



2025 SET CONFERENCE

May 24 – 26, 2025
Toronto, ON

PARTNERSHIP
OPPORTUNITIES



CAF-FCA is a national non-profit organization that unites Canada's apprenticeship community to foster an inclusive, skilled, and resilient trades workforce. By bringing together employers, unions, educational institutions, equity-priority groups, and regional stakeholders, CAF-FCA supports collaborative efforts to advance innovative apprenticeship systems and policies.

As Canada's only organization that bridges trades and sectors nationwide, CAF-FCA enables stakeholders to share insights, exchange promising practices, address challenges, and craft solutions that strengthen the apprenticeship landscape. Through credible research, forums, and discussions, CAF-FCA serves as the national voice for apprenticeship, providing unbiased insights into workforce development, overcoming barriers, and highlighting the significant benefits of hiring and training apprentices. CAF-FCA's work drives informed strategies that ensure a thriving, inclusive skilled trades ecosystem across Canada.

About the SET Conference

CAF-FCA is committed to creating equal opportunities for everyone in the skilled trades. The expanded Supporting Equity in Trades mandate will ensure that all underrepresented groups, including women, Indigenous peoples, 2SLGBTQIA+ communities, racialized individuals, persons with disabilities and others, have access to the support and resources they need to succeed.

Equity is not just a CAF-FCA value; it's a solution. By fostering an inclusive environment, we can help address the skilled trades shortage and strengthen Canada's economy for the future.

WHY BE A PARTNER?



SET 2025 is dedicated to advancing equity in the skilled trades. Our mission is to ensure that all underrepresented groups, including women, Indigenous peoples, 2SLGBTQIA+ communities, racialized individuals, persons with disabilities, and others, have access to the support and resources necessary for success. By fostering an inclusive environment, we aim to address the skilled trades shortage and strengthen Canada's economy. This conference offers an unmatched opportunity to reach an audience of tradespeople, allies, and apprenticeship and skilled trades stakeholders including employers, union representatives, associations, career development practitioners and diversity, equity and inclusion experts from across Canada.

1. Advance Equity Initiatives:

Be at the forefront of supporting diversity in skilled trades by providing access to critical resources for underrepresented groups. Your sponsorship actively helps break down barriers for marginalized communities.

2. Expand Your Influence:

Reach a dedicated audience of tradespeople, employers, unions, and diversity experts, all working towards building a more inclusive workforce. Build connections with key stakeholders committed to driving change.

3. Gain Visibility:

Increase your brand's exposure through targeted marketing channels before, during, and after the event, with recognition across all major conference platforms. Position your brand as a champion of equity and inclusion.

Partnerships

\$30,000

SOLD

Title Sponsor

- Prominent onsite recognition as the conference's main Sponsor
- Opportunity to open conference and welcome delegates (up to 3 mins)
- Projected logo in hotel/venue lobby
- Four full conference passes
- Exhibit space in a prime location
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$20,000

SOLD

Social Evening Event Sponsor

- Prominent onsite recognition at Sunday evening event
- Sponsor logo on event collateral
- Two full conference passes
- Exhibit space
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$15,000

SOLD

Opening Reception Sponsor

- Prominent onsite recognition at Saturday evening welcome reception
- Sponsor logo on event collateral
- Two full conference passes
- Exhibit space in a prime location
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$15,000

Keynote Sponsor 1 available

- Opportunity to introduce keynote speaker (up to 2 minutes)
- Prominent recognition during keynote address
- Opportunity to provide one piece of promotional material at session
- Two full conference passes
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$8,000

Plenary Session Sponsor 5 available

Contact us to inquire about session themes

- Push notification through Mobile App ahead of plenary
- Prominent recognition during sponsored plenary session
- Two full conference passes
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$7,500

SOLD

Mobile App Sponsor

- One conference registration
- 3 custom push notifications through Mobile App
- Prominent recognition as Mobile App Sponsor on Conference App
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$5,500

Equity Ally Sponsor unlimited

- Sponsor attendance of one tradesperson from an equity-priority group
- Special profile of sponsoring organization
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$5,000

SOLD

Wi-Fi Sponsor

- One conference registration
- Exclusive sponsorship of Wi-Fi service at venue
- Custom message in CAF-FCA's Know Before You Go broadcast to delegates
- Recognition throughout venue
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$5,000

SOLD

Room Key Sponsor

- Branded guest room keys at The Westin Harbour Castle
- Recognition throughout conference venue
- Logo recognition: On SET 2025 eblasts, promotional material, registration website & conference app
- Recognition through all CAF-FCA media releases and social media channels (LinkedIn, Facebook & Instagram)

\$3,500

SOLD

Bead Bracelet Station Sponsor

- Exclusive on-site recognition at the Bead Bracelet Station
- Prominent branding on all station materials, signage, and backdrop
- Social media recognition on CAF's LinkedIn, Facebook, and Instagram accounts
- Opportunity to distribute branded materials at the station
- One complimentary conference pass
- Recognition in the SET 2025 program and app

\$3,500

Exhibit only 20 available

Becoming an exhibitor at our conference provides unparalleled opportunities to enhance brand visibility and demonstrate a commitment to advancing equity. Exhibitors can engage with a diverse audience of industry professionals, build meaningful relationships, and showcase their dedication to inclusion. Participating as an exhibitor offers direct access to potential partners and clients, increasing lead generation and expanding business networks. By aligning with our mission, sponsors also position themselves as thought leaders, strengthening their industry reputation and supporting impactful change in the skilled trades community.

- Two conference passes
- Access to plenary, breakout sessions and meals at conference venue
- One exhibit space, one 6 foot draped and skirted table, two chairs
- Listing in Conference App
- Copy of participant list provided one week before event

A person with long, wavy hair is seen from behind, sitting at a desk and operating a simulator. They are using a joystick and buttons. In front of them are several computer monitors. The leftmost monitor displays a 3D perspective view of a road or track curving into the distance. The background is dark and out of focus.

Sponsorship Benefit Specifications, Terms and Conditions

1. Sponsorship applications will be considered on a first-come, first-served basis for all sponsorship levels.

2. CAF-FCA reserves the right to limit the number of program sponsors.

3. A sponsorship is secured only upon receipt of payment. Costs are quoted in Canadian funds. Please make cheques payable to the **Canadian Apprenticeship Forum, 601-1420 Blair Towers Place, Gloucester, ON K1J 9L8**.

4. CAF-FCA reserves the right to re-sell the sponsorship if payment is not received within 30 days of invoicing.

5. All payments are final and are not subject to refund.

6. Acceptance of sponsorship does not imply endorsement of a sponsor's products or services.

7. CAF-FCA reserves the right to decline any sponsorship and/or amend the rules and regulations governing partnership at its discretion.

8. Sponsorships not confirmed by **April 15th, 2025** may not be acknowledged in communication materials distributed prior to the conference.

9. By completing and submitting the sponsorship application, you give consent to CAF- FCA to collect your personal information in order to process your form and to maintain contact with you for the purposes of managing sponsorship activities.
