



# SKILLS CANADA ALBERTA

## 2026/27

### PARTNERSHIP PACKAGE

## 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 video interviews, Instagram story content that promotes engagement like polls, questions , quizzes etc. and timeline posts.

## OUR COMMUNITY

Facebook: Skills Canada Alberta

Instagram: Skillsalberta

Twitter: SkillsCanadaAlberta

YouTube: Skills Alberta

LinkedIn: Skills Canada Alberta

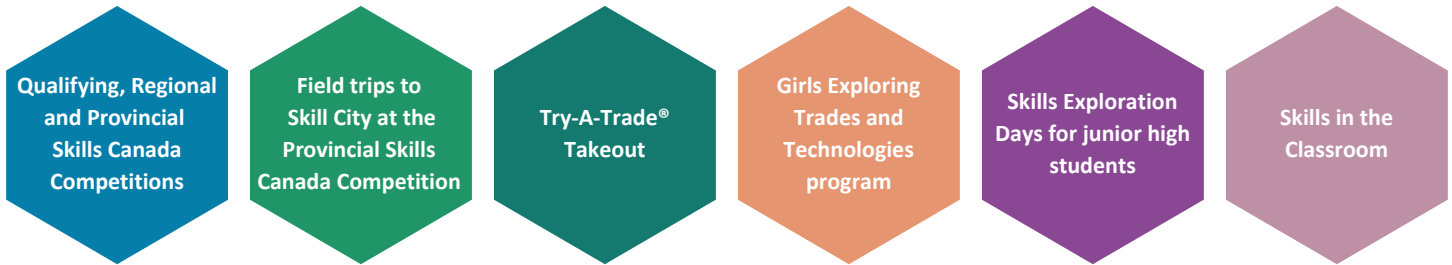
Tik Tok: @skillscanadaab

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

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



# SKILLS CANADA ALBERTA PROGRAMS



## 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.

## 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 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 \$4000

## 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. The GETT Gathering takes place on the second day of the Provincial Skills Canada Competition for 200 girls.

# 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.

## 2027 REGIONAL SKILLS CANADA COMPETITIONS

### March-April, 2027

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



## 2027 PROVINCIAL SKILLS CANADA COMPETITION & SKILL CITY

### May 5th & 6th, 2027

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 27-29, 2026; Calgary, Alberta

WorldSkills International Competition: 2027 is qualifying year for WorldSkills Nagoya, Japan 2028

# BENEFITS & 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.

## GENERAL PSCC BENEFITS

|                                                            | Exclusive Benefits                                  | Brand Recognition                                           | Youth Engagement                                                 | Social Media         | Media & Advertising                                 | Industry Connections                             |
|------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------|----------------------|-----------------------------------------------------|--------------------------------------------------|
| <b>Skills Icon</b><br>100% Visibility<br>(Exclusive Level) | to be negotiated                                    | 1st Tier Logo<br>Major Partner<br>Hardwalls<br>PSCC Tshirts | Skill City - 200 sq ft<br>GETT<br>Influencer - 2 Medal Presenter | Social Media Feature | Digital Ad at PSCC<br>Digital Ad in Alberta Schools | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |
| <b>Skills Champion</b><br>100% Visibility<br>\$100,000 +   | to be negotiated                                    | 2nd Tier Logo<br>Major Partner<br>Hardwalls<br>PSCC Tshirts | Skill City - 200 sq ft<br>GETT<br>Influencer - 2 Medal Presenter | Social Media Feature | Digital Ad<br>Digital Ad in Alberta Schools         | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |
| <b>Skills Leader</b><br>90% Visibility<br>\$75,000+        | to be negotiated                                    | 3rd Tier Logo<br>Major Partner<br>Hardwalls<br>PSCC Tshirts | Skill City - 200 sq ft<br>GETT<br>Influencer - 1 Medal Presenter | Social Media Feature | Digital Ad<br>Digital Ad in Alberta Schools         | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |
| <b>Skills Innovator</b><br>75% Visibility<br>\$50,000 +    | to be negotiated                                    | 4th Tier Logo<br>Major Partner<br>Hardwalls<br>PSCC Tshirts | Skill City - 100 sq ft<br>GETT<br>Influencer - 1 Medal Presenter | Social Media Feature | Digital Ad                                          | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |
| <b>Skills Motivator</b><br>50% Visibility<br>\$25,000+     | Multi-Year exclusive opportunities to be negotiated | 5th Tier Logo<br>PSCC Tshirts                               | Skill City - 100 sq ft                                           | Social Media Mention | Digital Ad                                          | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |
| <b>Skills Maker</b><br>\$10,000+                           |                                                     | 6th Tier                                                    | Skill City - 100 sq ft                                           | Social Media Mention |                                                     | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |
| <b>Friends of Skills</b><br>\$3500+                        |                                                     | name recognition                                            |                                                                  |                      |                                                     | Awards Ceremony<br>Partner Kick-Off<br>Breakfast |

# MAKE AN IMPACT

BECOME PART OF THE SKILLS MOVEMENT

Karen Woitas, Senior Manager of Partnerships  
Phone 587-991-5998  
Email: [KarenW@skillsalberta.com](mailto:KarenW@skillsalberta.com)

Mike Sury Partnership Lead  
Phone 780-920-1973  
Email: [MikeS@skillsalberta.com](mailto:MikeS@skillsalberta.com)

