



OF ALL

TRADES

A DAY FOR WOMEN

DAY-LONG EVENT TO INSPIRE
YOUNG WOMEN IN GRADE 9-12



CONESTOGA

Connect Life and Learning

Founding Institution



Jill of All Trades™

■ What is it?

Since 2014, Conestoga College has hosted a day-long event to inspire young women in Grade 9-12 to pursue education and careers in skilled trades and apprenticeship. Jill of All Trades™ has been a tremendous success, attracting more than 450 students, teachers, partners, industry representatives and government officials each year. The event includes an many hands-on workshops in the motive power, industrial and construction trades sectors. These workshops are led by female mentors to help young women develop a better understanding of the potential of skilled trades' careers.

Additional event highlights include facility tours, guest speakers and a VIP Reception. This event allows young women to participate in a comfortable setting and gain confidence, making it a memorable experience.

■ Where are we going...

By introducing young women across North America to non-traditional trades and apprenticeships, this collaborative endeavour will allow us to send a consistent message to young women, increase college enrollment in trades and apprenticeship, retain skilled trades workers and apprentices, grow capacity, and address gender diversity.

With great success in 2023, Conestoga College engaged with other colleges across Canada to deliver this experience in their regional areas. Over the coming years, we plan to continue to expand our reach across North America with a goal of expanding the footprint and voice.

As the founding institution of Jill of All Trades™, Conestoga is excited to partner with local sponsors, while leading the delivery of events across North America and globally.

■ Be Part of the Movement!

Industry has a vested interest in the success of this venture. Your investment and support will benefit young women and help them understand the value of pursuing a career in the skilled trades and address future local workforce needs. We encourage you to consider sponsoring this event.

Enclosed you will find a sponsorship package highlighting the various ways in which you can provide support. All sponsorships will receive an appropriate level of recognition and are eligible for a business receipt.

We are confident that Jill of All Trades™ will build on its past success and hope you will consider being a part of the movement.

Sincerely,

The Jill of All Trades team



■ Need more information, or have questions?

jillofalltrades@conestogac.on.ca

Sponsorship Levels

| Local Sponsorship Levels- (Conestoga College Delivery) | Gold \$3,000 | Silver \$2,500 | Bronze \$2,000 |
|---|-----------------|-------------------|-------------------|
| Corporate Information Booth at event | X | | |
| Jill of All Trades Workshop Naming | | X | |
| Food sponsor during the event (Continental breakfast, snack, lunch or candy bar) | | | X |
| Logo and/or company name on Jill of All Trades™ long sleeved t-shirts, printed materials, and digital media | X | X | X |
| Corporate material distribution and promotional items at all Jill of All Trades™ events | X | X | X |
| Attend VIP Reception (local event) at # locations | 6 | 4 | 2 |
| Eligible attendees for the (#) local event day (includes continental breakfast, lunch, snack, long-sleeved t-shirt, swag bags) | 6 | 4 | 2 |
| Program report of overall impact of Jill of All Trades™ Conestoga College event | X | X | X |

- A Business Receipt is issued for 100% of the sponsorship amount

- Sponsorship levels are available on a first come first serve basis.

THANK YOU IN ADVANCE FOR YOUR SUPPORT!