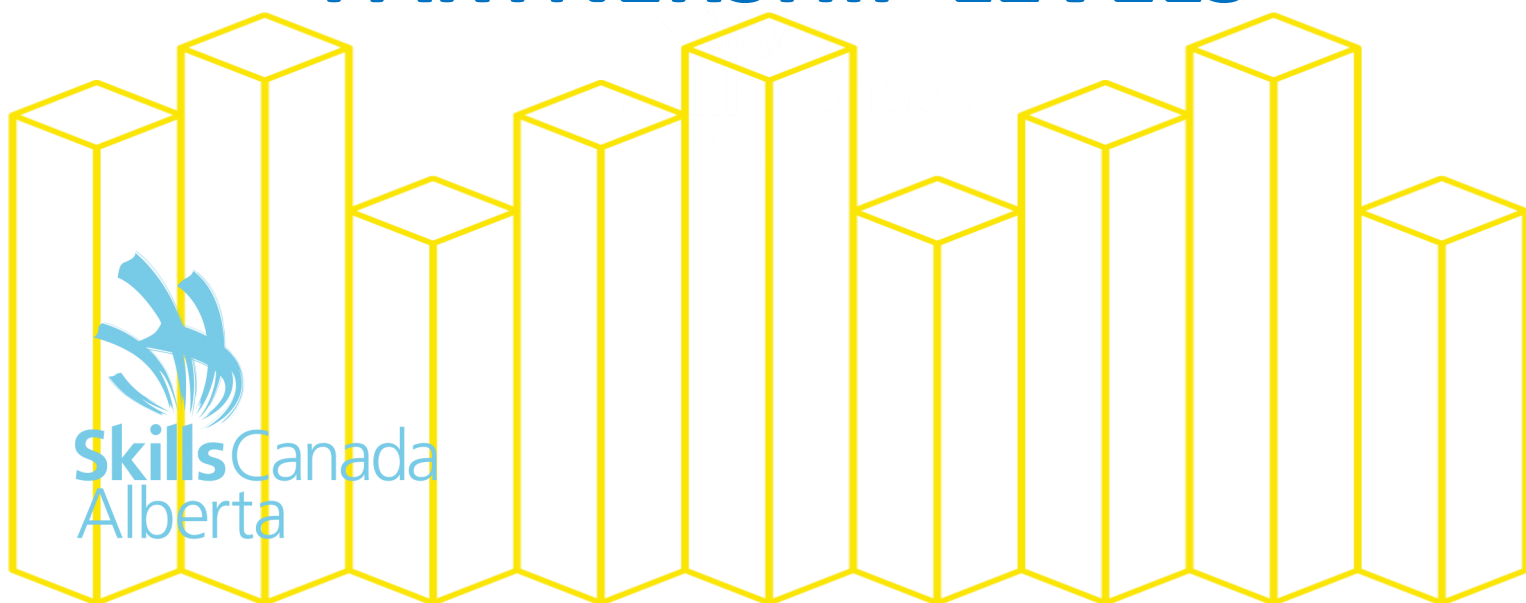




SKILLS CANADA ALBERTA

2025/26

PARTNERSHIP LEVELS



SKILLS ICON

SOLD

**100% VISIBILITY
(Exclusive Level)**

EXCLUSIVE BENEFITS

- Exclusive Property Benefits as Skills Icon to be negotiated with SCA

YOUTH ENGAGEMENT

- Access to 10,000 + students during PSCC
- 200 sq. ft. Exhibitor space in Skill City for Interactive activity or Try-A-Trade
- Opportunity to provide 2 female influencers for the Girls Exploring Trades and Technology (GETT) Conference
- Opportunity to present medals to students at Awards Ceremony

BRAND RECOGNITION

Recognition as Skills Champion of key industry networking events:

* VIP Partnership Celebration and Volunteer Appreciation event.

Logo Placement

1st Tier logo placement on all promotional and collateral materials

- PSCC promotional posters distributed to Alberta Schools (time sensitive)
- PSCC website and hyperlinked logo on PSCC partner webpage
- PSCC microsite (event guide for spectators of PSCC)
- On-site recognition including
 - large scale signage,
 - entrance banners,
 - 1st tier partner recognition signage
 - 30 Major Partner Hardwalls surrounding competitions at PSCC
 - PSCC Competitor and Volunteer T-Shirts (1000)
 - Slides at Opening and Closing Ceremonies

SOCIAL MEDIA

SCA will promote your organization to sizeable social media friends and contacts. SCA is active on several social media platforms including Facebook, Twitter, LinkedIn, Instagram and TikTok.

SCA has a peak quarterly reach of 244,000 users across all platforms

54% of our social media audience is between the ages of 18-34

On average we are actively engaging with 20% of our followers – that means more than just a “like”. That means real conversations – through direct messages, comments, and post shares

Social Media Feature – Day in the Life, Live on Location or Social Media Takeover to profile trade and tech careers in your organization.

MEDIA AND ADVERTISING

Digital Advertisement that will be displayed at PSCC

1st tier logo inclusion in local advertising obtained by SCA to promote PSCC

Opportunity to post link to career page or job postings in SAGA LinkedIn for Skills alumni.

INDUSTRY CONNECTIONS

Four (4) VIP passes for key events including:

- * Opening and Closing Ceremonies
- * VIP Partnership Celebration and Volunteer Appreciation
- * Lunch on Competition Days
- * Hospitality Suite Access

MULTI-YEAR BENEFITS:

- 20 Corporate Branded Hardwalls at the PSCC

SKILLS CHAMPION

\$100,000+

100% VISIBILITY

EXCLUSIVE BENEFITS

- Exclusive Property Benefits as Skills Champion to be negotiated with SCA

YOUTH ENGAGEMENT

- Access to 10,000 + students during PSCC
- 200 sq. ft. Exhibitor space in Skill City for Interactive activity or Try-A-Trade
- Opportunity to provide 2 female influencers for the Girls Exploring Trades and Technology (GETT) Conference
- Opportunity to present medals to students at Awards Ceremony

BRAND RECOGNITION

Recognition as Skills Champion of key industry networking events:

* VIP Partnership Celebration and Volunteer Appreciation event.

Logo Placement

2nd Tier logo placement on all promotional and collateral materials

- PSCC promotional posters distributed to Alberta Schools (time sensitive)
- PSCC website and hyperlinked logo on PSCC partner webpage
- PSCC microsite (event guide for spectators of PSCC)
- On-site recognition including
 - large scale signage,
 - entrance banners,
 - 2nd tier partner recognition signage
 - 30 Major Partner Hardwalls surrounding competitions at PSCC
 - PSCC Competitor and Volunteer T-Shirts (1000)
 - Slides at Opening and Closing Ceremonies

SOCIAL MEDIA

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Social Media Feature – Day in the Life, Live on Location or Social Media Takeover to profile trade and tech careers in your organization.

MEDIA AND ADVERTISING

Digital Advertisement that will be displayed at PSCC

2nd tier logo inclusion in local advertising obtained by SCA to promote PSCC

Opportunity to post link to career page or job postings in SAGA LinkedIn for Skills alumni.

INDUSTRY CONNECTIONS

Four (4) VIP passes for key events including:

- * Opening and Closing Ceremonies
- * VIP Partnership Celebration and Volunteer Appreciation
- * Lunch on Competition Days
- * Hospitality Suite Access

MULTI-YEAR BENEFITS:

- 20 Corporate Branded Hardwalls at the PSCC

SKILLS LEADER

\$75,000+

90% VISIBILITY

EXCLUSIVE BENEFITS

- Exclusive Property Benefits as Skills Leader to be negotiated with SCA

YOUTH ENGAGEMENT

- Access to 10,000 + students during PSCC
- 200 sq. ft. of space Exhibitor space in Skill City for Interactive activity or Try-A-Trade
- Opportunity to provide 1 mentor for the Girls Exploring Trades and Technology (GETT) Conference
- Opportunity to present medals to students at Awards Ceremony

BRAND RECOGNITION

Recognition as Skills Leader of key industry networking events:

- VIP Partnership Celebration and Volunteer Appreciation event

Logo Placement

- 3rd Tier logo placement on all promotional and collateral materials
- PSCC promotional posters and postcards distributed to Alberta Schools (time sensitive)
- PSCC website and hyperlinked logo on PSCC partner webpage
- PSCC microsite (event guide for spectators of PSCC)
- On-site recognition including:
 - large scale signage,
 - entrance banners,
 - 3rd tier partner recognition signage
 - 30 Major Partner branded Hardwalls at PSCC
- PSCC Competitor and Volunteer T-Shirts(1000)
- Slides at Opening and Closing Ceremonies

SOCIAL MEDIA

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Social Media Feature – Day in the Life, Live on Location or Social Media Takeover to profile trade and tech careers in your organization.

MEDIA AND ADVERTISING

- Digital Advertisement that will be shown throughout the PSCC
- 3rd tier logo inclusion in local advertising obtained by SCA to promote PSCC
- Opportunity to post link to career page or job postings in quarterly SAGA Newsletter for Skills alumni.

INDUSTRY CONNECTIONS

Four (4) VIP passes for key events including:

- * Opening and Closing Ceremonies
- * VIP Partnership Celebration and Volunteer Appreciation
- * Lunch on Competition Days
- * Hospitality Suite Access

MULTI-YEAR BENEFITS:

15 Corporate Branded Hardwalls at the PSCC

SKILLS INNOVATOR

\$50,000+

75% VISIBILITY

EXCLUSIVE BENEFITS

- Exclusive Property Benefits as Skills Innovator to be negotiated with SCA

YOUTH ENGAGEMENT

- Access to 10,000 + students during PSCC
- 100 sq. ft. Exhibitor space in Skill City for Interactive activity or Try-A-Trade
- Opportunity to provide 1 mentor for the Girls Exploring Trades and Technology (GETT) Conference
- Opportunity to present medals to students at Awards Ceremony

BRAND RECOGNITION

Recognition as Skills Innovator of key industry networking events:

* VIP Partnership Celebration and Volunteer Appreciation event

Logo Placement

- 4th Tier logo placement on all promotional and collateral materials
- PSCC promotional posters and postcards distributed to Alberta Schools (time sensitive)
- PSCC website and hyperlinked logo on PSCC partner webpage
- PSCC microsite ((event guide for youth spectators at PSCC)
- On-site recognition including:
 - large scale signage,
 - entrance banners,
 - 4th tier partner recognition signage
 - 30 Major Partner branded Hardwalls at PSCC
- PSCC Competitor and Volunteer T-Shirts(1000)
- Slides at Opening and Closing Ceremonies

SOCIAL MEDIA

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Social Media Feature – Day in the Life, Live on Location or Social Media Takeover to profile trade and tech careers in your organization.

MEDIA AND ADVERTISING

Digital Advertisement that will be shown throughout the PSCC

Opportunity to post link to career page or job postings on Quarterly SAGA Newsletter for Skills alumni.

4th tier logo inclusion in local advertising obtained by SCA to promote PSCC

INDUSTRY CONNECTIONS

Three (3) VIP passes for key events including:

- * Opening and Closing Ceremonies
- * VIP Partnership Celebration and Volunteer Appreciation
- * Lunch on Competition Days
- * Hospitality Suite Access

MULTI-YEAR BENEFITS:

10 Corporate Branded Hardwalls at the PSCC

SKILLS MOTIVATOR

\$25,000+

50% VISIBILITY

EXCLUSIVE BENEFITS

- Exclusive Benefits as Skills Motivator to be negotiated with SCA

YOUTH ENGAGEMENT

- Access to 10,000 + students during PSCC
- 100 sq. ft. of space in Skill City

BRAND RECOGNITION

Recognition as Skills Motivator of key industry networking events:

- VIP Partnership Celebration and Volunteer Appreciation event—(300+ guests)

Logo Placement

- 5th Tier logo placement on all promotional and collateral materials
- PSCC promotional posters and postcards distributed to Alberta Schools (time sensitive)
- PSCC website and hyperlinked logo on PSCC partner webpage
- PSCC microsite
- On-site recognition including large scale signage, entrance banners, 4th tier partner recognition signage
- PSCC Competitor and Volunteer T-Shirts (1000)
- Slides at Opening and Closing Ceremonies

PROACTIVE MESSAGING

SCA's communications team will leverage all communications platforms and reach to meet your business communication goals at the PSCC

SOCIAL MEDIA

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MEDIA AND ADVERTISING

- Advertisement that will be shown digitally throughout the PSCC
- 5th tier logo inclusion in local advertising obtained by SCA to promote PSCC

INDUSTRY CONNECTIONS

Two (2) VIP passes for key events including:

- * Opening and Closing Ceremonies
- * VIP Partnership Celebration and Volunteer Appreciation
- * Lunch on Competition Days
- * Hospitality Suite Access

MULTI-YEAR BENEFITS:

Opportunity to present medals to students at Awards Ceremony

SKILLS MAKER

\$10,000+

YOUTH ENGAGEMENT

Access to 10,000 + students during PSCC

100 sq. ft. Exhibitor space in Skill City for Interactive activity or Try-A-Trade

BRAND RECOGNITION

Recognition as Skills Presenter of key industry networking events:

- * VIP Partnership Celebration and Volunteer Appreciation event—(300+ guests)

- * Volunteer Appreciation Reception— (200+ guests)

Logo Placement

- * 6th tier logo placement on all promotional and collateral materials

- * PSCC website and hyperlinked logo on PSCC partner webpage

- * PSCC Microsite (event guide for youth spectators at PSCC)

SOCIAL MEDIA

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On average we are actively engaging with 20% of our followers – that means more than just a “like”. That means real conversations – through direct messages, comments, and post shares

INDUSTRY CONNECTIONS

One (1) VIP passes for key events including:

- * Opening and Closing Ceremonies

- * VIP Partnership Celebration and Volunteer Appreciation

- * Lunch on Competition Days

- * Hospitality Suite Access

MEDIA AND ADVERTISING

Opportunity to post link to career page or job postings on Quarterly SAGA Newsletter for Skills alumni.

FRIEND OF SKILLS

\$3,500+

YOUTH ENGAGEMENT

Access to 10,000 + students during PSCC to be negotiated with SCA

BRAND RECOGNITION

Logo Placement

- * Name placement on selected promotional and collateral materials

MEDIA AND ADVERTISING

Opportunity to post link to career page or job postings on Quarterly SAGA Newsletter for Skills alumni.