

National Conference 2015

**Sponsorship Opportunities**



Fantasyland Hotel &  
Conference Centre  
Edmonton, Alberta

**October**  
**28-30** 2015

**PATHWAYS**2015  
Gathering Our Nations' Youth for Trades



# PATHWAYS 2015:

## Gathering our Nations' Youth for Trades National Conference 2015

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### BACKGROUND

There's a gap in the supply and demand of skilled labour in Canada. A gap that's slowing down projects and driving up labour costs. But until now, we haven't looked at all the options.

There's an untapped labour supply in Canada that's willing and eager to enter the job market, but no one's taken the time to help them navigate the obstacles in their way. Pathways is a national conference that does just that. Focused on providing awareness and understanding of the different trades careers available to young Indigenous peoples, this first-of-its-kind conference is removing barriers and building opportunities.

Pathways is designed to bring together Indigenous-owned companies, sectors of industry, educational institutes, businesses, and career development resources to highlight the number of trade careers available to Indigenous youth (ages 16–30) across Canada. By creating a forum to expose youth to trades, companies and organizations have direct access to their future employees, bridging the gap in Canada's labour force.

In addition, the conference will showcase the importance of understanding and supporting Indigenous cultures within the workplace. By creating an inclusive environment, employers have the opportunity to be viewed as a preferred organization for this relatively untapped labour supply. Throughout the conference we'll be highlighting successful examples of Indigenous development within the trades.

### ORGANIZATION PROFILE AND MANDATE

The Sunshine Children's Educational Society (SCES) is a non-profit organization that was established in August 2009 and is located in Fort McMurray, Alberta. The society is managed by Executive Director – Hazel Deranger, Treasurer – Mike Deranger, and Bookkeeper/Accountant – Cristina Gattuso. Directors – Kay Deranger, Aaron Deranger, Ryan Deranger, Charles Nokono, and Anthony Lacoureur.

The Sunshine Children's Educational Society's mandate is to assist Indigenous youth in addressing the educational and employment challenges they encounter when entering the trades workforce.



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## **BASE BENEFITS OF SPONSORSHIP**

Every sponsorship commitment at any level for the Pathways 2015, Gathering Our Nations' Youth for Trades Conference will find the following benefits:

- Name and/or logo displayed in the conference program booklet
- Digital projection of name and logo throughout the conference site
- Appropriate placement of logo, conference-wide
- Opportunity to contribute promotional materials to delegate bags
- Name and logo placement on website
- Name and logo placement on social media sites

### **1. Eagle: *Title Sponsor***

#### **1 Opportunity at \$50,000**

- Space for a full page advertisement on the conference program
- Full information and logo placement on electronic displays throughout the conference
- Name and logo used in the public advertising campaign
- Complimentary table at the trade show
- Acknowledgement of sponsor by emcee at all major conference events
- Opportunity to present a keynote address at the Gala Banquet
- Opportunity to present opening or closing remarks at conference
- Complimentary reserved table for 10 at the Gala Banquet with table recognition and invitations for six to the Networking Reception
- Two seats at the head table with special guests and keynote speakers

### **2. Turtle: *Gala Banquet Sponsor***

#### **1 Opportunity at \$30,000**

- Prominent placement of your logo on signage and in video projection during Gala Banquet
- Acknowledgement by emcee at the Gala Banquet
- Prominent logo recognition on the Gala Banquet's commemorative menu
- Complimentary reserved seating for 10 at the Gala Banquet with table recognition and invitations for four to the Networking Reception



# PATHWAYS2015

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### 3. Hawk: *Keynote Speakers*

#### 3 Opportunities at \$25,000

- Prominent placement of your logo on signage and in video projection throughout the conference.
- Acknowledgement by emcee at the Gala Banquet
- Complimentary reserved seating for five at the Gala Banquet with table recognition and invitations for five to the Networking Reception

### 4. Bear: *Communication & Marketing Sponsor*

#### 4 Opportunities at \$20,000

- Prominent placement of your logo on signage and in video projections throughout the conference
- Acknowledgement by emcee at the opening and closing ceremonies of the conference
- A table of five for the Gala Banquet and an invitation for five to the Networking Reception

### 5. Buffalo: *Delegate Bag Sponsor*

#### 1 Opportunity at \$10,000

- Logo recognition on the delegate bag
- Invitation for two for the Networking Reception and Gala Banquet





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Gathering Our Nations' Youth for Trades

## 6. Horse: *Networking Event Sponsor*

### 1 Opportunity at \$10,000

- Name and logo placement on electronic display during Networking Event
- Name and logo on advertising campaign for Networking Event
- Invitation for 10 guests to the Networking Event and five for Gala Banquet

## 7. Orca: *Entertainment Sponsor*

### 2 Opportunities at \$10,000

- Placement of your company signs during times of entertainment
- Special acknowledgement during the opening of Entertainment program
- Invitation for two guests to the Networking Event and Gala Banquet

## 8. Crow: *Breakfast & Lunch Sponsor*

### 4 Opportunities at \$10,000

- Placement of company signs/banners during sponsored meals
- Acknowledgement during the lunch meal
- Invitation for two guests to the Networking Event and Gala Banquet





## 9. Wolf: *Session Sponsor*

### 8 Opportunities at \$8,000

- Sign ownership of a presentation room for the full two days
- Representative to introduce presenters in sponsored room
- Invitation for two guests to the Networking Event and Gala Banquet

## 10. Owl: *Elder Sponsor*

### 2 Opportunities at \$5,000

- Placement of your company signs and logo outside of the Elders room
- Invitation for two guests to attend the Networking Reception and Gala Banquet

## 11. Salmon: *Photo Booth Sponsor*

### 1 Opportunity at \$5,000

- Placement of your company signs and logo outside of the Photo Booth
- Invitation for two guests to attend the Networking Reception and Gala Banquet

## 12. Lynx: *Health Breaks Sponsor*

### 4 Opportunities at \$5,000

- Placement of your company signs and logo beside Health Break station
- Invitation for two guests to attend the Networking Reception and Gala Banquet

## 13. Beaver: *Administration Sponsor*

### 9 Opportunities at \$5,000

- 50% discount on trade show booth fees
- Invitation for two guests to attend the Networking Reception and Gala Banquet

## 14. Coyote: *Sponsor a Student*

### Unlimited Opportunities

- Benefits are negotiable. Please contact Conference Manager to discuss

## CONTACT INFORMATION

If you have any questions regarding this sponsorship request, please:

**CONTACT:** Karen McCarthy, Conference Manager, AIEG

**PHONE:** 780-245-5949

**EMAIL:** [pathways@scscanada.org](mailto:pathways@scscanada.org)

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**CONTACT:** Mike Deranger, Treasurer, SCES

**PHONE:** 780-799-1023

**EMAIL:** [mike.d@scscanada.org](mailto:mike.d@scscanada.org)

## SOCIAL MEDIA

**FACEBOOK:** Pathways

**TWITTER:** [pathways2trades](https://twitter.com/pathways2trades)

**INSTAGRAM:** [#buildingtrades](https://www.instagram.com/buildingtrades)



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[pathwaysyouthintrades.ca](http://pathwaysyouthintrades.ca)



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