

SPONSORSHIP OPPORTUNITIES

EPIC DAY

Exploring Possible Industries & Careers

2024



CAREER
TRANSITIONS

WHY SPONSOR?

For the past 25 years, Career Transitions, in partnership with passionate and proactive business and industry professionals, has been instrumental in introducing middle and high school youth to career possibilities that await them here in Southwestern Alberta. Our quality events and programs like EPIC DAY are engaging and impactful and provide our business community with the opportunity to interact with our future workforce.



By sponsoring EPIC, you are:

- Inspiring youth to stay in school.
- Educating youth about your business/industry.
- Supporting real life, experiential career education, not just theoretical.
- Contributing to the development of our local talent pool.

When students are placed in a hands-on, creative learning environment, exciting things can happen! Be a key part of that excitement by sponsoring EPIC DAY!

“When it comes to being able to hire technicians in the future, we have to start with high school students right now. Sponsoring EPIC Day is one way that we can make sure that kids know about the trades.”

- George Kirkham, Southland International Trucks

“As a parent, I was blown away that I had no idea about Career Transitions and the importance of what they do that benefits our kids. Building good humans is our job as parents, but when we can support associations who have the best interest of our youth in mind to continue that message by giving opportunities to explore different careers firsthand...why wouldn't everyone? Life comes with so many opportunities, having a way to help them explore what their passion could be is a great start! Sponsorship was an opportunity to show my appreciation of the hard work and dedication that Career Transitions provides everyday!”

- Shauna Gruninger, Remax Real Estate Lethbridge

“Participating in EPIC as a sponsor is fulfilling because it empowers young minds and nurtures our future leaders. Supporting initiatives that focus on education and skill development ensures that our youth can reach their full potential, which in turn benefits our community by creating a more knowledgeable and innovative workforce. By investing in the next generation, we contribute to the long-term prosperity and well-being of our community.”

- Chase Oliver, Prairie Sky RV



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SPONSORSHIP SUMMARY

	Event Sponsor	Hall Sponsor	Zone Sponsor	Booth Sponsor	Tour Sponsor
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On CT website



Static social media blasts



Newspaper recognition



Recognition on occupational sign



Logo on signage



Promo materials in participant bags



Logo on bag stuffers



Dynamic social media blasts



Zone/Hall naming



COST

\$5000

\$2500

\$660

\$250

\$500

EVENT SPONSOR – only 1 available!

\$5000

As the Event Sponsor you get:

- Included on the Career Transitions website as an Event Sponsor, including your company logo and a link directly to your website
- Both static and dynamic social media blasts leading up to the event, on the day of the event, plus a thank you afterwards, letting everyone know about your sponsorship
 - 3 dynamic posts will be created, including short interviews at your business, video clips of your work, and explanation of why you are excited about EPIC DAY
- Recognition in a ½ page, 2-day Lethbridge Herald thank you ad, including a large-sized logo
- Addition of poster added to related occupational signage
- Your logo will appear on **ALL** event signage and promotional material
- 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 720 bags)
- Recognition with a large logo in bag stuffers in ALL participant bags
- Option to engage students with program information through Build-A-Bag, lobby signage and/or program cards being added to participant bags

REACH: Up to 720 students!



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HALL SPONSOR – only 2 available!

\$2500

As a Hall Sponsor you get:

- Included on the Career Transitions website as a Hall Sponsor, including your company logo and a link directly to your website
- Both static and dynamic social media blasts leading up to the event, on the day of the event, plus a thank you afterwards, letting everyone know about your sponsorship
 - 2 dynamic posts will be created, including an on-site interview and a video of you at your job
- Recognition in a ½ page, 2-day Lethbridge Herald thank you ad, including a medium-sized logo
- Addition of poster added to your occupational signage
- Your logo will appear on **ALL** hall signage and promotional material
- The option to include promotional materials and/or swag in **ALL** participant bags in your hall (each participant receives a bag upon entry to collect materials during the event – your materials will be added to all 360 bags)
- Recognition with a medium logo in bag stuffers in ALL your hall participant bags
- Hall will be identified by your company name for all participants

REACH: Up to 360 students!



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ZONE SPONSOR – only 12 available!

\$660

As a Zone Sponsor you get:

- Included on the Career Transitions website as a Zone Sponsor, including your company logo and a link directly to your website
- Both static and dynamic social media blasts leading up to the event, on the day of the event, plus a thank you afterwards, letting everyone know about your sponsorship
 - 1 dynamic post will be created, including an interview of why you like being involved in EPIC DAY, plus something enticing about your career
- Recognition in a ½ page, 2-day Lethbridge Herald thank you ad, including a small-sized logo
- Addition of poster added to your occupational signage
- Your logo will appear on ALL zone signage and promotional material
- The option to include promotional materials and/or swag in ALL participant bags in your zone (each participant receives a bag upon entry to collect materials during the event – your materials will be added to all 60 bags)
- Recognition with a small logo in bag stuffers in ALL your zone participant bags
- Zone will be identified by your company name for all participants

REACH: Up to 60 students!



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SPONSORSHIP OPTIONS

BOOTH SPONSOR – only 48 available!

\$250

As a Booth Sponsor you get:

- Included on the Career Transitions website as a Booth Sponsor, including your company logo and a link directly to your website
- Static social media blasts leading up to the event, on the day of the event, plus a thank you afterwards, letting everyone know about your sponsorship
- Recognition in a ½ page, 2-day Lethbridge Herald thank you ad
- Addition of poster added to your occupational signage

REACH: Up to 30 students!

TOUR SPONSOR

\$500

As a Tour Sponsor you get:

- Included on the Career Transitions website as a Tour Sponsor, including your company logo and a link directly to your website
- Static social media blasts leading up to the event, on the day of the event, plus a thank you afterwards, letting everyone know about your sponsorship
- Recognition in a ½ page, 2-day Lethbridge Herald thank you ad

*** Tour sponsorship is a great option for your business if you are interested in supporting this event in a generic manner.



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EPIC DAY SPONSORSHIP— IMPORTANT DATES, DEADLINES & DETAILS REQUIRED

January 10	Schools start submitting requests for EPIC DAY spots
January 31	Firm commitment for sponsorship ➤ Logo submitted to Career Transitions for marketing purposes
February 1	Social media campaign starts
February 28	Deadline for school requests; Career Transitions begins finalizing details for schools
April 10	Swag for participant bags must be received at Career Transitions ➤ Pertains to Event, Hall, and Zone sponsors only
April 17	EPIC DAY!
April 18 & 20	Lethbridge Herald advertisement thanking sponsors



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READY TO SPONSOR?

Inspire today's youth.

Contact us to discuss your EPIC DAY sponsorship options today.

Thank you for partnering with us to educate your future workforce.



CONTACT INFORMATION



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