



# TRADERoutes

*Delivering state-of-the-art training to northern British Columbia*

## What:

**Trade Routes** is a state-of-the-art mobile training facility, developed by the Industry Training Authority (ITA), in partnership with the B.C. Government and a stakeholder Steering Committee, to provide access to skills training. Focusing on rural and Aboriginal communities throughout northern B.C., **Trade Routes** will play a critical role in preparing both industry and learners to capitalize on the booming economy and surging demand for skilled labour.

In excess of 120 students are expected to be trained through **Trade Routes** during the initial 18 months of the program. The self-contained, 53-foot long travelling classroom accommodates classes of 12 students per session

and features welding equipment, drill presses, and a host of other equipment and tools to provide students with hands-on training in a variety of trades including:

- Electrical
- Instrumentation Mechanic
- Millwright
- Pipefitting/steamfitting
- Plumbing
- Welding

In addition to training delivery, the **Trade Routes** facility will also be available for information sessions as well as sponsor, community and media events.



## When:

The initial **Trade Routes** tour will be broken into two phases, beginning in early 2007 and running through until the end 2008. Following this, a comprehensive strategy for ongoing operation of the program will be established, based in large part on results of the initial projects.

The tour will kick-off with an educational 20-community, two-month circuit aimed at increasing youth awareness about careers in trades, high school training programs and the unique skills training that **Trade Routes** can provide.

This educational phase will be followed by 18 months of training sessions, as selected from a call for community proposals. Training sessions will last from 6 to 8 weeks in selected communities.

## Where:

Over the initial two year tour, from early 2007 through 2008, [Trade Routes](#) will travel to more than 20 communities across northern B.C. including:

- Burns Lake
- Chetwynd
- Dawson Creek
- Dease Lake
- Fort Nelson
- Fort St. James
- Fort St. John
- Fraser Lake
- Haida Gwaii
- Hazelton
- Houston
- Hudson's Hope
- Kitimat
- Mackenzie
- Nass Valley
- Prince George
- Prince Rupert
- Quesnel
- Smithers
- Terrace
- Tumbler Ridge
- Vanderhoof

## Why:

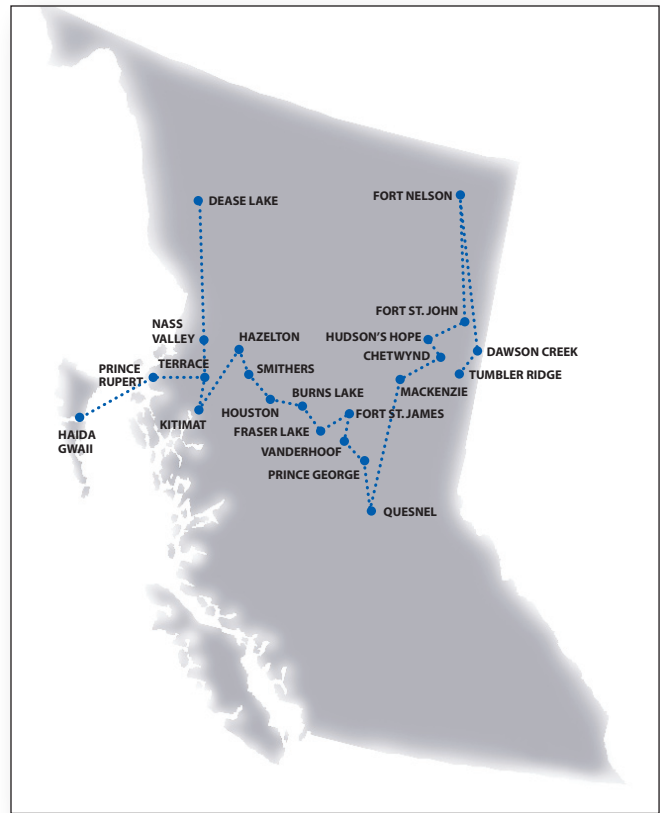
British Columbia's economy is growing. Business is thriving. Unemployment rates are dropping. The future looks bright.

Nowhere is this more evident than in the towns and communities of northern B.C. With projects such as port expansion in Prince Rupert, airport expansion in Prince George, Alcan's proposed smelter modernization in Kitimat, the proposed LNG pipeline from Alberta to the north coast, and mining activity in the northeast, the north is full of promise and development.

With this economic boom comes a great opportunity for the people of northern B.C. The demand for skilled people has never been higher, with companies competing for skilled labour with southern B.C. and Alberta, also in the midst of their own economic booms.

Yet access to the skills and training required to satisfy northern needs has been greatly lacking. Many communities across the north currently lack the infrastructure to sufficiently educate and train their people to take advantage of both the current and projected growth.

With a significant number of major capital projects expected to take place over the next decade, demand for skilled workers in northern B.C. will be at a premium. [Trade Routes](#) will play a critical, ongoing role in providing improved access to skills training, helping to address the growing labour shortage and preparing these communities for a bright future.



# Sponsorship Opportunities:

The opportunity currently exists for a limited number of organizations to assist the ITA in bringing this important program to northern B.C. communities. Anticipated to touch some 250,000 northerners over the 18-month tour, [Trade Routes](#) will provide organizations with a unique platform to demonstrate their commitment to the communities of northern B.C., connect with the future labour force of this booming region, and utilize the facility for specific hosting, recruitment, and training programs.

[Trade Routes](#) offers a variety of sponsorship opportunities that can be further tailored to meet each partner's current and future business objectives. The ITA will also be seeking select "Providing Sponsors" with the ability to offset program expenses through the provision of products and/or services. Such categories may include but are not limited to:

- Media
- Fuel
- Tools/Equipment

TYPE OF SPONSOR	AMOUNT OF SPONSORSHIP	BENEFITS
<b>Title Sponsor (1)</b>	TBD	The ITA will work with the Title Sponsor to negotiate benefits and price.
<b>Presenting Sponsor (1)</b>	\$75,000	<ul style="list-style-type: none"> <li>• Corporate name recognition in all related media and collateral references</li> <li>• Logo placement               <ul style="list-style-type: none"> <li>– Prominent visibility on <a href="#">Trade Routes</a> facility exterior</li> <li>– Community newspaper advertisements</li> <li>– Collateral materials</li> <li>– Onsite Corporate Family signage</li> </ul> </li> <li>• Use of facility for employee/recruitment sessions               <ul style="list-style-type: none"> <li>– 2 weeks/year</li> </ul> </li> <li>• Exposure at public launch event(s)               <ul style="list-style-type: none"> <li>– Speaking opportunity</li> <li>– Podium signage</li> </ul> </li> <li>• Onsite signage</li> <li>• Tour stop hosting/recruiting evening               <ul style="list-style-type: none"> <li>– 1 evening/stop</li> </ul> </li> <li>• Distribution of corporate materials within facility</li> </ul>
<b>Partner (4)</b>	\$25,000	<ul style="list-style-type: none"> <li>• Corporate name recognition at public events</li> <li>• Secondary logo placement               <ul style="list-style-type: none"> <li>– Visibility on <a href="#">Trade Routes</a> facility exterior</li> <li>– Community newspaper advertisements</li> <li>– Collateral materials</li> <li>– Onsite Corporate Family signage</li> </ul> </li> <li>• Use of facility for employee/recruitment sessions               <ul style="list-style-type: none"> <li>– 1 week/year</li> </ul> </li> <li>• Exposure at public launch event(s)               <ul style="list-style-type: none"> <li>– Recognition</li> <li>– Onsite signage</li> </ul> </li> <li>• Distribution of corporate materials within facility</li> </ul>

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TYPE OF SPONSOR	AMOUNT OF SPONSORSHIP	BENEFITS
<b>Providing Sponsor (4)</b>	TBD based on provision of value-in-kind (VIK) services and/or equipment	<ul style="list-style-type: none"> <li>• Corporate name recognition at public events</li> <li>• Secondary logo placement in relation to VIK provided               <ul style="list-style-type: none"> <li>– Community newspaper advertisements</li> <li>– Collateral materials</li> <li>– Onsite Corporate Family signage</li> </ul> </li> <li>• Exposure at public launch event(s)               <ul style="list-style-type: none"> <li>– Recognition</li> <li>– Onsite signage</li> </ul> </li> <li>• Distribution of corporate materials within facility</li> </ul>
<b>Local Sponsor (4 per community served)</b>	\$2,500	<ul style="list-style-type: none"> <li>• Corporate name recognition at local public events</li> <li>• Secondary logo placement               <ul style="list-style-type: none"> <li>– Local community newspaper advertisements</li> <li>– Onsite signage opportunities</li> </ul> </li> <li>• Use of facility for employee/recruitment sessions</li> <li>• Exposure at local public launch event               <ul style="list-style-type: none"> <li>– Speaking opportunity</li> <li>– Onsite signage</li> </ul> </li> <li>• Access to <a href="#">Trade Routes</a> vehicle to be negotiated</li> <li>• Distribution of corporate materials within facility</li> </ul>

*Term of all sponsorships (excluding Title and Local level) will be from signing through to December 31, 2008. Sponsors will be given first right of refusal for renewal.*

## Contact Info:

For more information on [Trade Routes](#) and how your organization can get involved, please contact Lisa Dooling at the Industry Training Authority:

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