



PARTNERSHIP PACKAGE

2021 – 2022



**IGNITES CURIOSITY AND PASSION BY PROMOTING
SKILLED TRADES, TECHNOLOGIES, AND CAREER EXPLORATION
THROUGH SKILL DEVELOPMENT AND COMPETITION.**

WHO WE ARE

Skills Canada – Nova Scotia (SCNS) is a non-profit organization that provides youth the opportunity to explore careers in skilled trades and technologies. We do this by offering programming in skilled trades and technologies throughout the province. Our programs are made possible through partnerships with industry, government, labour, and education.

Our signature event is the annual Nova Scotia Skills Competition. We are a Member Organization of Skills/Compétences Canada and associated with WorldSkills International.





WHAT WE DO

IN-CLASS PRESENTATIONS

In-class presentations continue to be one of SCNS’s most effective tools for promoting skilled trades and technologies to Nova Scotian youth. These interactive hour-long presentations provide students with information about careers in skilled trades and technologies, youth apprenticeship, labour markets, SCNS programs and how to get involved. Our talented presenter will encourage students to think about their future and how they can make informed decisions about career choices using their own personal goals, strengths, and passions in life as their guide. Presentations are free and delivered remotely across the province.

SKILLS FOR SUCCESS WORKSHOPS

The Skills for Success (Adaptability, Creativity and Innovation, Problem Solving, Communication, Collaboration, Digital, Reading, Writing, and Numeracy) are the foundation for employability and life skills. Through our Skills for Success workshops, participants complete a series of fun challenges which illustrate the importance of developing these skills, and how they translate to skilled careers.

TRY-A-TRADE® TAKE-OUT

Try-A-Trade® Take-Out offers teachers and students the opportunity to conduct an activity and gain hands-on experience in different areas of skilled trades and technologies from the comfort of their classrooms. We match curriculum outcomes, and package the kits with the materials required to give busy teachers a ready-to-present option at their disposal. This free program offers a snapshot into a variety of skilled trade and technology areas, through engaging activities and additional insights from industry professionals – giving students an opportunity to safely explore careers with hands-on fun.

SKILLED FUTURES

The Skilled Futures series is a collection of career exploration events and virtual experiences offering junior and senior high school students the chance to participate in interactive skilled trade and technology workshops. In the virtual model, students explore careers and industries through a series of self-guided decisions between videos and downloadable activities provided by industry partners.





ACCESSIBILITY SERVICES

We offer several programs to help Nova Scotian youth with disabilities explore skilled trade and technology careers. Accessibility Services workshops are available to organizations and learning centres across the province. SCNS is currently offering workshops in cake decorating, photography, and the Skills for Success. SCNS is dedicated to identifying and removing barriers to access in everything we do. During our competition season and live events, we are committed to adapting, developing and being responsive to the needs of anyone who wishes to participate.

NOVA SCOTIA SKILLS COMPETITION

The Nova Scotia Skills Competition provides students and apprentices the opportunity to compete in over 30 trade and technology contest areas. The top three competitors are awarded bronze, silver, and gold medals. Most gold medalists are invited to advance to the Skills Canada National Competition.

OUR AUDIENCE:

 FACEBOOK 2700+ Followers	 TWITTER 1800+ Followers
 INSTAGRAM 1600+ Followers	 E-NEWSLETTER 2000+ Subscribers





NOVA SCOTIA SKILLS COMPETITION

The Nova Scotia Skills Competition & Career Showcase brings together 250+ students and apprentices from across the province to compete in one of over 30 different contest areas in skilled trades and technologies. The top 3 competitors are presented with gold, silver or bronze medals.

Most gold medalists advance to the Skills Canada National Competition as part of Team Nova Scotia.

Contest areas may include:

2D Character Computer Animation	Graphic Design	Mechatronics
3D Digital Game Art	Hairstyling	Mobile Robotics
Aesthetics	Heavy Vehicle Technology	Photography
Automotive Technology	Industrial Control (Industrial Wiring)	Plumbing
Baking	Industrial Mechanic /Millwright	Public Speaking
Bricklaying	IT Software Applications	Precision Machining
Car Painting	Job Search	Refrigeration and Air Conditioning
Carpentry	Job Skill Demonstration	Steamfitter/Pipefitter
CNC Machining	Landscape Gardening	Sprinkler Systems
Cooking	Mechanical Engineering CAD	Welding
Electrical Installation		Workplace Safety

COMPETITION SPONSOR (\$2000 PER CONTEST AREA)

Sponsorship benefits include:

- Bronze Level Partner benefits
- Recognition as Competition Partner
- Name and logo on all branded materials related to your contest
- Opportunity to brand the competition area (logos/ sponsor-provided banner/ decor)
- Booth space in Career Showcase

MATERIAL SPONSOR (IN-KIND OR MONETARY DONATION)

The event requires a great deal 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
- Partner level recognition based on value of materials



NOVA SCOTIA SKILLS COMPETITION

CAREER SHOWCASE + SCHOOL TOURS



CAREER SHOWCASE + SCHOOL TOURS

The Career Showcase is held in conjunction with the Nova Scotia Skills Competition and offers a variety of interactive displays hosted by Skills Canada - Nova Scotia (SCNS) partners.

On average, 1,000+ junior and senior high school students tour the Nova Scotia Skills Competition and Career Showcase. These tours give students a chance to explore career opportunities in trades and technologies – discovering opportunities to ignite their passion.

BOOTH IN CAREER SHOWCASE \$1000 (LIMITED OPPORTUNITIES)

Sponsorship benefits include:

- Bronze Level Partner benefits
- Opportunity to engage directly with students and teachers
- Approx. 5' x 10' booth space to set up a hands-on activity for students to teach about your company/industry

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 SkillsCanada National Competition; planned for Vancouver, BC in late May 2022. Participation in this prestigious event requires funding to support competitor travel and team activities.

TEAM NOVA SCOTIA SPONSOR – \$10,000 (ONLY 2 OPPORTUNITIES)

Gold medalists from our Nova Scotia Skills Competition are invited to join Team Nova Scotia to compete at the Skills Canada National Competition. We cover transportation, most meals, all team activities, uniforms and more for competitors, chaperones, coaches, and staff – more than 80 people.

Sponsorship benefits include:

- Gold Level Partner benefits
- Brand placement on team communications
- Logo placement on the team jackets used during travel
- Opportunity to speak at official Team Nova Scotia meetings
- Opportunity to include a message and/or treats for Team Nova Scotia
- Candid photos taken during travel shared on social media
- Group photo taken during travel before/after competition

FUN CHAMPION - \$5,000 (ONLY 2 OPPORTUNITIES)

We offer team building and experiential tourism opportunities for Team Nova Scotia. This often includes transportation, meals, and an activity for the whole crew. We often have young competitors who have never travelled outside of the province, flown on an airplane, or without their parents before. Not only is the chance to compete in the Skills Canada National Competition important for professional development, but these activities create opportunities for personal development.

Sponsorship benefits include:

- Silver Level Partner benefits
- Add a treat to the Smile Bags (~90 pcs)
- Add a message of inspiration and support for Team Nova Scotia
- Group photo taken at event; sharable tagged photo/video content promoted on social media
- Group photo before/after team fun; sharable tagged photo/video content promoted on social media platform

COMPETITOR REGISTRATION SPONSOR - \$550 PER COMPETITOR

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

Sponsorship benefits include:

- Supporting Level Partner benefits
- Shout-out on social media, with photo of competitor and acknowledgement of your support for their journey
- Add a message of inspiration and support for Team Nova Scotia
- Other partnership benefits depending on number of competitors sponsored



WORLD SKILLS SELECTION EVENT

WORLDSKILLS SELECTION EVENT

For the first time, a special Selection Event will be held to pick the members of Team Canada, set to compete in Shanghai, China in October 2022. This special competition will be held concurrently with the National Competition, set in Vancouver for late May 2022.

Nova Scotia will be sending a small contingent of our best to compete with competitors from other provinces and territories, competing to win their chance to represent Canada at World Skills.

COMPETITOR SUPPORT FOR WORLDSKILLS SELECTION EVENT – \$2000 PER COMPETITOR

Benefits include:

- Bronze Level Partner benefits
- Shout-out on social media, with photo of competitor and acknowledgement of your support for their journey
- Add a message of inspiration and support for aspiring World Skills competitors from Nova Scotia
- Other partnership benefits depending on number of competitors sponsored

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 themes are Skilled Futures in: Energy, Oceans, Technology, Trades, and for Women.

For 2021-2022, our goal to continue building our digital library of virtual learning experiences in Skilled Futures, along with activities to use in the classroom.

SKILLED FUTURES VIRTUAL EXPERIENCES SPONSOR - \$7,500

Career Exploration from virtually anywhere. We create video segments with industry partners like you to highlight careers in sectors with growing needs for skilled people. Students watch videos, explore careers and industries, do activities to test their own skills, and see related content.

Benefits include:

- Most Silver Level Partner benefits*
- Brand recognition in the presentation
- Sharable tagged photo/video content promoted on our popular social media platforms
- Opportunity to be featured in video
- Brand recognition in the video
- Acknowledgement of partnership at beginning and end of video with logo
- Video available on SCNS website for at least three years
- Video viewership estimated at 1,500+ per year, for at least three years

SKILLED FUTURES IN-PERSON EVENT SPONSOR - \$7,500

In-person events offer space for up to 80* students to participate in a full day of hands-on learning workshops centered around one of our themes. These events are hosted at training facilities or areas of specialized learning – these events offer students and teachers a fantastic field trip experience at no cost to them.

Benefits include:

- Most Silver Level Partner benefits*
- Brand recognition in the presentation
- Sharable tagged photo/video content promoted on our popular social media platforms
- Banner / signage display at event
- Logo on the back of 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

**PROGRAMS+
WORKSHOPS**



TRY-A-TRADE® TAKE-OUT SERIES

Try-A-Trade® Take-Out offers teachers and students the opportunity to conduct an activity and gain hands-on experience in different areas of skilled trades and technologies from the comfort of their classrooms. We match curriculum outcomes, and package the kits with the materials required to give busy teachers a ready-to-present option at their disposal. This free program offers a snapshot into a variety of skilled trade and technology areas, through engaging activities and additional insights from industry professionals – giving students an opportunity to safely explore careers with hands-on fun.

To date, we have offered activities in cooking, baking, machining, carpentry, graphic design, and robotics. Our team can work with various industries to add additional activities to the available options.

TRY-A-TRADE® TAKE-OUT CUSTOM ACTIVITY SPONSOR - \$7,500

We can also create new activities with your support, matching school curriculum outcomes to showcase your industry and include additional support material.

Benefits include:

- Most Silver Level Partner benefits*
- Participate in the ideation and activity design
- Filming a video featuring representatives from your company
- Recognition in the accompanying instructional video (brand/logo)
- Advertising of this program will be shared on social media and via e-newsletters, with recognition
- Recognition on the SCNS website for the activity
- Opportunity to support the activity by providing branded, related collateral which enhances the learning experience
- Brand recognition at beginning and end of video with logo

TRY-A-TRADE® TAKE-OUT MATERIAL SPONSOR - \$5,000

Benefits include:

- Most Silver Level Partner benefits*
- Recognition in the accompanying instructional video (logo)
- Advertising of this program will be shared on social media and via e-newsletters, with recognition
- Recognition on the SCNS website for the activity
- Opportunity to support the activity by providing branded, related collateral which enhances the learning experience
- Brand recognition at beginning and end of video with logo

“I think offering these types of projects to students is great. It piqued the curiosity of my students and got them asking questions about machining.” – **Daniel L, Grade 10 teacher**



PROGRAMS+ WORKSHOPS



PARTNERSHIP OPPORTUNITIES

WHY PARTNER WITH US?

- Your support helps promote opportunities in skilled trades and technology careers, **helping to shape Nova Scotia’s future workforce.**
- Our programs reach **10,000+ students per year in secondary schools**
- We’re a **trusted partner of the Dept. of Early Education & Childhood Development**
- Our network of secondary teachers across the province is **1200 and growing**
- Our programs are popular and we reach across the province **from Yarmouth to Cape Breton**
- The **Nova Scotia Skills Competition brings together students and apprentices** to compete for excellence

TO MAKE A LASTING IMPACT WITH STUDENTS ACROSS THE PROVINCE, WE INVITE YOUR PARTNERSHIP:

<div><div>\$75,000+</div><div>PRESENTING PARTNER</div></div>		<div><div>\$25,000+</div><div>PLATINUM PARTNER</div></div>
<div><div>\$10,000+</div><div>GOLD PARTNER</div></div>	<div><div>\$5,000+</div><div>SILVER PARTNER</div></div>	<div><div>\$1,000+</div><div>BRONZE PARTNER</div></div>

Partnership level is based on total contribution per year. For example by contributing to a Try-A-Trade® Take-Out activity (\$5,000) and a Skilled Futures Experience (\$7,500) the total contribution would grant the benefits of a Gold level partnership in addition to any individual program benefits.



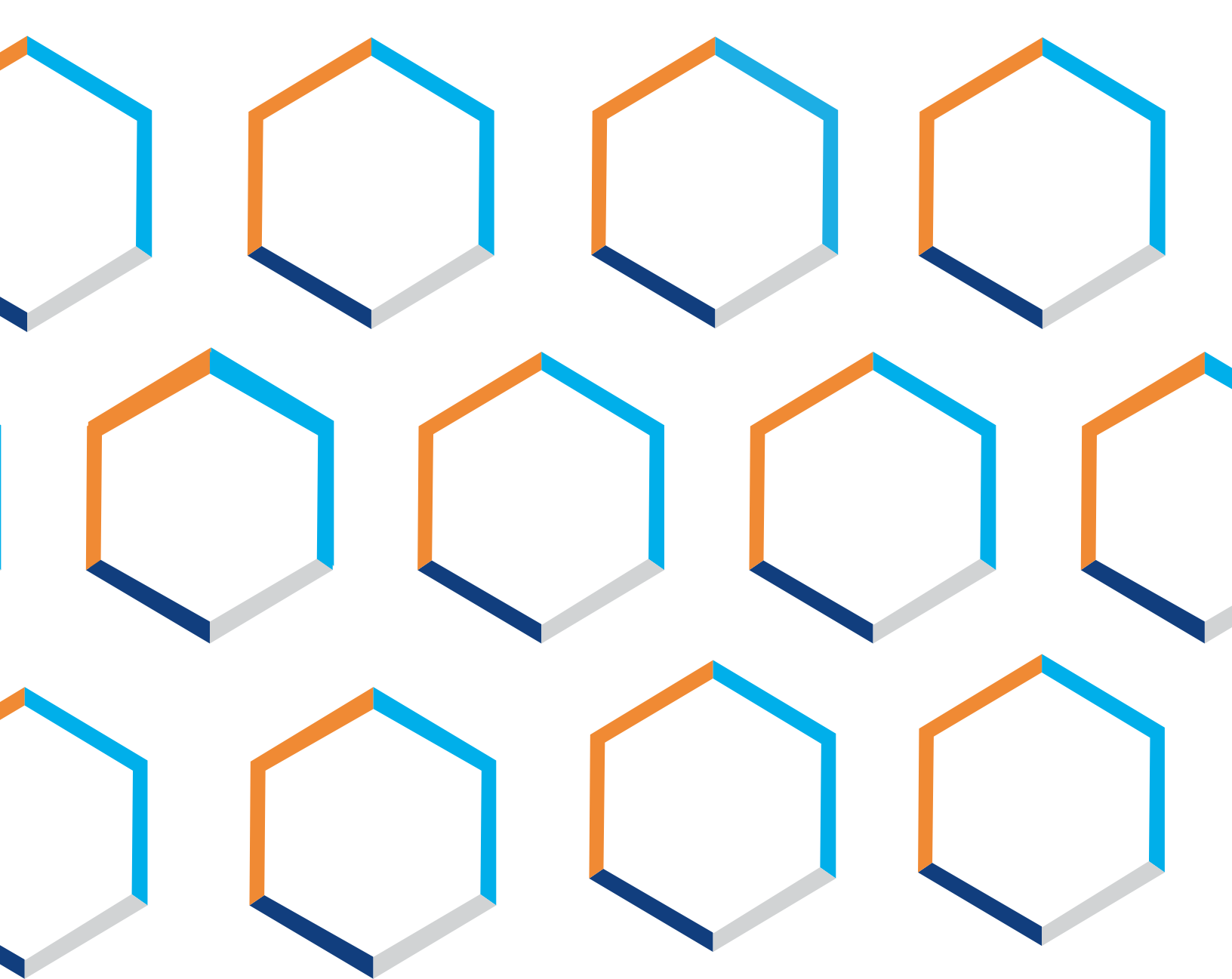


PARTNERSHIP LEVELS

	PRESENTING \$75,000+	PLATINUM \$25,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$1,000+	SUPPORTER \$250+
BRAND RECOGNITION						
Recognition in all media releases	✓					
Logo on all distributed Nova Scotia Skills Competition campaign materials	✓					
Recognition in all print advertising	✓					
Speaking opportunity at the Skills Excellence Awards	✓					
Logo on website footer and partners page of SCNS website	✓	✓				
Featured in a curated post on social media	✓	✓				
Logo in our In-Class Presentations, reaching over 3,000 Nova Scotian youth	✓	✓	✓			
Social media post upon partnership confirmation	✓	✓	✓	✓		
Recognition in our bi-annual e-newsletter	✓	✓	✓	✓		
Recognition during the Skills Excellence Awards	✓	✓	✓	✓		
Logo in SCNS's annual Impact Report	✓	✓	✓	✓		
Invitation to a Partner Recognition Event	✓	✓	✓	✓	✓	
Name in SCNS's Impact Report	✓	✓	✓	✓	✓	✓
Name on the SCNS website, linked to your website	✓	✓	✓	✓	✓	✓
Social media acknowledgement during Nova Scotia Skills Competition	✓	✓	✓	✓	✓	✓
NOVA SCOTIA SKILLS COMPETITION						
Speaking opportunity at the closing ceremonies	✓					
Banner displayed at selected contest area	✓	✓	✓			
Logo on the back of 300+ Competition t-shirts	✓	✓	✓	**		
Banner display at the Nova Scotia Skills Competition	✓	✓	✓	✓		
Booth in the Nova Scotia Skills Competition Career Showcase (limited)	✓	✓	✓	✓	✓	
Recognition at the Nova Scotia Skills Competition Closing Ceremonies	✓	✓	✓	✓	✓	
PROGRAM SUPPORT - ACTIVITIES, WORKSHOPS, EXPERIENCES						
Provide career/ industry profile video(s) to Skilled Futures resource library	✓	✓	✓			
Provide career/industry profile activities to Skilled Futures resource library	✓	✓	✓			
Skilled Futures In-Person Event sponsorship				†		
Skilled Futures Virtual Experience sponsorship				†		
Try-A-Trade Take Out activity sponsorship				†	†	
DIRECT ADVERTISING OPPORTUNITIES						
Submit an advertisement in our bi-annual e-newsletter	✓	✓	✓			
Add messaging to In-Class Presentations, reaching 3,000+ youth	✓	✓	✓			

† Specific Opportunity ** Except for Program Partners





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