

BUILD A DREAM 

TRAID ES WEEK

***YOUR SKILLED TRADES CAREER
DISCOVERY STARTS HERE!***

MAY 19 & 20 2021

Engaging, interactive, and packed with resources specific to SKILLED TRADES, these two days will feature Keynotes, inspirational panelists, fireside chats, breakouts, games, prizes and more!

Day 1

- ▶ Busting Myths about the Trades
- ▶ Your Pathways – Insights from OYAP, Colleges, Unions, and Industry
- ▶ Live Demonstration
- ▶ Industry Connect (breakouts)

Day 2

- ▶ Building your Personal Brand
- ▶ Job Readiness
- ▶ The Future of Trades
- ▶ Industry Connect (breakouts)

SPONSORSHIP OPPORTUNITIES

Trades Week is designed to be the province's largest multi-evening event geared to uncovering the myths, exposing the truths, and shining a light on the hundreds of career opportunities found in the skilled trades sector.

Brought to you by Build a Dream, this two-evening event will bring speakers, interactive activities, break out rooms, self-improvement workshops, and inspiring key note speakers to the table, all to engage and educate high school students and their parents about the exciting career opportunities available to them in the Skilled Trades sector.

It is anticipated that more than 4,000 students and their parents will register for this eye-opening look at the trades. And it is an event that you, as an employer, will want to be part of as you develop strategies to diversify and expand your workforce of the future.

Presenting Sponsor - \$25,000

As Presenting sponsor, your company will illustrate its commitment to growth and diversifying your workforce with top-billing throughout this intensive two-evening event.

Key Note Sponsor - \$15,000

Each evening, our event is kicked off with an engaging and powerful speaker, who will show that dreams can come true if you are passionate and demonstrate ambition, perseverance, and commitment to success.

Family Pizza Night - \$10,000

Your company will be responsible for pizza night during the event. Students and parents will either receive a DIY pizza kit/or a ready-made pizza delivered to their home and will be invited to post all the fun to social media for a chance to win prizes.

Trades Builder - \$7,500

Show the commitment your company has to the trades as a Trades Builder sponsor.

Brand Builder - \$7,500

Your sponsorship of our final evening will illustrate how important it is for those entering the workforce to put their *"best foot forward"*.

#DreamTrades Panel - \$5,000

Be responsible for the inspirational segment of the evening. Five women share their career journey, challenges, and successes.

Virtual Break Out Room - \$500

This is your opportunity to have an intimate gathering of 50 students/parents where you can profile what you do, opportunities available for new hires and what your company looks for in new personnel.

Virtual Photo Booth - \$2,500

Your company logo can appear on thousands of social media posts by our attendees.

Virtual Booth - \$1,000

The Virtual Booth let's students and parents know more about your company with links to your web site, company videos, information and resources on careers, and more.



PRESENTING SPONSOR

\$25,000 (1 available)

Your company's corporate logo placed on the speaker gift bag and opportunity to put a branded item with our gift.

- 🏆 Corporate logo branding on pre-event communications.
- 🏆 Named as Presenting Sponsor on virtual platform at beginning of the event.
- 🏆 "Thank you" mention during opening presentation by the We Build A Dream President.
- 🏆 Corporate logo in the Event program as Presenting sponsor.
- 🏆 Corporate logo on speaker gift box/bag and opportunity to put something in the bag.



- 🏆 Virtual Booth on the platform during entire event which includes: Company overview, links to videos, web site, and company resources. Your company gets access, pre-event, to the platform to input your assets.
- 🏆 Full page ad in Career Planning Guide.
- 🏆 Full page ad in Event Program.
- 🏆 Full page ad in the Trades Week Newsletter sent to all attendees post event.



KEY NOTE SPEAKER SPONSOR

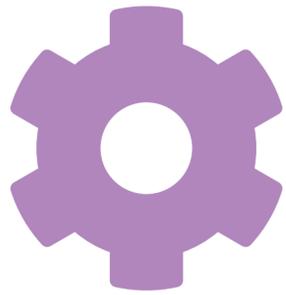
\$15,000 (1 available)

Sponsor of the Key Note speakers will have two days of exposure as we hear from inspiring women who have found their passion and success in the trades industry.

- 🎤 Corporate logo branding on pre-event communications.
- 🎤 Event program branding beside Key Note Speaker listing.
- 🎤 “Thank you” mention by moderator of the program.
- 🎤 Opportunity to put something in the speaker gift bag.
- 🎤 Virtual platform logo recognition while key note is on screen.



- 🎤 Virtual Booth available to all attendees during entire event which includes: Company overview, links to videos, web site, and company resources. Your company gets access, pre-event, to the platform to input your assets.
- 🎤 ½ page ad in Event program.
- 🎤 ½ page ad in the Career Planning Guide, sent to all attendees, post event.
- 🎤 ½ page in the Trades Week Newsletter sent to all attendees post event.



FAMILY PIZZA NIGHT

\$10,000 (1 available)

Bring some fun to Trades Week with a Family Pizza Night for all students and their families across Ontario!

Your company will be responsible for pizza night during the event. Students and parents will have pizzas delivered to their home and will be invited to post all the fun to social media for a chance to win prizes. While they are enjoying their slices, we will have a Chef doing a live demonstration of making a recipe that is a twist on pizza that students will find easy to do at home or while they are away at school!

- ⚙️ Corporate logo branding on “The Journey of a Pizza” video that will introduce a variety of trades to students and will be played prior to the start of Pizza Night!

- ⚙️ Event program branding beside the Family Pizza Night session.
- ⚙️ Corporate logo branding on pre-event communications.
- ⚙️ Tagging on social media push prior, during and post-event (attendees will share their Pizza Night photos using a unique event hashtag and will be asked to tag your company)
- ⚙️ Event program branding beside Skills Competition event.
- ⚙️ Virtual Booth available to all attendees during entire event which includes: Company overview, links to videos, web site, and company resources. Your company gets access, pre-event, to the platform to input your assets.
- ⚙️ ½ page ad in Event program.
- ⚙️ ½ page in the Trades Week Newsletter sent to all attendees post event.



TRADES BUILDER SPONSOR

\$7,500 (1 available)

Your company will be featured as the Trades Builder during one of the two-evening events.

-  Company logo branding on pre-event communications as a Trades Builder for that day.
-  Corporate logo in event program.
-  “Thank you” mention during opening statements.
-  Virtual Booth on platform during the two-evening event which includes: Company overview, links to videos, web site, and company resources. Your company gets access, pre-event, to the platform to input your assets.
-  Company logo in the Event Program as the Trades Builder for that day.





BRAND BUILDER SPONSOR

\$7,500 (1 available)

Your company will be featured as the Brand Builder for one evening of the event which provides students with tips, best practices, and confidence building seminars on how to build their personal brand to tackle the interview and win!



-  Company logo branding on pre-event communications as the Brand Builder for that day.
-  Corporate logo in event program.
-  "Thank you" mention during opening statements.

-  Company logo in the Event Program as the Trades Builder for that day.
-  Virtual Booth on the platform during entire event which includes: Company overview, links to videos, web site, and company resources. Your company gets access, pre-event, to the platform to input your assets.



#DREAMTRADES PANEL

\$5,000 (1 available)

Let's bust the myths about skilled trades careers being dirty jobs for men only! Not only are careers in the trades challenging and rewarding, they offer incredible opportunities for growth beyond jobs where you "work with your hands".



 Recognized as the sponsor of the Dream Maker Panel, which features 4 dynamic women who share their stories and successful careers as a skilled trades professional .

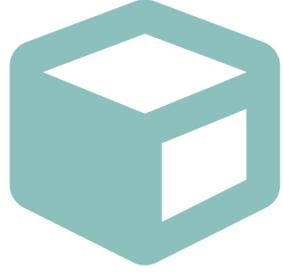
 Corporate logo on pre-event communications.

 Corporate logo in event program.

 Recognition on screen during panel discussion (30 – 40 minutes)

 "Thank you" recognition and acknowledgement leading up to panel.

 Virtual Booth on the platform during entire event which includes: Company overview, links to videos, web site, and company resources. Your company gets access, pre-event, to the platform to input your assets.



VIRTUAL BREAK OUT ROOM

\$500 (50 available)

It's a virtual Trade Show! On day one of the event, your company will have its own break out room to showcase your company, and interact with delegates who come to your booth.

-  Your company will be listed as a Break Out Room participant in pre-event communications.
-  Company will be listed in the event program.





VIRTUAL PHOTO BOOTH

\$2,500

Give attendees a personalized, company branded memento of Trades Week worth sharing on social media. The virtual photo booth will allow students to take fun photos & GIFs, apply stickers, filters, and different backgrounds, then add their photo to a digital mosaic to bring guests together and become part of something bigger!





VIRTUAL COMPANY BOOTH

\$1,000

This is a great way to profile your company throughout the entire event. You will have access, prior to the event, to load your company information into the platform.

Available to all attendees throughout the entire two-evening event, it features a company overview, links to your company videos, company web site, and resources that showcase your talent acquisition philosophy. You will receive access, pre-event, to the platform to input your information and links.



- Your company will be listed on the Build a Dream web site agenda for the event.
- Company listing on the event platform throughout the entire event.
- You can feature your latest company video, careers video, link to company web site, and more.



#DreamTradesWeek