



To be Presented Virtually February 22 - 23, 2021

The Canadian Apprenticeship Forum is a national, not-for-profit organization working with stakeholders in all regions of Canada. We influence pan-Canadian apprenticeship strategies through research, discussion and collaboration—sharing insights across trades, across sectors and across the country—to promote apprenticeship as an effective model for training and education. Our Board of Directors is comprised of representatives of business, labour, the jurisdictional apprenticeship authorities, education and equity-seeking groups. Through our work, CAF-FCA has shed light on a number of key issues affecting apprenticeship, such as the perceived barriers to accessing and completing apprenticeship and the business case for apprenticeship training.

For more information, visit the CAF-FCA website at caf-fca.org

About the National Apprenticeship Conference

The conference will highlight initiatives, programs and strategies that help attract and retain top talent. This requires an understanding of how to breakdown the stigma associated with skilled trades careers and engage youth, under- represented groups, parents and educators to actively promote apprenticeship as a first-choice career path. It must also include programs and tools that assess essential skills, social and emotional competencies and employability as well as flexible and innovative learning options.

Strategies to engage employers and industry play a crucial role in ensuring high quality training opportunities are available and are central to any skilled trades attraction and retention strategy. Members from across the apprenticeship community will share their ideas, research and innovative approaches that stand to contribute to our ongoing conversation about apprenticeship as the best way to develop a highly skilled trades workforce.



Partnership Opportunities

Show your support

Partners are highly visible throughout the conference! Become a conference partner to:

- Attract new members / partners / clients
- Create pan-Canadian awareness of your organization
- Promote your project / program
- Reach key stakeholders within the apprenticeship community
- Secure your place and visibility at a national gathering of apprenticeship stakeholders
- Be recognized as a key supporter of the Canadian apprenticeship training systems
- Demonstrate your organization's commitment to apprenticeship training

Attendee Profile

The conference attracts variety of stakeholders from the apprenticeship community, in Canada and internationally. Representatives from education, labour, business, federal and provincial/territorial governments, equity-seeking groups and other organizations attend this unique biennial apprenticeship event.

Partnership Levels and Benefits

Partners at the National Apprenticeship Conference will receive recognition for their support of and contribution to Canadian apprenticeship systems. Partners will have numerous unique opportunities, both prior to and during the conference, to feature their organization, reach key decision-makers and expand their networks. Each partnership opportunity includes an excellent range of benefits, with increasing visibility at higher levels.

To secure a partnership or discuss a custom sponsorship, contact Shawn:

shawn@caf-fca.org



Title Partner ~ SOLD

\$25,000

- Exclusive recognition as Title Partner
- Recognition as Theme Partner throughout all conference communication and on the platform
- Opportunity to open conference and welcome delegates
- Six (6) conference registrations (Value \$3,600)
- Profile in CAF-FCA's e-newsletter
- Logo with hotlink on CAF-FCA website and social media channels

VIRTUAL PLATFORM BENEFITS

- + Opportunity for a 5-minute Company promotion video to be played at beginning of conference
- + Top location of virtual booth space on platform
- + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page
- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour
- + Corporate Profile in pre - conference email blast

Prestige Partner ~ SOLD

\$20,000

- Exclusive acknowledgement as Prestige Partner
- Recognition as Prestige Partner throughout all conference communication and on the virtual platform
- Four (4) conference registrations (Value \$2,400)
- Profile in CAF-FCA's e-newsletter
- Logo with hotlink on CAF-FCA website and social media channels

VIRTUAL PLATFORM BENEFITS

- + Live Introduction of the Opening Keynote Speaker



- + Opportunity for a 5-minute promotion prior to Keynote Address
- + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page
- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour
- + Corporate Profile in pre - conference email blast

Closing Keynote Partner ~ 1 available

- Two conference registrations (Value \$1,600)
- Recognition as Keynote Partner throughout virtual platform
- Profile in CAF-FCA's e-newsletter
- Logo with hotlink on CAF-FCA website and social media channels

VIRTUAL PLATFORM BENEFITS

\$15,000

- + Opportunity to live intro speaker & company promotion prior to Keynote Address (5 min max)
- + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page
- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour
- + Corporate Profile in pre - conference email blast

NEW ~ Plenary Partner ~ 4 available

\$10,000

- Two conference registrations (value of \$1,200)

VIRTUAL PLATFORM BENEFITS

- + Live Introduction of one of the four plenary sessions



- + Opportunity for a 5-minute Company promotion prior to plenary session
- + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page
- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour

Social Media Partner ~ SOLD

\$8,000

- One conference registration (value of \$600)
- VIRTUAL PLATFORM BENEFITS**
- + Customized recognition on virtual platform social media wall
 - + Profile in CAF-FCA's e-newsletter
 - + Logo with hotlink on CAF-FCA website and social media channels
 - + Interactive virtual booth space
 - + Logo recognition on the platform conference banner
 - + Priority logo placement on all Sponsor branding, Including Wall of Honour

Platinum Partner ~ 1 SOLD, 2 remain

\$15,000

- Three (3) full conference registrations (value of \$1,800)
 - Profile in CAF-FCA's e-newsletter
 - Logo with hotlink on CAF-FCA website and social media channels
- VIRTUAL PLATFORM BENEFITS**
- + Interactive virtual booth space
 - + Logo recognition on the platform conference banner
 - + Priority logo placement on all Sponsor branding, Including Wall of Honour
 - + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page



Gold Partner ~ 3 available

\$10,000

- Two full conference registrations (value of \$1,200)
- Profile in CAF-FCA's e-newsletter
- Logo with hotlink on CAF-FCA website and social media channels

VIRTUAL PLATFORM BENEFITS

- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour
- + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page

Silver Partner

\$6,000

- + One full conference registration (value of \$600)
- + Profile in CAF-FCA's e-newsletter
- + Logo with hotlink on CAF-FCA website and social media channels

VIRTUAL PLATFORM BENEFITS

- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour
- + Interactive virtual booth space including: live visitor lead retrieval, public live chat, public live video chat, private messaging and customizable page

Bronze Partner

\$3,000

- Logo with hotlink on CAF-FCA website and social media channels

VIRTUAL PLATFORM BENEFITS

- + Logo recognition on the platform conference banner
- + Priority logo placement on all Sponsor branding, Including Wall of Honour