

# **SKILLS CANADA ALBERTA 2025-2026 PARTNERSHIP PACKAGE**



[skillsalberta.com](https://skillsalberta.com)

  
**Skills**Canada  
Alberta



## INSPIRE. DEVELOP. ELEVATE.

Skills Canada Alberta (SCA) is a leader in the development of innovative, hands-on learning experiences for youth in Alberta. By creating the conditions for young people to succeed in the trades and technologies, we aspire to reposition skilled work as a preferred career pathway for Alberta's youth. SCA offers programming that is designed to inspire, develop and elevate youth in trade and technology careers. **We have helped thousands of students to explore the rewarding career paths that are waiting for them in the trade and technology sectors.**

Our programs are exciting and dynamic and foster creativity and curiosity. Students work with their hands, make real connections with potential employers, and think creatively about problems outside of the traditional classroom setting. **SCA is proud to support the future workforce as they discover the skills that will help them to succeed – both in their careers and in the rest of their lives.**

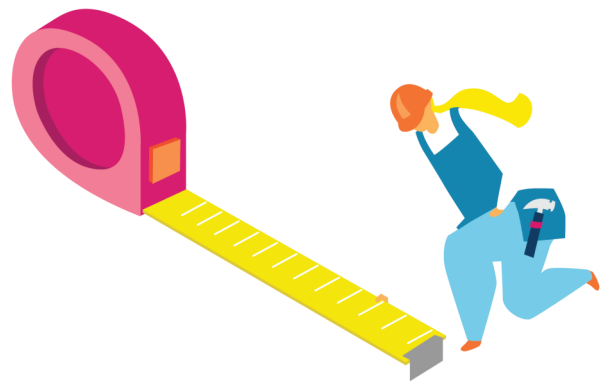
## YOUR FUTURE WORKFORCE IS HERE!

It's no secret there is a forecasted shortage of skilled trades workers and technologists to fill vacancies created by expected retirements and strong economic growth in the province of Alberta.

**Skills Canada Alberta is addressing this skills shortage** by engaging with thousands of youth to showcase careers in skilled trades and technologies through creative, hands-on programming and events.

Through strong partnerships with industry, government, post-secondary institutes, and alumni, SCA is the hub for students to explore future careers in skilled trades and technologies, with a focus on experiential learning and connection to our network of industry professionals and alumni.

SCA works to ensure that industries related to trades and technologies, which are crucial to Alberta's continued development and economic success, will be well-equipped with a highly trained and motivated workforce.



# EMPOWERING GEN ALPHA

At Skills Canada Alberta, audience is EVERYTHING!

We want to understand, to reach and to empower youth to make the most informed career decisions at a critical stage of their lives. As we work to connect young people to the world of skilled trades and technology careers, we also work with you to **connect your brand to the things that matter to Gen Alpha**.

Gen Alpha likes collaboration, authenticity and inclusivity. They are digital savvy and prioritize learning new things through technology.

- We tap into our Alumni and competitors to be role models and influencers of trade and technology careers.
- We blend career exploration and personal well-being to help students make the connection between self-awareness and career fulfillment.
- We provide hands on opportunities for students to explore trade and technology tools and industries.
- Our remote learning opportunities are engaging and effective by providing real tools and materials for students to explore safely.

## SOCIAL MEDIA

We work with you to create exclusive, meaningful engagement across our social media channels. This gives you the opportunity to promote your brand and message to Skills Canada Alberta's coveted audience through Live take-overs, timeline posts, Insta story quizzes, polls or 'ask us anything' content.

## OUR COMMUNITY

**Facebook:** Skills Canada Alberta

**Instagram:** Skillsalberta

**Twitter:** SkillsCanadaAlberta

**YouTube:** Skills Alberta

**LinkedIn:** Skills Canada Alberta

**Tik Tok:** @skillscanadaab

**Skillz & Thrillz: Alberta' Trade and Tech Youth**

**Podcast:** <https://skillsalberta.com/student-resources/skillz-thrillz-albertas-trade-tech-youth-podcast/>

Content is uniquely created to maximize engagement with each of the above platforms and their audiences. While creating content, we focus on the following humancentric interactions:

### ***Edu-tainment (engaging & informative)***

Does the content capture the targeted viewers attention, and can they learn something?

### ***Relatable Stories***

Does the content resonate with the targeted audience? Is it age appropriate?

### ***Real Conversations***

Does the content feel like a casual conversation or more of a formal informative post?



SCA has a peak  
quarterly reach of  
120,000 followers!

# LEADING THE SKILLS MOVEMENT

Skills Canada Alberta offers dynamic, hands-on programs targeted to junior high, high school and post-secondary students across Alberta. Whether it's through our year round education programming or our flagship event, the Provincial Skills Canada Competition, a partnership with SCA will help you to connect with your target audience.

## SKILLS IN THE CLASSROOM

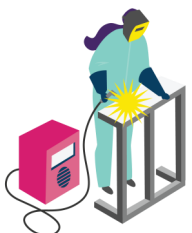
Centered around Skills Canada Alberta's three pillars, "Inspire. Develop. Elevate.," we want to support students to be their most authentic selves and cultivate self-confidence in all aspects of their lives. Our intent behind the Skills in the Classroom presentation is to guide students in identifying and honoring their core values, reflecting on personal skillsets and passions, and crafting a roadmap for their futures. Led by the Education Facilitator, students are provided with tools, resources, and strategies to navigate their career readiness.

The Education Facilitator presents to secondary (junior high and high school) and post-secondary students in varying presentation sizes, from whole school to individual classes. Teachers select the type of presentation they require to suit the needs of their students.

## SKILLS EXPLORATION DAYS

Influence junior high students at a pivotal point in their education journey. Inspire youth to connect their inherent skills and interests to careers in the trades and technologies, with a program that promotes creativity, empathy, and exploration through experiential learning.

This year, SCA will host Skills Exploration Days live-streamed in the classroom, with career exploration and legacy tool kits provided. This allows even more students to access the program and explore opportunities in the trades and technologies.



- \*Learn-A-Skill—video instruction, toolkit
- \*1 day—Live Streamed in classroom
- \*Legacy toolkit—valued at \$4500

## GIRLS EXPLORING TRADES AND TECHNOLOGIES

Inspire young women in Alberta to have the courage to discover and develop their interests and talents in areas they are passionate about. GETT highlights the various career opportunities available to young women in the trades and technologies and encourages girls to think outside the box and try new things.

- Try-A-Trade® Take-Out GETT Edition
- GETT Gathering

## TRY-A-TRADE® & TRY-A-TRADE® TAKE-OUT

Engage students by transporting them to your industry, through hands-on activities that are modelled on day-to-day jobs at your company. A popular staple of the PSCC, Try-A-Trades® provide supported hands-on activities that leave a lasting impression on students.

Try-A-Trade® Take-Out activities are targeted to Alberta youth reaching rural and indigenous communities, and provide all the tooling and material to complete projects in the classroom.



# SKILLS COMPETITIONS

The Provincial Skills Canada Competition (PSCC) brings trade and technology careers to life by inviting high school and post-secondary students to discover, build, and refine their skills. The philosophy of the PSCC is to reward students for excellence, to directly involve industry in evaluating student performance, and to keep training relevant to employers' needs.

During the competition, students specialize in one of 45 different event areas to work on a project that has been designed by experts in each field. Gold medalists at the PSCC are further rewarded with a spot on Team Alberta and an opportunity to showcase their talents at the Skills Canada National Competition, with the opportunity to then advance to the WorldSkills International Competition.

## 2026 REGIONAL SKILLS CANADA COMPETITIONS

**March-April, 2026**

### 9 Regional Events

- Wood Buffalo: Fort McMurray, AB
- Northwest: Fairview, AB
- Northeast: Lac LaBiche, AB
- Edmonton: Edmonton, AB
- Lakeland: Vermillion, AB
- Central: Red Deer, AB
- Calgary: Calgary, AB
- Southeast: Medicine Hat, AB
- Southwest: Lethbridge, AB

## 2026 PROVINCIAL SKILLS CANADA COMPETITION & SKILL CITY

**May 6th & 7th, 2026**

**Edmonton Expo Centre**

700 Competitors

10,000+ student spectators

45 Trade and Technology Competition areas

50+ Try-A-Trades

## SKILLS CANADA NATIONAL COMPETITION & WORLDSKILLS

Students who place first at the PSCC will move on to the Skills Canada National Competition, where they will compete on Team Alberta. These students strive for their personal best under strategically challenging conditions on the national stage. Their drive for excellence elevates both their own potential and the trade and technology area they represent. Each year at Skills Competences Canada National Competition, Alberta students have performed well, and many go on to compete internationally at the WorldSkills International Competition.

**Skills Competences Canada National Competition: May 27-30, 2026; Toronto, Ontario**

**WorldSkills International Competition: September 2026, Shanghai China**





# BENEFITS AND RECOGNITION

Building Alberta's skilled workforce requires collaborative and innovative solutions. We work closely with our Partners to customize partnership proposals with the intent to show students the benefit of a career in the trade and technology sectors.

Partners can support Skills Canada Alberta Education programs or sponsor properties within our many events or a combination of Education and Event investment. Recognition is tailored to each partner and all partners will receive benefits at our flagship Provincial Skills Canada Competition depending on the amount of investment.

## STANDARD PSCC BENEFITS

	Exclusive Benefits	Brand Recognition	Youth Engagement	Social Media	Media & Advertising	Industry Connections
<b>Skills Icon</b> <b>100% Visibility</b> <b>(Exclusive Level)</b>	to be negotiated	1st Tier Major Partner Hardwalls Competitor and Volunteer Tshirts	Skill City - 200 sq ft GETT Influencer - 2 Medal Presenter	Social Media Feature	Digital Ad Print and Online Ad	Opening and Closing Ceremonies Partnership Celebration Breakfast
<b>Skills Champion</b> <b>100% Visibility</b> <b>\$100,000 +</b>	to be negotiated	2nd Tier Major Partner Hardwalls Competitor and Volunteer Tshirts	Skill City - 200 sq ft GETT Influencer - 2 Medal Presenter	Social Media Feature	Digital Ad Print and Online Ad	Opening and Closing Ceremonies Partnership Celebration Breakfast
<b>Skills Leader</b> <b>90% Visibility</b> <b>\$75,000+</b>	to be negotiated	3rd Tier Major Partner Hardwalls Competitor and Volunteer Tshirts	Skill City - 200 sq ft GETT Influencer - 1 Medal Presenter	Social Media Feature	Digital Ad Print and Online Ad	Opening and Closing Ceremonies Partnership Celebration Breakfast
<b>Skills Innovator</b> <b>75% Visibility</b> <b>\$50,000 +</b>	to be negotiated	4th Tier Major Partner Hardwalls Competitor and Volunteer Tshirts	Skill City - 100 sq ft GETT Influencer - 1 Medal Presenter	Social Media Feature	Digital Ad Print and Online Ad	Opening and Closing Ceremonies Partnership Celebration Breakfast
<b>Skills Motivator</b> <b>50% Visibility</b> <b>\$25,000+</b>	Multi-Year opportunities to be negotiated	5th Tier Competitor and Volunteer Tshirts	Skill City - 100 sq ft	Social Media Mention	Digital Ad Print and Online Ad	Opening and Closing Ceremonies Partnership Celebration Breakfast
<b>Skills Maker</b> <b>\$10,000+</b>		6th Tier	Skill City - 100 sq ft	Social Media Mention		Opening and Closing Ceremonies Partnership Celebration Breakfast
<b>Friends of Skills</b> <b>\$3500+</b>		name recognition				Opening and Closing Ceremonies Partnership Celebration Breakfast

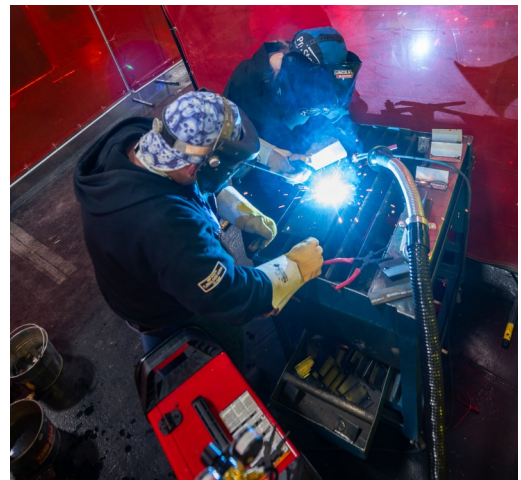
## PROPERTIES AT PSCC

Registration Sponsor (pending)  
Microsite/Event Guide Sponsor  
School Field Trips  
Launch Pad (pending)  
Try-A-Trade® Sponsor  
Education Zone at PSCC  
Teacher Lounge (pending)  
Connected Sponsor (Wi-Fi & charging)  
Opening Ceremonies  
Awards Ceremony– Sold  
Partnership Breakfast Sponsor  
Volunteer Hospitality Sponsor

Delegate Lunch (sold)  
Competition Event Sponsor  
Hall A Sponsor  
Hall B Sponsor  
Hall C Sponsor  
Hall E Sponsor  
Team Alberta (pending)  
Skill City Presenting Partner  
Team Canada Performance Partner  
Alumni Sponsor  
GETT Sponsor (limited opportunities)

## EDUCATION and EVENT SPONSORS

Skills in the Heartland  
Skills Exploration Days  
Skills in the Classroom  
Try-a-Trade® Take-Out  
Regional Skills Canada Competitions



# MAKE AN IMPACT

## BECOME PART OF THE SKILLS MOVEMENT

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