




SkillsCompétences
Canada
New Brunswick/Nouveau-Brunswick

PARTNERSHIP PACKAGE

2025



Ignites curiosity and passion by promoting skilled trades, technologies, and career exploration through skill development and competition.

WHO WE ARE

Skills Canada New Brunswick (SCNB) 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 New Brunswick 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 SCNB's most effective tools for promoting skilled trades and technologies to New Brunswick youth. These interactive hour-long presentations provide students with information about careers in skilled trades and technologies, youth apprenticeship, labour markets, SCNB 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 Day camps, 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®

Exposing students to these opportunities early on is a key factor in broadening their career prospects and ensuring they understand the importance of acquiring essential skills while in school. These hands-on activities are a great opportunity for students to learn about skilled trades and technologies.

SKILLED FUTURE

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.

NEW BRUNSWICK SKILLS COMPETITION

The New Brunswick 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
3700+ Followers



INSTAGRAM
2479+ Followers



NEW BRUNSWICK SKILLS COMPETITION

The New Brunswick 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. The New Brunswick 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 New Brunswick.

Contest areas may include:

3D 2D Character Computer Animation
Hairstyling
Automotive Technology
Heavy Vehicle Technology
Outdoor Power & Recreation Equipment
Refrigeration and Air Conditioning
Cabinetmaking
Electrical Installations
Cloud Computing
IT Office Software Application
Industrial Mechanics/Millwright
Job Skill Demonstration

Graphic Design
Photography
Job Search
Baking
Carpentry
Landscape Gardening
Autobody Repair
Plumbing
Precision Machining
Bricklaying
Sprinkler Fitter
Video Production

Mobile Robotics
Aesthetics
Cooking
Welding
Steamfitter/Pipefitter
Public Speaking
Car Painting
CNC Machining
Industrial Control
Sheet Metal Work
Workplace Safety
Fashion Technology

COMPETITION SPONSOR (\$2,000 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

BUSSING SPONSOR (\$10,000)

Providing students the opportunity to partake in the events put on by Skills Canada New Brunswick. Gold Level Sponsor.

TEAM NB TRAINING

Both in-kind support and financial

Skills Canada New Brunswick is committed to supporting student competitors as they prepare prior to the Skills Canada National Competition. In 2025, a training event will be held in Saint John bringing Team New Brunswick together to train with industry professionals and learn about mental preparation.

Sponsorship benefits include:

- Opportunity to provide mentors for weekend
- Logo placement on bags
- Logo placement on t-shirts
- Social posts
- Recognition at host hotel for the weekend
- Opportunity to social and encourage Team NB
- Recognition on SCNB website
- Lunch and refreshment breaks, logo featured on tables and signage

PROVINCIAL COMPETITION TITLE PARTNER \$50,000

*****Limited to two partners annually*****

Additional:

- Slide on your company in school presentations to over 25,000 students a year
- Try-a-Trade® inclusion at event
- Title Speaking opportunities at events associated with the Provincial Competition
- Exclusive sponsor for Teacher's conference
- Opportunity to support the Trades and Technology for Girls+ conference & luncheon
- Logo placement on 4,000+ visitor bags
- Logo placement on 300+ competitor shirts
- Banners for recognition
- Sharable tagged photo/video content promoted on our popular social media platforms
- Opportunity to promote winning students on social media
- Opportunity to speak at Closing Ceremonies (both secondary and post-secondary)
- Recognition on SCNB website
- Brand recognition in recap video
- Lunch and refreshment breaks, logo featured on tables and signage



TRY-A-TRADE® + SCHOOL TOURS

The Career Showcase is held in conjunction with the New Brunswick Skills Competition and offers a variety of interactive displays hosted by Skills Canada New Brunswick (SCNB) partners.

On average, 3,000+ junior and senior high school students tour the New Brunswick Skills Competition and TRY-A-TRADE®. These tours give students a chance to explore career opportunities in trades and technologies – discovering opportunities to ignite their passion.

TEAM NEW BRUNSWICK SPONSOR - \$10,000 (ONLY 2 OPPORTUNITIES)

Gold medalists from our New Brunswick Skills Competition are invited to join Team New Brunswick 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 include a message and/or treats for Team New Brunswick
- 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 New Brunswick. 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 (~100 pcs)
- Add a message of inspiration and support for Team New Brunswick
- 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 competitor(s) to attend the Skills Canada National Competition.

Sponsorship benefits include:

- Supporting Level Partner Benefits
- Shout-out on social media, with photo of competitor and acknowledgment of your support for their journey
- Add a message of inspiration and support for team New Brunswick
- Other partnership benefits depending on number of competitors sponsored.

SKILLED FUTURES

Skills Canada New Brunswick's (SCNB) Skilled Futures introduces hundreds of New Brunswick students to career opportunities within skilled trades and technologies. Junior and senior high school students connect with industry mentors and participate in interactive day camps.

SKILLED FUTURE DAY CAMP SPONSOR - \$3,500

In-person events offer space for up to 20* 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 a fantastic 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 day camp



TRY-A-TRADE®

Try-A-Trade® offers teachers and students the opportunity to gain hands-on experience in different areas of skilled trades and technologies. 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.

SCNB PARTNERS APPRECIATION

The SCNB Partners Appreciation event is to thank our partners, sponsors, volunteers and supporters and launch the planned activities for the upcoming year. Major sponsors and partners are recognized. Media are invited & various partners are recognized for various levels of participation & support.

- Network with leaders from government, industry, labour, and education to enhance your competitive position and open doors for business-relevant relationships in your community and industry
- Connect directly to industry and technical experts through 100+ Provincial/National Technical Committee members
- Reach NB's educational post-secondary communities and connect with the best and brightest students before they enter the workforce.

PARTNERSHIP APPRECIATION BENEFITS

- Exclusive to one company
- Extensive signage at event
- Opportunity to network with SCNB partners
- Invitation to attend
- Opportunity to speak
- Social media blast
- Certificate of Appreciation

SKILLED FUTURES SUMMER CAMP \$10,000 each

The goal of the Skilled Futures program is to offer junior high and high school aged students across the province the opportunity to engage in interactive skilled trade and technology workshops and virtual events. SCNB has expanded the Skilled Futures program to tackle many relevant career options for students and offers focused workshops for female students and inclusive events for co-ed students.

Different trade or skilled trade taught each day, all taught by Red Seal Journeypeople.

- 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, bag, event registration package and schedule
- Opportunity to facilitate a workshop at the event
- Speaking opportunity to address all attendees of the Skilled Futures event
- Recognition on SCNB website
- Industry driven and opportunity to collaborate
- Lunch and refreshment breaks, logo featured on tables and signage

WHY PARTNER WITH SKILLS CANADA NEW BRUNSWICK

BE PART OF THE SOLUTION: INSPIRE THE NEXT GENERATION OF SKILLED WORKERS

Introduce thousands of young people to the lucrative careers available in skilled trades and technologies through Skills Canada New Brunswick Provincial Competition. Being the only provincial, multi-trade and technology competition for students and apprentices in the province, this competition gives a platform for over 200 secondary and post-secondary students to showcase their skills to become the provincial champions and then move on to compete at the National level. In addition, this competition draws in thousands of student visitors from around the province to engage in Try-a-Trade® and Technology activities, connect with industry representatives and discover the endless possibilities these careers have to offer.

CONNECT AND ENGAGE WITH OUR PROVINCE'S FUTURE WORKFORCE

Showcase the careers available in your organization to thousands of students at the SCNB Provincial Competition. Engage them with a Try-a-Trade® and Technology activity showing them exactly what it's like to work in your field. Encourage them to learn more about your organization and all you have to offer by answering their questions. Inspire them to want to work in this field specifically, for your company. Simply being there, you are introducing youth to career opportunities they probably have never even thought of.

SHOW WHAT'S POSSIBLE: YOU CAN'T BE WHAT YOU CAN'T SEE

With so many career opportunities, organizations, and companies out there, it's easy to get lost in the mix. Shine the spotlight on the career possibilities at your organization by being part of the Skills Canada New Brunswick Provincial Competition. With your logo on event signage, print materials, SCNB website, swag and so much more, hundreds of competitors and thousands of students will be able to recognize your brand.

BUILD CONFIDENCE BY HAVING YOUR BRAND, IN THEIR HANDS

Give students the tools to succeed and build their confidence in a skilled trade or technology career by providing tools and equipment directly to the competitors at the Skills Canada New Brunswick Provincial Competition in one or several Skill Area. This first-rate competition wouldn't be possible without the generous donations of our partners and suppliers.

IMPACT OF SKILLS CANADA NEW BRUNSWICK ANNUALLY

- Essential Skills Kits: 10,000+ Secondary students
- Presentations: 15,000+ Secondary and Post-Secondary students
- FireBurn: 2 a year, 4,000+ Secondary students
- Try-a-Trade® events, 3 a year: 10,000+
- This is Skilled Trades Campaign: over 3 million impressions in New Brunswick.

PARTNERSHIP LEVELS

2024 Skills Canada National Competition Medalists

	PRESENTING \$50,000+	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 New Brunswick Skills Competition campaign materials	✓					
Recognition in all print advertising	✓					
Speaking opportunity at the Skills Excellence Awards	✓					
Logo on website footer & partners page of SCNB website	✓	✓				
Featured in a curated post on social media	✓	✓				
Logo in our In-Class Presentations, reaching over 15,000 New Brunswick youth	✓	✓	✓			
Social media post upon partnership confirmation	✓	✓	✓	✓		
Invitation to a Partner Recognition Event	✓	✓	✓	✓	✓	
Name on the SCNB website	✓	✓	✓	✓	✓	✓
Social media acknowledgement during New Brunswick Skills Competition	✓	✓	✓	✓	✓	✓
NEW BRUNSWICK 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 New Brunswick Skills Competition	✓	✓	✓	✓		
Booth in the New Brunswick Skills Competition Try-a-Trade®	✓	✓	✓	✓	✓	
Recognition at the New Brunswick Skills Competition Closing Ceremonies	✓	✓	✓	✓	✓	
PROGRAM SUPPORT - ACTIVITIES, WORKSHOPS, EXPERIENCES						
Skilled Futures In-Person Event sponsorship				†		
Skilled Futures Virtual Experience sponsorship				†		
DIRECT ADVERTISING OPPORTUNITIES						
Add messaging to In-Class Presentations, reaching 15,000+ youth	✓	✓	✓			

† Specific Opportunity ** Except for Program Partners





Calvin Getchell - Gold Medal
– Industrial Mechanics/Millwrights Local 2262 –



Nick Galloway - Bronze Medal
– Heavy Vehicle Technology, Irving Woodlands –



Maxime Cormier - Gold Medal
– CNC Machining – Maritime Hydraulic –





www.skillscanadanb.com