



SkillsCanada
Nova Scotia

PARTNERSHIP PACKAGE 2020

Skills Canada – Nova Scotia (SCNS) is a not-for-profit organization that provides Nova Scotian youth with opportunities to explore and discover skilled trades and technologies through a range of programming. This is made possible by partnerships with industry, government, labour, and education. Our signature event is the annual Nova Scotia Skills Competition. SCNS is affiliated nationally with Skills / Compétences Canada and internationally with WorldSkills.

NOVA SCOTIA SKILLS COMPETITION & CAREER SHOWCASE

The Nova Scotia Skills Competition & Career Showcase brings together 250+ students and apprentices from across the province to compete in one of over 40 different contest areas in skilled trades and technologies. Winners are presented with gold, silver or bronze medals. Most gold medalists advance to the Skills Canada National Competition.

The Career Showcase is held in conjunction with the Nova Scotia Skills Competition and features over 30 interactive displays by Skills Canada - Nova Scotia (SCNS) partners. Over 2,000 junior and senior high school students are expected to tour the 2020 Nova Scotia Skills Competition event.

SCNS invites sponsorship in the following avenues:

Material Sponsor (in-kind or monetary donation):

The event requires a number of consumable materials—from lumber and electrical supplies, to baking and cooking ingredients. Providing materials or monetary donations toward these materials are essential to our competitions. Sponsorship benefits include:

- Banner placement in sponsored competition area
- Booth space in Career Showcase
- Opportunity to address competitors
- Partner level recognition based on value of materials

Closing Ceremonies Pizza Party Sponsor (\$3,000):

Provide a delicious celebratory meal for competitors and volunteers of the Nova Scotia Skills Competition, prior to Closing Ceremonies. Benefits of this sponsorship include:

- Bronze level partnership benefits
- An opportunity to be the key presenter during the meal
- Banner on display in event space
- Network with current and future skilled trade and technology professionals
- Sponsor 1 of 3 event locations throughout Nova Scotia
- A Thank You message including brand recognition on a presentation slide at Closing Ceremonies

Provincial Technical Committee Meeting Sponsor (\$6,000):

Each year the volunteers and organizers of each of the 40+ competition areas come together to plan next spring's Nova Scotia Skills Competition. The meeting includes a lunch and full day of conversation! Sponsorship benefits include:

- Silver level partnership benefits
- Brand recognition in the slideshow presentation
- Sharable tagged photo/video content promoted on our popular social media platforms
- An opportunity to have logo/banner present at the event
- Official lunch sponsor
- Network with current and future skilled trade and technology professionals

SKILLS CANADA NATIONAL COMPETITION

The Skills Canada National Competition brings together more than 500 competitors representing every province and territory to compete in over 40 skilled trade and technology competitions in front of thousands of spectators. Most gold medalists from the Nova Scotia Skills Competition join Team Nova Scotia and compete at the Skills Canada National Competition. Participation in this prestigious event requires funding to support competitor travel and team activities. SCNS invites you to sponsor Team Nova Scotia in one of the following avenues:

Competitor Registration Sponsor (\$550 per competitor):

Cover the cost of a competitor(s) to attend the Skills Canada National Competition. Sponsorship benefits include:

- An invitation to a partner recognition event
- Name in SCNS's annual Impact Report
- Name on the SCNS website, linked to your website
- Other partnership benefits depending on number of competitors sponsored

Team Nova Scotia Rally Sponsor (\$3,000):

Bringing together Team Nova Scotia coaches and competitors every May for the very first time in preparation for the Skills Canada National Competition. Dinner is served at this event. Sponsorship benefits include:

- Bronze level partnership benefits
- Brand recognition in the slideshow presentation
- Sharable tagged photo/video content promoted on our popular social media platforms
- An opportunity to be the key presenter during the meal
- Logo on invitations sent to all Team Nova Scotia coaches and competitors
- Banner/signage display at the Rally
- Opportunity to network with SCNS's coaches, competitors and chaperones
- Speaking opportunity to address all attendees

MARKETING ANALYTICS

Impression metrics measure the total number of times our users saw the social media content we post. Below are the metrics we saw during the month of the 2019 Skills Canada National Competition!



CELEBRATION EVENTS

Team Nova Scotia Champions' Cruise Sponsor (\$5,000):

Fund the celebration event that keeps the excitement of Nationals going. This is a popular SCNS alumni, volunteer, and partner event takes place in June. Sponsorship benefits include:

- Silver level partnership benefits
- Sharable tagged photo/video content promoted on our popular social media platforms
- Logo recognition on the invitation
- Opportunity to display a banner on the boat and distribute other promotional materials on board
- Speaking opportunity to address all attendees
- Network with current and future skilled trade and technology professionals

Skills Excellence Awards Sponsor (\$8,000):

Become a key supporter of SCNS's annual partner, volunteer, and competitor alumni celebration event. This event includes a banquet dinner, award presentations, an auction with proceeds supporting Team Nova Scotia through the Robert Sampson Memorial Bursary, plus some festive fun. Sponsorship benefits include:

- Silver level partnership benefits
- Brand recognition in the slideshow presentation
- Sharable tagged photo/video content promoted on our popular social media platforms
- Logo recognition on the invitation and event program
- Opportunity to display a banner on stage
- On-stage photo op with all attending SCNS Champions (alumni)
- Speaking opportunity to address all attendees
- Network with professionals and SCNS champions from a range of skilled trade and technology sectors

SKILLED FUTURES SERIES

Skills Canada - Nova Scotia's (SCNS) Skilled Futures series introduces hundreds of Nova Scotian students to career opportunities within skilled trades and technologies. Junior and senior high school students connect with industry mentors and participate in interactive workshops. Our Skilled Futures events include Skilled Futures in: Energy, Oceans, Technology, Trades & Tech, and for Women.

Skilled Futures event (\$6,000):

Sponsorship benefits include:

- Silver level partnership benefits
- Brand recognition in the slideshow presentation
- Sharable tagged photo/video content promoted on our popular social media platforms
- Banner / signage display at the Skilled Futures event
- Logo on the back of 80+ Skilled Futures event t-shirts, event registration package and schedule
- Opportunity to facilitate a workshop at the event
- Recognition during the Skilled Futures opening and closing remarks
- Speaking opportunity to address all attendees of the Skilled Futures event

MARKETING ANALYTICS

Throughout the 2018-19 school year, our programs were featured **6x** on CTV Morning Live, CTV News Atlantic, Global News, and CBC Nova Scotia; and **4x** in popular print and online news publications.



PARTNERSHIP BENEFITS



PRESENTING
\$75,000+

GOLD
\$10,000+

SILVER
\$5,000+

BRONZE
\$1,000+

SUPPORTER
< \$1,000

| | PRESENTING \$75,000+ | GOLD \$10,000+ | SILVER \$5,000+ | BRONZE \$1,000+ | SUPPORTER < \$1,000 |
|--|-------------------------|-------------------|--------------------|--------------------|------------------------|
| Recognition in all media releases | ● | | | | |
| Speaking opportunity at the closing ceremonies of the Nova Scotia Skills Competitions | ● | | | | |
| Medal presentation to winners at closing ceremonies of Nova Scotia Skills Competitions | ● | | | | |
| Speaking opportunity at the Skills Excellence Awards | ● | | | | |
| Logo on all distributed Nova Scotia Skills Competition campaign materials | ● | | | | |
| Recognition in all print advertising | ● | | | | |
| Logo on homepage and partners page of Skills Canada - Nova Scotia website | ● | ● | | | |
| Logo in our In-Class Presentations, reaching over 3,000 Nova Scotian youth | ● | ● | | | |
| Opportunity to submit an advertisement in our bi-annual e-newsletter | ● | ● | | | |
| Organization banner displayed at Nova Scotia Skills Competition | ● | ● | | | |
| Brand recognition in our bi-annual e-newsletter | ● | ● | ● | | |
| Recognition on SCNS's social media | ● | ● | ● | | |
| Opportunity to add key messaging to our In-Class Presentations, reaching over 3,000 Nova Scotian youth | ● | ● | ● | | |
| Logo on the back of 300+ Nova Scotia Skills Competition t-shirts | ● | ● | ● | | |
| Logo in SCNS's annual Impact Report | ● | ● | ● | | |
| Two invitations to the Skills Excellence Awards | ● | ● | ● | | |
| Two invitations to the Champions Cruise | ● | ● | ● | | |
| Recognition during the Skills Excellence Awards | ● | ● | ● | ● | |
| Banner display at the Nova Scotia Skills Competition at selected contest area | ● | ● | ● | ● | |
| Booth in the Nova Scotia Skills Competition Career Showcases (reach between 2,000 - 3,000 visitors) | ● | ● | ● | ● | |
| Opportunity to be a featured exhibitor in the School Tour Activity Booklet | ● | ● | ● | ● | |
| Recognition at the Nova Scotia Skills Competition Closing Ceremonies | ● | ● | ● | ● | ● |
| Name in SCNS's Impact Report | ● | ● | ● | ● | ● |
| Name on the SCNS website, linked to your website | ● | ● | ● | ● | ● |
| VIP invitations and tours at the Nova Scotia Skills Competition | ● | ● | ● | ● | ● |

PARTNERSHIP LEVELS

Skills Canada - Nova Scotia relies on community and business leaders to support our programs through monetary contributions and in-kind donations. Partner with SCNS to reach our an engaged audience, and align your brand with like-minded skilled trade and technology enthusiasts.

INTERESTED IN PARTNERING WITH SCNS?

If you want to become a partner of Skills Canada - Nova Scotia, please contact:

Courtney Gouthro, Executive Director
Phone: (902) 491- 3598
Email: courtneygouthro@skillsns.ca



YES! WE WILL SUPPORT SCNS

On behalf of: _____

I confirm our commitment to support SCNS at the level of:

- Presenting Partner (\$75,000+)**
- Gold Partner (\$10,000+)**
- Silver Partner (\$5,000+)**
- Bronze Partner (\$1,000+)**
- Supporter (<\$1,000)**
- Official Skilled Futures Sponsor (\$6,000)
- Official Closing Ceremonies Pizza Party Sponsor (\$3,000)
- Official PTC Meeting Sponsor (\$6,000)
- Competitor Registration Sponsor (\$550 per competitor)
- Team NS Rally Sponsor (\$3,000)
- Team NS Champions' Cruise (\$5,000)
- Official Skills Excellence Awards Sponsor (\$8,000)
- Provide competition equipment and/or materials Valued at: \$_____

With a contribution of: _____

Payment will be issued to Skills Canada - Nova Scotia by the following date: _____

With a contribution of: _____

In addition to our financial contribution, we will (if applicable):

Donate to the Skills Excellence Awards silent auction _____

Other: _____

Name: _____ Title: _____

Email: _____

Social handles:

(Facebook) @ _____ (Twitter) @ _____ (Instagram) @ _____

Address: _____

Signature: _____ Date: _____

Please return this completed form to SCNS's Executive Director, Courtney Gouthro:

Skills Canada – Nova Scotia | **800A Windmill Road, Suite 7B, Dartmouth, Nova Scotia B3B 1L1**

Email: courtneygouthro@skillsns.ca | Phone: (902) 491-3598 | Fax: (902) 428-0112