

SPONSORSHIP OPPORTUNITIES

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# EPIC

Exploring Possible Industries & Careers

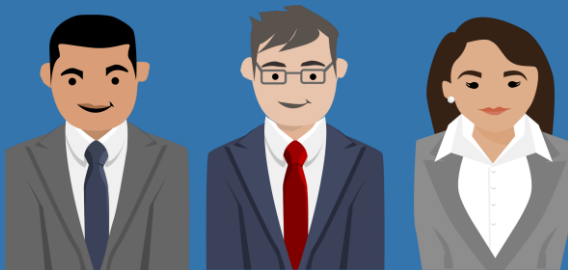
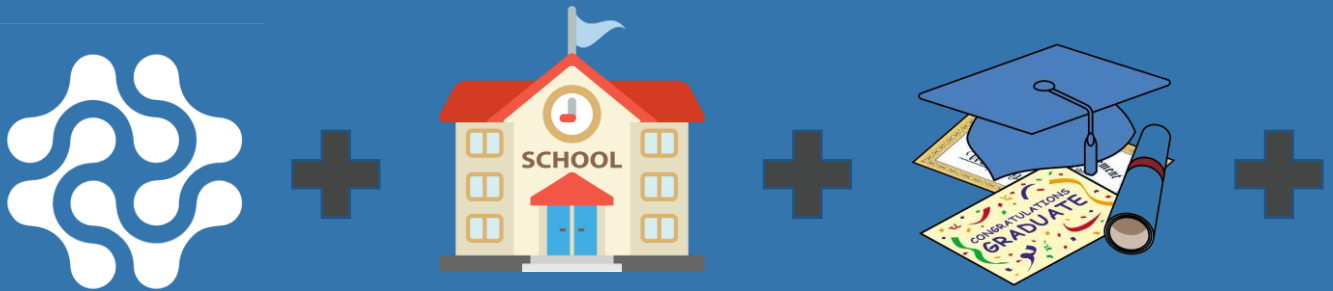
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2022



**CAREER**  
TRANSITIONS

# CAREER TRANSITIONS - YOUR YOUTH CONNECTION



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Career Transitions, in partnership with the business community and Southwestern Alberta school divisions, inspires today's youth to become tomorrow's productive and skilled work force by offering quality career exploration programs.



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# CONNECT WITH YOUTH TODAY!

Host a booth at EPIC and showcase your occupation.

Hosting a booth involves:

- **Meeting** with us by phone to discuss your booth and interactive idea,
- **Developing** a 20-minute interactive, hands-on session,
- **Delivering** your session to a total of ten groups of six students assigned to your "Exploration Zone" on the day of the event,
- **Inspiring** youth to consider future careers by sharing important information about your occupation/business/industry, and
- **Building** your future talent pipeline!

## POTENTIAL IMPACT

- Maximum student capacity at the event will be 1100
- Each Exploration Zone will consist of 5 exhibitors who will interact with approximately 60 students throughout the day



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# CAREER TRANSITIONS IMPACT OVER LAST 5 YEARS

9570

# of students who participated in a  
Career Transitions event or program

1866

# of Business & Industry reps  
involved with Career Transitions

2106

# of students who participated  
in EPIC

591

# of Business & Industry  
EPIC exhibitors

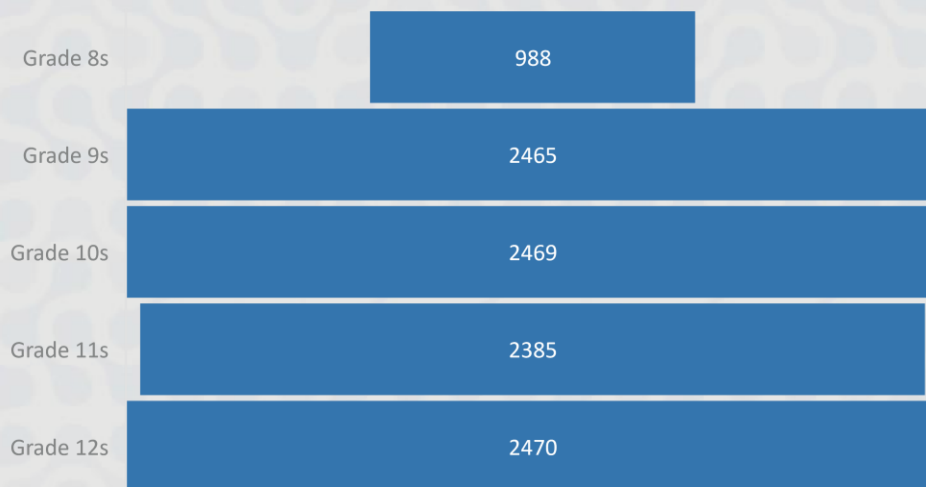


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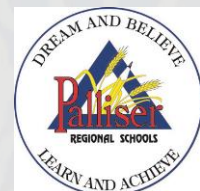
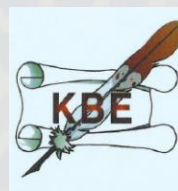
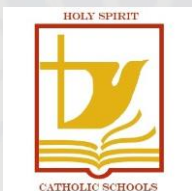
# OUR STUDENTS

Career Transitions works with 7 school divisions across Southwestern Alberta, making career exploration opportunities available to approximately 10,000 students each year.

## Student grade breakdown (2020-21)



## Divisional Partner Schools



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# SPONSORSHIP OPTIONS

There are two sponsorship levels available in addition to being a host:

- Event Sponsor – reach ALL students in attendance (approximately 1100 students)
- Exploration Zone Sponsor – reach all students within the specific Exploration Zone your booth is in (approximately 60 students)

## EVENT SPONSOR

**\$3500**

As an event sponsor you get:

- Added to the Career Transitions website as an event sponsor, including your company logo and a link directly to your website,
- Your logo will appear on ALL event signage,
- The option to include promotional materials and/or swag in ALL participant bags (each participant receives a bag upon entry to collect materials during the event – your materials will be added to all 1100 bags ahead of time),
- Social media blasts leading up to the event, the day of the event, and post event, letting everyone know about your sponsorship!

**\$600**

## EXPLORATION ZONE SPONSOR

As an Exploration Zone sponsor you get:

- Added to the Career Transitions website as an Exploration Zone sponsor, including your company logo and a link directly to your website,
- Your logo will appear on your zone's signage,
- The option to include promotional materials and/or swag in your zone's participant bags (each participant receives a bag upon entry to collect materials during the event – your materials will be added to your zone bags ahead of time),
- Social media blasts leading up to the event, the day of the event and post event, letting everyone know about your sponsorship!



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# SPONSORSHIP SUMMARY

	Event Sponsor (1100 students)	Exploration Zone Sponsor (60 students)	Event Exhibitor
On CT website as sponsor of event/zone (including logo and link to sponsor site)	★	★	
Logo on all signage	★		
Logo on zone signage		★	
Promotional material in all participant bags	★		
Promotional material in specific zone bags		★	
General social media blasts	★	★	★
Additional social media blasts	★	★	
<b>COST</b>	<b>\$3500</b>	<b>\$600</b>	<b>No charge</b>

## READY TO SPONSOR?

Are you ready to inspire today's youth?

Contact us to discuss your EPIC sponsorship options today.

Thank you for your interest and support!



## CONTACT INFORMATION



**Judy Stolk-Ingram**

Executive Director

[Judy.stolkingram@careersteps.ca](mailto:Judy.stolkingram@careersteps.ca)

B: 403-328-3996

C: 403-330-6130



# EPIC 2022 SPONSORSHIP FORM

Company name: \_\_\_\_\_ Contact name: \_\_\_\_\_

Company address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_



## \$3,500 Event Sponsor

Includes:

- Added to the Career Transitions website as an event sponsor, including logo and link to website  
URL address: \_\_\_\_\_  
\_\_\_\_ Logo sent to Career Transitions – immediately, **deadline February 15, 2022**
- Logo included on ALL event signage
- Promotional material and/or swag added to ALL participant bags  
\_\_\_\_ Materials/swag at Career Transitions – 1100 – **deadline April 1, 2022**
- Social media blasts  
Facebook tag: \_\_\_\_\_  
Twitter tag: \_\_\_\_\_  
Instagram tag: \_\_\_\_\_



## \$600 Exploration Zone Sponsor

Includes:

- Added to the Career Transitions website as an Exploration Zone sponsor, including logo and link to website  
URL address: \_\_\_\_\_  
\_\_\_\_ Logo sent to Career Transitions – immediately, **deadline February 15, 2022**
- Logo included on zone signage
- Promotional material and/or swag added to zone participant bags  
\_\_\_\_ Materials/swag at Career Transitions – 60 – **deadline April 1, 2022**
- Social media blasts  
Facebook tag: \_\_\_\_\_  
Twitter tag: \_\_\_\_\_  
Instagram tag: \_\_\_\_\_

Please make cheques payable to “Career Transitions”

Questions? Contact Judy at [judy.stolkingram@careersteps.ca](mailto:judy.stolkingram@careersteps.ca) or 403-330-6130

Thank you for your support!



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