

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

BUILD A DREAM 2022-2023

LISA BRADLEY, SPONSORSHIP AND PARTNERSHIPS MANAGER

FLO BANDI, SPONSORSHIP AND PARTNERSHIPS COORDINATOR





There are many barriers holding young women back from career opportunities in skilled trades, STEM, emergency response, and entrepreneurship.

This gap in industry workforce is depriving Canadian businesses of the innovation that diversity brings.

This is why we exist.

OUR PILLARS

Skilled Trades
STEM

Entrepreneurship
Emergency Response
Leadership



Build a Dream is a national non-profit dedicated to educating, inspiring and empowering young women to pursue careers where women are underrepresented, creating a gender-balanced workforce and changing global perspectives on women's contribution to society.



Hosted **43** in-person and virtual events



Engaged **50,000+** families, educators, and industry



Collaborated with **200+** industry partners



WHAT WE DO



INSPIRE

Empower young women to consider career opportunities within our pillars



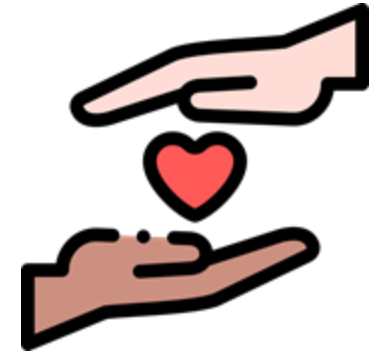
CONNECT

young women to female mentors, industry leaders, education and community resources, and hands-on opportunities to help them explore a variety of career opportunities



DEVELOP

relationships with parents, industry, educators and government officials to help young women follow their dreams



CREATE

an experience to help build young women's confidence to make informed career decisions

WHY WE DO WHAT WE DO?



67,000 journeypersons will be required across the 10 largest Red Seal Trades in Canada

Estimated from 2019-2023; Canadian Apprenticeship Forum, National LMI Report



Young women with high math capabilities are less likely to enter STEM fields than men

StatsCan "Gender Differences in STEM Programs in University"



Companies with 30% female executives experience 6% higher profits

The Visual Capitalist, 2021

SPONSORSHIP BENEFITS

- Showcase your company's commitment to an equitable workforce
- Introduce your organization to young women in grades 7 – 12, post-secondary students, their parents, and educators across Canada
- Interact with potential employees and develop relationships with prospects while highlighting career opportunities & company benefits, strengthening your brand
- Be a part of the movement working to close the workforce gender gap and create an equitable work environment
- Connect with the hundreds of industry partners who are part of the Build a Dream network to access resources on implementing best practices in DEI in your company



OUR EVENTS



CAREER DISCOVERY EXPO

17 events across the country (8 Virtual and 9 in-person) geared to young women (Grades 7 – 12) and their parents, featuring our popular Dream Maker panel, Education partners and industry employers provide insights at our interactive events, filled with resources to set young women up for future success.



INTERNATIONAL DAY OF THE GIRL

October 4 & 5, 2022 - An annual event that connects young women with female trailblazers as they speak on the steps required to help young women create workplace gender equity. This event includes a flag raising, panel discussions, giveaways, and an award ceremony. JOIN US at Enercare Centre in Toronto!



SKILLED IN STEM

April 2023 – A high-energy event dedicated to spotlighting the people, organizations, and companies that keep our world moving. We host Ontario's largest virtual skilled trades and STEM expo for students and job seekers!



“STIR IT UP” DEI REAL TALK EVENTS

A quarterly series of B2B industry networking events that will dive into frank conversations and best practices on maximizing workforces with strong DEI strategies. **Our 2022 – 2023 series will be proudly sponsored by Bruce Power.**



OUR GROWTH & REACH SINCE 2014

- ✓ **16** in-person Career Discovery Expos reaching over 15,000 families
- ✓ **28** Virtual Career Discovery Expos (pivoted immediately during covid)
- ✓ **2** Successful Trades Week Events reaching 5000 families across Canada
- ✓ **More than 50,000** young women, parents and educators
- ✓ Events held in **Ontario, Alberta and British Columbia**



CORPORATE LOGO RECOGNITION

Build a Dream Website

VALIANT TMS

LiUNA!
Feel the Power



ENBRIDGE[®]
Life Takes Energy[®]

SPARKPOWER[™]



BrucePower[™]
Innovation at work



MAGNA



nc Niagara College Canada

next dimension





CORPORATE SPONSORSHIP OPPORTUNITIES

2022-2023



DIAMOND SPONSOR - \$75,000

Your company will demonstrate that it is focused on DEI, signaling your commitment to attracting, recruiting and retaining a balanced workforce committed to innovation and excellence.

COMPANY FEATURES



Logo on all platforms, our website & events



Virtual Booth detailing company info on all Career Discovery Expos



Full page ad in Career Guide & Expo programs sent to all event attendees



Host a Breakout Room during all 2022-2023 Virtual Career Discovery Expos/have a booth at all in-person Expos



Post your company's available job positions on our exclusive Job Board

EVENT RESERVATIONS



Host your company's own Virtual Career Discovery Expo!



Invitation to all Career Expos for employees & their families with speaking opportunities



Collaboration on DEI initiatives to further our shared goals



Opportunity to brand a VEP experience box or be a presenting sponsor of a signature event



VEP tickets to all signature events

ORIGINAL CONTENT



Utilization of our 20k+ social media followers to promote & share your company content



Publication of content you submit for our Build a Dream Blog



Feature a representative as a guest on our podcast, "Perfectly Unfiltered"



Feature a representative in a Day in the Life video created by Build a Dream



PLATNUM SPONSOR - \$60,000

Your company will demonstrate that it is focused on DEI, signaling your commitment to attracting, recruiting and retaining a balanced workforce committed to innovation and excellence.

COMPANY FEATURES



Logo on all platforms, our website & events



Virtual Booth detailing company info on all Career Discovery Expos



Full page ad in Career Guide & Expo programs sent to all event attendees



Host a Breakout Room during all 2022-2023 Virtual Career Discovery Expos/have a booth at all in-person Expos



Post your company's available job positions on our exclusive Job Board

EVENT RESERVATIONS



Host your company's own Virtual Career Discovery Expo!



Invitation to all Career Expos for employees & their families with speaking opportunities



Collaboration on DEI initiatives to further our shared goals



VEP tickets to all signature events



Presenting Sponsor of 1 Virtual Career Expo with opportunity to have a speaker on the Dream Maker or Industry Secrets Panel

ORIGINAL CONTENT



Utilization of our 20k+ social media followers to promote & share your company content



Publication of content you submit for our Build a Dream Blog



Feature a representative as a guest on our podcast, "Perfectly Unfiltered"



GOLD SPONSOR - \$45,000

Your focus to diversify your workforce sends a signal that you are invested in building an inclusive & equitable workforce that helps your organization reach new heights.

COMPANY FEATURES



Logo on all platforms, our website & events



Virtual Booth detailing company info on all Career Discovery Expos



Full page ad in Career Guide & Expo programs sent to all event attendees



Host a Breakout Room during all 2022-2023 Virtual Career Discovery Expos/have a booth at all in-person events



Post your company's available job positions on our exclusive Job Board

EVENT RESERVATIONS



Invitation to all Career Expos for employees & their families with speaking opportunities



Collaboration on DEI initiatives to further our shared goals



VEP tickets to all signature events



Presenting Sponsor of 1 Virtual Career Expo with opportunity to have a speaker on the Dream Maker or Industry Secrets Panel

ORIGINAL CONTENT



Utilization of our 20k+ social media followers to promote & share your company content



Publication of content you submit for our Build a Dream Blog



Feature a representative as a guest on our podcast, "Perfectly Unfiltered"



SILVER SPONSOR - \$35,000

Your dedication towards fostering a safe and diverse company indicates your organization's desire to lead a positive change within your sector and in your workplace environment

COMPANY FEATURES



Logo on all platforms, our website & events



Virtual Booth detailing company info at all Virtual Career Discovery Expos



½ pg ad in Career Guide & Expo programs sent to all event attendees



Host a Breakout Room during all 2022-2023 Virtual Career Discovery Expos/have a booth at all in-person events



Post your company's available job positions on our exclusive Job Board

EVENT RESERVATIONS



VEP tickets to all signature events



Invitation to all Career Expos for employees & their families with speaking opportunities



Presenting Sponsor of 1 Virtual Career Expo with opportunity to have a speaker on the Dream Maker or Industry Secrets Panel

ORIGINAL CONTENT



Utilization of our 20k+ social media followers to promote & share your company content



Publication of content you submit for our Build a Dream Blog



Feature a representative as a guest on our podcast "Perfectly Unfiltered"



BRONZE SPONSOR - \$25,000

Your participation in DEI initiatives and active role in supporting future young professionals shows your investment in your industry's development and company's growth

COMPANY FEATURES



Logo on all platforms, our website & events



Virtual Booth detailing company info at all Virtual Career Discovery Expos



½ pg ad in Career Guide & Expo programs sent to all event attendees



Host an exhibitor booth at all in-person events in partnership with school boards across Canada



Post your company's available job positions on our exclusive Job Board

EVENT RESERVATIONS



VEP tickets to all signature events



Invitation to all Career Expos for employees & their families with speaking opportunities

ORIGINAL CONTENT



Utilization of our 20k+ social media followers to promote & share your company content



Publication of content you submit for our Build a Dream Blog

At Build a Dream, we value any contribution and help that will go towards our programming and ongoing efforts to build a more equitable workforce. If your organization still wishes to support us, we will appoint you as **Friends of Build a Dream for a contribution of less than \$25,000*





CAREER DISCOVERY EXPO SPONSORSHIP OPPORTUNITIES

8 Virtual Career Expos Nationwide

9 In-Person Career Expos Nationwide

2022-2023



BUILD A DREAM EVENTS 2022:

Virtual Career Expo | September, 29

Virtual Career Expo | October, 27

Huron-Perth | November 9

Windsor | November 17

Virtual Career Expo | November, 24

Waterloo | November 30

Chatham | December 1

Sarnia | December 6 (Tentative)

BUILD A DREAM EVENTS 2023:

Virtual Career Expo | January, 12

Virtual Career Expo | February, 28

Virtual Career Expo | March, 28

Virtual Career Expo | April, 25

Virtual Career Expo | May, 30

SKILLED IN STEM | Date TBA

Calgary | Date TBA

Ottawa | TBA

Toronto | Date TBA



IN-PERSON CAREER DISCOVERY EXPOS

*Formal Program : 5:00 pm – 9:00 pm EST
With keynotes, panels, exhibitor booths and giveaways!*

Anticipated Career Expo Schedule:

Sponsorship Opportunity: Exhibitor Booths at each event will vary between \$300 - \$375. Contact us for more information!

Agenda	Event Space	Time	Duration	Notes
Doors Open	Registration/ Exhibitor Space	5:00 PM	1 hour	Check in
Presentation Starts	Main Stage	6:00 PM	15 mins	
Dream Maker Panel	Main Stage	6:15 PM	45 mins	Entrepreneur, Skilled Trades, STEM, ER Leadership
Dream Maker (Skilled Trades)				
Dream Maker (Entrepreneurship)				
Dream Maker (Leadership)				
Dream Maker (Emergency Response)				
Dream Maker (OYAP Contact)				
Scavenger Hunt Details	Main Stage	7:00 PM	10 mins	Rewarded with more points if student explores career fields that they know less about and would like to discover
Closing Remarks, Survey	Main Stage	7:10 PM	10 mins	
Scavenger Hunt/ Visit Exhibitor Booths	Exhibitor Space	7:20:PM	1 hour 40 mins	
Doors Close		9:00:PM	15 mins	



In-Person Career Discovery Expos

Sponsorship Opportunities

PLATINUM SPONSOR

\$5,000

- Corporate logo and "on camera" statement featured in event video after the event
- ½ page ad in Digital Experience Career Guide sent to all participants
- ½ ad in Career Expo Program
- Opportunity to provide promotional material in swag bag distributed to over 600 students
- Corporate logo on all print material
- Corporate logo and link on Build a Dream website
- Complimentary registration of a booth at the Career Expo, including two staff
- Corporate logo on 2 sponsorship graphics developed to run on social media
- Corporate logo included on stage presentation (PowerPoint) and acknowledged by MC

GOLD SPONSOR

\$3,500

- ½ ad in Career Expo Program
- Opportunity to provide promotional material in swag bag distributed to over 600 students
- Corporate logo on all print material
- Corporate logo and link on Build a Dream website
- Complimentary registration of a booth at the Career Expo, including two staff
- Corporate logo on 2 sponsorship graphics developed to run on social media
- Corporate logo included on stage presentation (PowerPoint) and acknowledged by MC



In-Person Career Discovery Expos

Sponsorship Opportunities

SLIVER SPONSOR

\$2,500

- Opportunity to provide promotional material in swag bag distributed to over 600 students
- Corporate logo on all print material
- Corporate logo and link on Build a Dream website
- Complimentary registration of a booth at the Career Expo, including two staff
- Corporate logo on 1 sponsorship graphic developed to run on social media
- Corporate logo included on stage presentation (PowerPoint) and acknowledged by MC

BRONZE SPONSOR

\$1,500

- Corporate logo on all print material
- Corporate logo and link on Build a Dream website
- Complimentary registration of a booth at the Career Expo, including two staff
- Corporate logo on 1 sponsorship graphic developed to run on social media
- Corporate logo included on stage presentation (PowerPoint) and acknowledged by MC



PHOTO BOOTH SPONSORSHIP - \$1,000

Exclusive Sponsor of our Photo Booth with your Corporate logo on every photo taken by students and shared on social media platforms



VIRTUAL CAREER DISCOVERY EXPOS

Formal Program : 6:00 pm – 7:30 pm EST

Breakout Rooms: 7:30 – 8:30 pm EST

Anticipated Career Expo Schedule:

Agenda	Time	Duration
Opening Remarks & Land Acknowledgement	6:00 PM	5 mins
Pathway Presentation	6:05 PM	10 mins
DREAM MAKER PANEL	6:15 PM	40 mins
Dream Maker (Woman in the Skilled Trades)		
Dream Maker (Woman in STEM)		
Dream Maker (Woman in Entrepreneurship)		
Dream Maker (Woman in Leadership)		
Dream Maker (Woman in Emergency Response)		
Dream Maker (OYAP Participant)		
Kahoot!	6:55 PM	10 mins
INDUSTRY SECRETS PANEL	7:05 PM	20 mins
Industry Secrets Speaker		
Industry Secrets Speaker		
Industry Secrets Speaker		
Closing Remarks	7:25 PM	5 mins
Event Ends	7:30 PM	



Virtual Career Discovery Expos

Sponsorship Opportunities

PRESENTING SPONSOR

\$2,500

- Corporate logo on event program, event platform, & social media assets
- ½ page ad in the event program
- Opportunity to have a speaker on the panel
- Virtual booth on event platform where students and parents will find all company links and more, available during the event and for one-month post-event
- Breakout room opportunity for a rep to interact with students and parents for 30-mins post-event
- Your logo is included in the video recording provided to the registrants, educators, and industry attendees

DREAM MAKER PANEL SPONSOR

\$2,000

- Corporate logo on event program, event platform, & social media assets
- ½ page ad in the event program
- Virtual booth on event platform where students and parents will find all company links and more, available during the event and for one-month post-event
- Breakout room opportunity for a rep to interact with students and parents for one-hour post-event
- Your logo is included in the video archive provided to the registrants, educators, and industry attendees

INDUSTRY SECRETS PANEL SPONSOR



- Corporate logo on event program, event platform, & social media assets
- ½ page ad in the event program
- Virtual booth on event platform where students and parents will find all company links and more, available during the event and for one-month post-event
- Breakout room opportunity for a rep to interact with students and parents for one-hour post-event
- Your logo is included in the video archive provided to the registrants, educators, and industry attendees

Virtual Career Discovery Expos

Sponsorship Opportunities



Prize Hub Sponsor - \$500

Your corporate logo will be featured in the "Prize Hub" tab, shared in an announcement, social media post, and in the event program + mentioned throughout the event. Company name will also be included in email sent out to winner.



Game Sponsor - \$500

Your corporate logo will be featured at the beginning of our interactive game during the live event and in the event Program. Company video available to play before game segment.



Virtual Booth - \$200

Your company can host a virtual booth, where a full profile of your company, resource links, and more will be available during the event and for one-month post-event.

THANK YOU FOR YOUR CONSIDERATION!

LISA BRADLEY

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