invites organizations to be an active part of SCNL's mission to promote careers in skilled trades and technology to youth.

SCNL will continue to provide partners with the same high-quality range of benefits while monitoring the evolving world health crisis and is dedicated to tailoring its partnerships to best suit the needs of your organization. SCNL's upcoming virtual programming includes **Vale Career Explorations, Skilled Futures, the Skilled Futures Making-at-Home Program, and Small Business Spotlights.**

Through offering expertise, flexibility, and adaptability, SCNL is able to develop and deliver high quality digital programming designed to shape in the career journeys of students across Newfoundland and Labrador.

If your organization would like to learn more about SCNL's virtual delivery model and its position in leading the skills-led economic recovery, we encourage you to read **Leading the Skills Movement Through Uncertain Times.**



INSPIRE. DEVELOP. ELEVATE

Partnership Opportunities with Skills Canada Newfoundland and Labrador

Join SCNL in leading the Skills Movement in Canada. Together we will continue to encourage Newfoundland and Labrador's youth to pursue and excel in skilled careers.

SCNL creates solid partnerships with leaders from industry, education, government, and labour to invest in the future of NL.

Our numerous education programs and our innovative competition model support a diverse, strong, and thriving Newfoundland and Labrador. Our partnerships make an impact by inspiring youth to identify, explore, and eventually select careers in the trades and technologies. Each year, SCNL connects with more than 6,000 students in a relevant, meaningful way.

SCNL believes that students in Newfoundland and Labrador are some of the best-positioned in the world when it comes to careers in the trade and technology sectors. Tradespeople have been – and still are – essential to the growth of our province. Throughout our history, SCNL has been dedicated to promoting the huge variety of valuable opportunities that are available to skilled tradespeople.

SCNL's strong partnerships with industry, government, and educators allow us to grow our programming. Our strong foundations in NL and our reputation for quality and professionalism allow us to consistently adapt and diversify our programming in order to meet the demands of an ever-changing social and economic environment.

SCNL's programs include Skilled Trade, Technology and Employability Competitions, Annual Skilled Career Day, National Skilled Trade and Technology Week, Skilled Futures, Enter:Preneur Program, Vale In-School Presentations, Try-A-Trade®, Essential Skills Program and Alumni Program.



PARTNER FOR EXCELLENCE

SCNL customizes all sponsorship opportunities to meet the business objectives of each partner. Every level of sponsorship is designed to help you reach your key audience. Engaging, dynamic, and effective deliverables are tailored to your business through a sponsorship program that reflects SCNL's

EXPAND YOUR AUDIENCE

- Your future workforce is here.
- Meet the next generation of skilled workers by directly engaging with more than 6,000 skills-inspired youth.
- Align with excellence by forging connections with 800+ student competitors.
- Build your brand and reach the communities where you operate.
- Foster the public profile of specific skill areas.
- Promote careers within your organization, industry, community, and province.
- Become part of the Skills Movement in Canada.

BECOME A LEADER OF THE SKILLS MOMENT

SCNL offers a variety of different programs targeted to junior high, high school, and post-secondary students across the province.

Whether it's through our year-round programming in the classroom or our flagship events - the Skilled Career Day featuring Provincial Skills Canada Competition, the Intermediate Skills Challenge, National Skilled Trade and Technology Week - a partnership with SCNL will help you to connect with your target audience.

MAKE MEANINGFUL CONNECTIONS

- Network with leaders from government, industry, labour, and education to enhance your competitive position and open doors for business-relevant relationships in your community and industry.
- Connect directly to industry and technical experts through 100+ Provincial Technical Committee members.
- Reach NL's educational post-secondary communities and connect with the best and brightest students before they enter the workforce.

BUILD YOUR INDUSTRY

- Inform educators and parents about the benefits of your industry while providing hands-on, experiential learning for youth.
- Be the voice of your industry's standards and play a key role in competitor training by involving your organization in the design, execution, and judging of your trade's competition area.
- Provide students with the knowledge and encouragement that they need to excel in secondary and post-secondary studies.

BECOME A PART OF THE SKILLS MOVEMENT

We have a range of partnership level opportunities available. Being a partner provides your organization with a variety of benefits and directly contributes to the development of employment skills in youth and a successful future workforce in Newfoundland and Labrador.



PARTNERSHIP OPPORTUNITIES

This package outlines potential partnership opportunities for both virtual programs and in-person programming as Covid-19 restrictions lift.

Learn more about the ways SCNL is adapting its programming and expanding upon its resources to meet the needs of the community in the coming year.



- PROVIDING AT HOME RESOURCES
- PROVIDING CAREER INFORMATION, SUPPORT, AND MENTORING THROUGH ROLE MODELS
- ENSURE AND SUPPORT DIVERSITY
- SUPPORT AND ENCOURAGE SMALL BUSINESS
- SHINE COMPETITIVE SPOTLIGHT

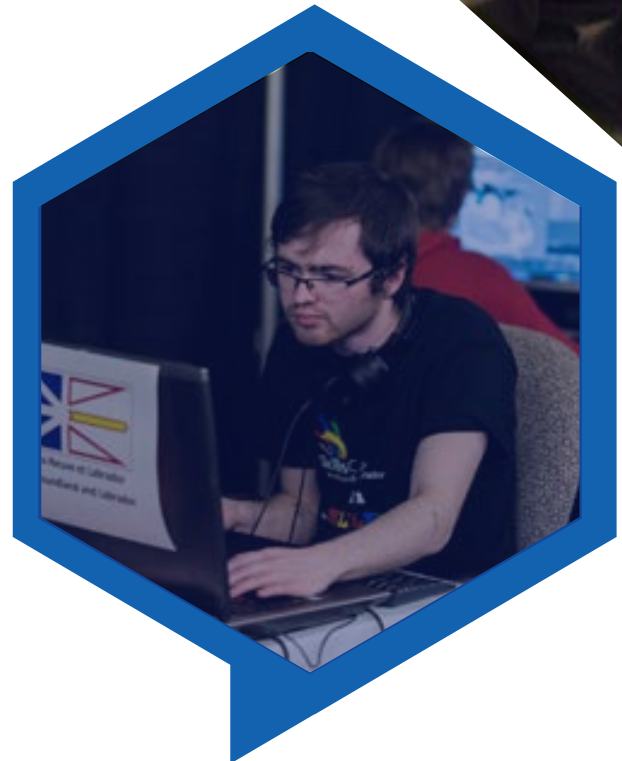


VIRTUAL DELIVERY SAMPLE BENEFITS

SCNL will customize your partnership package to suit the unique needs of your organization.

Provided is a sample of the virtual sponsorship benefits available when partnering with us.

- Opportunity to present an inspirational message to students through the virtual delivery of SCNL programming.
- Invitation to speak with students during virtual events and online workshops.
- Logo and brand placement throughout SCNL's virtual presentations.
- Recognition of partner in virtual materials delivered to educators including support documents, newsletters, promotional material, and instructional packages.
- Inclusion of branded material in video presentations and text captions highlighting the partnership.
- Recognition on SCNL Website and SCNL's virtual delivery platforms.
- Recognition and promotion as an educational partner through SCNL's social media channels. (Facebook, Twitter, Instagram, YouTube)
- Opportunity to participate in a partner spotlight feature and the inclusion of spotlighted material in SCNL's social media promotion.
- Recognition as a partner in video advertisements.



SKILLED CAREER DAY

Annual Skilled Career Day is SCNL's largest event of the year. This day is dedicated to celebrating the work of skilled trades-people and technologists and highlighting the array of rewarding career opportunities available in the skilled trade and technology sectors.

Attractions of Annual Skilled Career Day feature the SCNL Provincial Competition, Try-A-Trade® Demonstrations, Career Showcase, Guided Tours, Partnership Reception, Skilled Futures Conference, Alumni Connect Conference, Awards Ceremony, Partnership Luncheon, and Team NL Meeting.

PRESENTING SPONSOR	Presenting	25,000+
CAREER SHOWCASE	Bronze	2,000
PARTNERSHIP LUNCHEON	Silver	5,000
AWARDS CEREMONY	Silver	5,000
TEAM MEETING	Bronze	1,000
TRY-A-TRADE & TECHNOLOGY	Bronze	2,000

SKILLS CANADA INTERMEDIATE CHALLENGE

The Annual **Skills Canada Intermediate Challenge** presents a friendly competitive atmosphere where students in grades 7 to 9 can showcase their abilities in fields of Graphic Design, 2D/3D Character Computer Animation, IT Software Solutions for Business, IT Network Systems Administration, Green Energy Challenge, Graphic Design, Public Speaking, Job Skill Demonstration, Job Search, Photography, Workplace Safety, Website Development, Robotics, and more.

SCNL is the **only** province to offer competitions at intermediate level!

Alongside its 17 competition areas, the Skills Canada Intermediate Challenge will also present a variety of different hands-on Try-A-Trade® demonstrations for parents, students and educators attending followed by an Awards Ceremony in which gold, silver and bronze medals will be awarded to top winners.

SAMPLE BENEFITS

PARTNERSHIP LUNCHEON (\$5,000)

- Reach: Stakeholders such as government representatives, education partners, and other partners
- Exclusive to one company
- Extensive signage in Partnership Luncheon Area
- Recognition in Skilled Career Day Guide
- Speaking opportunity at Luncheon
- Complimentary booth space at Career Showcase
- Social media blast
- Logo and link on SCNL website, one year
- Certificate of Appreciation
- Opportunity to network with partnering organizations of SCNL

AWARDS CEREMONY (\$5,000)

- Maximum Exposure to competitors, education partners, and other sponsors
- Exclusive to one company
- Recognition in Skilled Career Day Guide
- Complimentary booth space at Career Showcase
- Opportunity to speak at Awards Ceremony
- Social media blast
- Certificate of Appreciation



PRESENTING SPONSOR	Presenting	25,000+
AWARDS CEREMONY	Silver	5,000
TRY-A-TRADE & TECHNOLOGY DAY	Bronze	2,000

SKILLS CANADA NATIONAL COMPETITION TEAM NL

The **Skills Canada National Competition** (SCNC) brings together over 550 young people from all provinces/territories within Canada, along with coaches, teachers and technical experts, to compete in over 40 trade and technology areas. The SCNC provides an opportunity for young Canadians studying a skilled trade or technology to be tested against exacting standards and against their peers from across the nation. Students vie to win the honour of being crowned the best in their chosen discipline.

This year's SCNC will be held in **Québec City, Québec from June 3-4, 2021.**

PRESENTING SPONSOR	Presenting	25,000+
COMPETITION CHAMPION *Per Competitor	Bronze	2,000
TEAM NL CELEBRATION	Silver	5,000
TEAM UNIFORM	Silver	5,000

NATIONAL SKILLED TRADES AND TECHNOLOGY WEEK

National Skilled Trades and Technology Week (NSTTW) is a key date in the annual Skills/Compétences Canada (SCC) calendar and its goal is to promote and host awareness raising events around the many career opportunities in skilled trades and technology in Canada. During NSTTW organizations from across Canada get involved with SCC in a virtual and engaging way to promote skilled trade and technology careers to youth, parents and the general public.

NSTTW will be held across Canada on **November 2-6, 2020.**

SAMPLE BENEFITS

TEAM NL CELEBRATION (\$5,000)

- Exclusive to one company
- Opportunity to participate in excursion or send team message
- Recognition and thanks on Itinerary Handout
- Recognition and thanks in Team NL 2021 Information Package
- Invitation to Skilled Career Day Partnership Luncheon
- Invitation to Skilled Career Day Career Showcase
- Recognition in Skilled Career Day Event Guide
- Recognition on SCNL Website
- Recognition in Year-In-Review Book Social media blast
- Certificate of Appreciation

TEAM UNIFORM (\$5,000)

- Exclusive to one company
- Logo on Uniform
- Invitation to Skilled Career Day Partnership Luncheon
- Invitation to Skilled Career Day Career Showcase
- Recognition in Skilled Career Day Event Guide
- Recognition on SCNL Website
- Recognition in Year-In-Review Book
- Social media blast
- Certificate of Appreciation

NSTTW PARTNERSHIP OPPORTUNITIES (\$5,000)

- Exclusive to one company
- Opportunity to speak during NSTTW media launch event
- Invitation to Skilled Career Day Partnership Luncheon
- Invitation to Skilled Career Day Career Showcase
- Opportunity to network with other partners of SCNL
- Recognition in Skilled Career Day Event Guide
- Recognition on SCNL Website
- Recognition in Year-In-Review Book
- Social media blast
- Certificate of Appreciation

PROVINCIAL TECHNICAL COMMITTEE WORKSHOP

Technical Volunteers are the backbone of the Skills Competitions; the workshop ensures that the members have all of the resources / information that they need to effectively prepare for the competitions, and to thank them for all of their hard work.

The 20th Annual Technical Committee Workshop will potentially be held in **December 2020**, tentatively at the Eastern School District Conference Centre in St. John's.

PTC WORKSHOP SPONSOR \$5,000

SCNL PARTNERS APPRECIATION

The SCNL Partners Appreciation event is planned each winter to thank our partners, sponsors, volunteers and supporters and launch the planned activities for the upcoming year. Major sponsors and partners are recognized at this luncheon held during Annual Skilled Career Day. Media are invited and various partners are recognized for various levels of participation and support.

- Network with leaders from government, industry, labour, and education to enhance your competitive position and open doors for business-relevant relationships in your community and industry.
- Connect directly to industry and technical experts through 100+ Provincial Technical Committee members.
- Reach NL's educational post-secondary communities and connect with the best and brightest students before they enter the workforce.

PARTNERSHIP APPRECIATION \$5,000

SPONSORSHIP BENEFITS

(\$5,000)

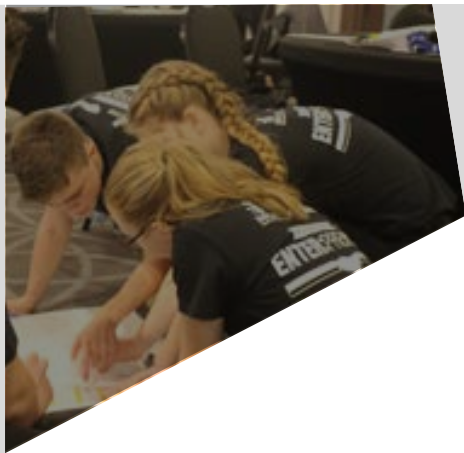
- Exclusive to one company
- Extensive signage at event
- Recognition in Skilled Career Day Guide
- Invitation(s) to attend
- Opportunity to speak
- Social Media blast
- Certificate of Appreciation



SPONSORSHIP BENEFITS

(\$5,000)

- Exclusive to one company
- Extensive signage at event
- Opportunity to network with partnering organizations of SCNL
- Recognition in Skilled Career Day Guide
- Invitation(s) to attend
- Opportunity to speak
- Social Media blast
- Certificate of Appreciation



ENTER:PRENEUR

ENTER:Preneur provides young tradespersons and technologists with the necessary tools and knowledge to translate their skills into successful self-employment. We offer interactive events for youth, instructors and education administration that merge applied skilled areas in trades and technology with quality professional business development. ENTER:Preneur is geared towards inspiring students in the secondary and post-secondary level and is delivered by collaborative partners Skills Canada NL and NL Association of CBDC's.

EVENT SPONSOR \$2,000 - \$5,000



EVENT SPONSORSHIP BENEFITS

- Each conference exclusive to one company
- Extensive signage at event
- Speaking opportunity
- Recognition in Annual Skilled Career Day Guide
- Invitation to Partners' Luncheon
- Opportunity to add own press release kit to conference kit
- Social media blast
- Logo and link on SCNL website, one year
- Certificate of Appreciation

SKILLED FUTURES

Skilled Futures is the newest program developed by SCNL to offer pan-Provincial career exploration, hands-on experiential learning and mentorship opportunities. The Skilled Futures series is a collection of one-day career exploration events offering junior and senior high school students the chance to participate in interactive, experiential learning in a variety of career pathways. Skilled Futures Events are held across the province throughout the school year from October to May and are currently being offered via virtual delivery.

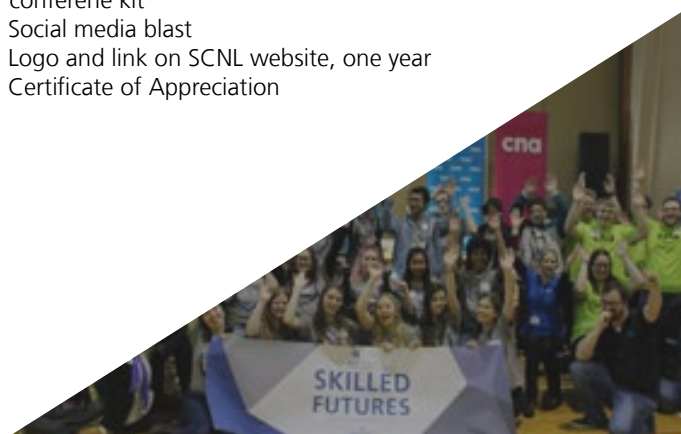
SCNL has delivered Skilled Futures in career areas such as Health Sciences, Video Game Art & Design, Paramedicine, Applied Arts, Finances, Aviation, and a Skilled Futures for Women event in trades.

EVENT SPONSOR \$2,000 - \$5,000



EVENT SPONSORSHIP BENEFITS

- Each conference exclusive to one company
- Extensive signage at event
- Speaking opportunity
- Recognition in Annual Skilled Career Day Guide
- Invitation to Partners' Luncheon
- Opportunity to add own press release kit to conference kit
- Social media blast
- Logo and link on SCNL website, one year
- Certificate of Appreciation



PARTNERSHIP LEVELS AND SAMPLE BENEFITS



Note:
Provided is a **sample** of the sponsorship benefits available for virtual and in-person events when partnering with us.

SCNL will customize your partnership package to suit the unique needs of your organization.

		PRESENTING \$25,000 +	GOLD \$10,000 +	SILVER \$5,000 +	BRONZE \$1,000 +	SUPPORTER <\$1,000
		PRE-EVENT RECOGNITION				
		✓				
		✓	✓			
		✓	✓	✓	✓	✓
		✓	✓	✓	✓	
		✓	✓	✓		
		ON-SITE RECOGNITION				
AWARDS CEREMONY	Invitation to attend	✓	✓	✓	✓	✓
	Reserved seating	✓	✓	✓		
	Opportunity to be a medal presenter	✓	✓			
	Opportunity to address students	✓	✓			
	Full page ad in the Annual Skilled Career Day Guide	✓	✓			
	VIP tour by a Board of Director	✓	✓	✓		
ANNUAL SKILLED CARRIER DAY	Logo displayed in contest area(s)	✓	✓	✓		
	Opportunity to add material in SCNL's media kit	✓	✓			
	Opportunity to network with partnering organizations of SCNL	✓	✓	✓	✓	
	Exhibitor booth in Career Showcase	✓	✓	✓	✓	✓
	Recognition in Annual Skilled Career Day Event Guide	✓	✓	✓	✓	✓
NSTTW	Opportunity to speak during NSTTW media launch event	✓	✓			
	Brand recognition in NSTTW event guide and material	✓	✓	✓		
		POST-EVENT RECOGNITION				
		✓	✓	✓	✓	✓
		✓	✓	✓		
		✓	✓	✓		
		✓	✓	✓		
		✓	✓			
		✓	✓	✓		

HEAR FROM OUR ALUMNI

I would highly recommend that anyone who is considering a career in the trades and technology sector get involved and give it a shot! If you're still in high school, it's a wonderful opportunity to gain some exposure to career options that you may not have even considered yet. If you're already in post-secondary, it's a great chance to test your skills and refine them, and it provides you with the type of practical experience that employers are looking for.

– Steven Adams, Post Secondary Bronze Medalist (Electrical Installation)

Skills Canada is a truly amazing experience that cannot be described in just a few words. The level and commitment and dedication that is shown from each person at the competition is absolutely incredible, and so inspiring to watch.

Skills Canada taught me more about skilled trades and technologies than I have ever known before, and it helped to open my eyes to many different career paths that I had never considered before.

– Brianna Russell, Secondary Gold Medalist (Job Search)

HEAR FROM OUR PARTNERS

iEAS has been an active supporter of Skills Canada for many years. This program truly offers us a chance to recruit, build connections and raise the bar of excellence for students, which helps my company's bottom line. SCNL provides an invaluable opportunity to build capacity in our industry and ensure we have the future workforce required to stay competitive and thrive.

– John Dalley, GM iEAS.



Vale has a long history of support for Skills Canada because we share a common interest in promoting careers in the trades. Skilled trades are in high demand in the mining industry and we are continuously looking to attract them to Vale as an employer of choice. Through our support for Skills Canada, Vale engages youth in a wide variety of trades & technology related activities from skills competitions to in-classroom presentations and forums specific to women and Indigenous participation in the trades. It's a relationship we value and an opportunity to support the trades, which is critically important to the future of our industry.

– Gavin Toole, Vale.

GET IN TOUCH

Join Skills Canada Newfoundland and Labrador
in leading the Skills Movement!

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Skills_NL



SkillsCanadaNL



Skills Canada Newfoundland and Labrador



www.skillscanadanl.ca



If you would like to get involved and become a partner of SCNL,
please get in touch with us at scnl@skillscanada.com or 739-4172.