

# Career Ready Program Events Partnership Package

TECHNATION has been funded through our Career Ready Program to support a series of student events for 2023-24. All event logistics are funded by the Government of Canada's Student Work Placement Program (SWPP). To help supplement this program, we are seeking **industry partners**. This opportunity enables you to work with our team to co-design events and challenges that will encourage our brightest young minds to find career pathways into tech, while your organization benefits from the national marketing efforts. Our events vary and may be open to post-secondary students across Canada or targeted to specific regions or industries.

**Career Ready Events provides students opportunities to learn directly from industry experts, apply their skills and connect with potential employers and key industry figures to further their career.**

## What's in it for you?

- Fresh and innovative ideas for real business problems
- Engage and connect with top tier talent across Canada
- National or regional reach to post-secondary students
- Support your marketing initiatives through the theme and audience of each event
- Recruitment channels for your business to tap into

## Marketing Reach

- 25,000+ email list of employers (3,500), students (19,000), and post-secondary partners (2,500)
- Paid social media campaign (upward of 1 million impressions)
- Blog posts and storytelling
- Member newsletter



# Types of Events and Partner Benefits

## Interactive Events

These events are a mix of conferences, award receptions and other events that give Career Ready students the opportunity to expand their network and interact with industry members. Since these events range in structure and regions, we ask that you contact Tim Sidock to further explore partnership with these types of events.

## Entrepreneurship Workshops (Start-up Skills Series)

Give expert advice and inspire the Career Ready students with topics relevant to aspiring entrepreneurs while promoting your business and showcasing thought leaders. These are 1-hour events held virtually every month and targeted towards young aspiring entrepreneurs. There are a wide range of topics covered, please contact Tim Sidock for more information.

**Single session (\$1,000) or multi-session (3 for \$2,500) partnerships available. Benefits include:**

- Session host (panel or info/discussion)
- Organization introduction at beginning of event
- Co-branding on all marketing materials
- Contesting or giveaway opportunity

## Student Challenges

Each challenge focuses on different topics and issues in business and tech, so they're a perfect opportunity to tap into top tier talent and their innovative solutions. The presenting partner has the opportunity to work with TECHNATION to develop a theme that aligns with their business model and marketing needs. This gives organizations the chance to crowdsource ideas to solve real business problems or to create solutions to our ever-evolving world of technology.

	SUPPORTING PARTNER	PRESENTING PARTNER
Amount	\$5,000	\$10,000
Speaking Intro at Kickoff and Finale Events	✓	✓
Logo listed as Supporting Partner	✓	✓
Guest blog or awards announcement recognition	✓	✓
Mentor Opportunity	2	4
Jury Seats	2	4
Additional Prizing Contribution	✓	✓
Customize the theme of the challenge/hackathon	–	✓
Keynote at kickoff event	–	✓
Panel or keynote at Finale (during Jury Deliberation)	–	✓
Co-Branded Marketing Materials	–	✓
Host a branded workshop	–	✓

## Career Fairs

TECHNATION hosts both national and specifically targeted career fairs that help connect students with future employers, and employers with new talent.

	MEMBER BENEFIT	SUPPORTING PARTNER	PRESENTING PARTNER
Amount	FREE	\$1,000	\$2,500
Interactive Booth	✓	✓	✓
Session Host (panel or info/discussion)	–	Session or Networking	✓
Group Networking Room Host (on video)	–	Session or Networking	✓
Introduction at beginning of event	–	✓	✓
Logo listed as Supporting Partner	–	✓	–
Keynote Speaking Opportunity	–	–	✓
Co-Branding on all marketing materials	–	–	✓
Contesting Opportunities	–	✓	✓

## Contact Information

### Sponsorship/Partnership Opportunities

Tim Sidock  
 Program Marketing and Development Manager, Career Ready  
 tsidock@technationcanada.ca

### Career Ready Program General Inquiries

careerready@technationcanada.ca

# SPONSOR A STUDENT CHALLENGE

TECHNATION<sup>CA</sup>

CAREER  
READY  
PROGRAM

Work with TECHNATION's Career Ready team to develop a student tech challenge. As a presenting partner, you can develop a theme for the challenge that aligns with your business model and marketing needs.



# 1

## Prepare

Work with TECHNATION's Career Ready team to identify a real-world business case study or a relevant topic in need of innovation. Develop the topic with categories, details, industry insights and learning resources. Partners can also build in the use of their products into the challenge (e.g., Azure for AI challenge with Microsoft).



# 2

## Launch

Once the challenge details are set, it's time to launch. Digital marketing campaigns will promote the challenge to top tier talent across Canadian post-secondary institutions. Collaborate with TECHNATION to announce the challenge to our vast national networks, including over 20,000 bright young people who have participated in the Career Ready program since 2019!



# 3

## Participate

Offer your staff the chance to participate in the challenge and engage with talented students from a number of different backgrounds. Your employees and community partners can judge submissions as members of the jury, or act as team mentors to help guide student solutions.



# 4

## Results

After the challenge is complete, we will continue to execute our marketing plan and share the success stories and results across our networks. Communicating impactful moments and results will elevate your company's profile amongst the emerging talent pool and promote you as an employer of choice! We will work with you throughout the challenge to ensure these stories contain powerful metrics in alignment with your corporate social responsibility priorities and brand identity.



## Events

Challenges can have several events tied to them throughout the challenge timeline, including:

### Kick-off Event

- Promotes the challenge before the end of the registration period
- Content can include industry insights, challenge logistics, workshop, and Q&A

### Workshops

- Your staff can participate in workshops, speaking events or panels to give students context and learning opportunities
- Have your staff thought leaders transfer relevant skills to students to help them succeed in the challenge

### Final Pitch Event

- The top 5 teams are invited to a live pitch event (virtual/hybrid/in-person)
- Participants can enjoy a panel or networking activity while the jury deliberates
- The top 3 teams are announced and awarded



## Prizing

TECHNATION contributes cash prizing up to **\$16,000**.

Partners are encouraged to supplement prizing with experiences for students (interviews, internships, meet the execs, etc.), products, or additional cash.



## Questions?

Contact Tim Sidock, Program Marketing & Development Manager, Career Ready.

Email: [tsidock@technationcanada.ca](mailto:tsidock@technationcanada.ca)