

## ABOUT US



### History of Success

IEC Hamilton fills a unique niche as Canada's oldest not-for-profit Industry Education Council and this year is particularly special as we celebrate our 30<sup>th</sup> anniversary serving this community. Our key role is to bridge the gap and create avenues for cooperation between those who teach and the community that will ultimately benefit from the educational success of our young people. We do this by finding career mentors... hundreds of community minded citizens who willingly give their time so that young people will be able to make smarter, informed career choices.

### Bold Vision

All of our efforts involve partnership with community-minded people and organizations. It is our goal to enlist an army of 500 new volunteers who will take on the mentorship of students in our community, sharing their wisdom and experience. This is a far-reaching and bold initiative but with your support, we will help to successfully introduce a significant number of Hamilton youth to the world of work.

### Innovative Approach

The IEC Mentorship program is an innovative addition to career exploration that encourages collaboration across all sectors; balances academic, social and economic need; emphasizes the link between information, confidence and great life choices; and uses creative new ways to involve the whole Hamilton community. This two year vision and immediate action plan is based on the input of students across our region and offers a pragmatic solution to the challenges and opportunities created by the tremendous need to help young people make the most of their potential.

### Fundamental Change

The vision of the IEC Mentorship program is grounded in the belief that a broad coalition of volunteers can achieve fundamental change.

We invite local businesses to show their support by joining us as corporate partners and sponsors.

## Partners in Education Breakfast

This year IEC marks its 30<sup>th</sup> Anniversary, celebrating community partnerships that have offered various career mentorship opportunities to our youth. This year's Partners in Education Breakfast will be held on November 24, 2010, at Michelangelo Banquet Center, Hamilton, Ontario.

The event focuses on celebrating career mentorship programs that connect our youth to the world of work. Specifically focusing on Specialist High Skills Major (SHSM) programs, the event brings businesses, educators, government and community agents together to celebrate what we have achieved so far as a community and to reflect on future collaborations to support our youth.

Some of the events highlights are:

- ✓ **Joint presentation by Directors Pat Amos (H-W Catholic District School Board) and John Malloy (H-W District School Board).**
- ✓ **Video Presentation Highlighting Specialist High Skills Major Programs in Hamilton.**
- ✓ **The Provincial Employer Championship Award- This award recognizes Ontario employers who have shown an outstanding commitment to providing meaningful work experiences for high school students.**
- ✓ **Career Mentorship Awards- 30 businesses in Hamilton that have shown outstanding commitment to career mentorship will be honored.**
- ✓ **Educator Awards- 30 teachers who have shown outstanding commitment to career mentorship will be honored.**

For more information about IEC's Partners in Education Breakfast, visit our website

[www.iechamilton.ca](http://www.iechamilton.ca)



Celebrating  
30 Years of  
Community  
Partnership

Partners in Education  
Breakfast  
November 24, 2010

Sponsorship Package



## Sponsorship Opportunities

The Partners in Education Breakfast is supported through ticket sales and corporate sponsorship. Corporate partners are integral to the success of the event and the ongoing mentorship of youth throughout the year. We wish to thank all sponsors of every level for their continued support.

Event sponsorship offers the leading way to showcase both your company profile and your corporate social responsibility at this very large community Breakfast.

We offer a combination of promotional, high-visibility and content-related benefits.

### Presenting Sponsor : \$5000

As the Presenting Sponsor of the IEC Partners in Education Breakfast, you will be acknowledged as the premier community leader in support of Career Mentorship in Hamilton. As such, you will be recognized as playing a key role in our community's economic future.

### Multi-Media Sponsor : \$4000

The Multi-Media Sponsor is critical to the public understanding of Career Mentorship in Hamilton and as such, you will be recognized as the hi-tech supporter of this important ongoing community undertaking.

### Mentorship Patrons: \$1500

Becoming one of the Mentorship Patrons says that you honor the efforts of the teachers and volunteers in our community who have been chosen to win awards because of their extraordinary contributions to Career Mentorship. Statistics have shown that youth who experience positive one-on-one professional guidance do better and are more likely to graduate than those that do not. The act of publically honoring those who help our young people make solid career choices is an important aspect of the success of this Mentorship program.

## Sponsorship Opportunities...

### Mentorship Champions: \$500

Mentorship Champion status tells the community that you are prepared to support students as they explore their career options while participating in experiential learning programs. The importance of helping young people make clear and informed choices cannot be underestimated but there is an added benefit for your business. Mentoring a SHSM student gives you the opportunity to see your potential employee in action and help shape their work ethic.

### Mentorship Promoters: \$250

Mentorship Promoters are those who advocate for and support students who choose to learn through shorter duration exploration such as co-op and job shadowing. These mentors make up the vast majority of the volunteer businesses in our community and are the backbone of the program.

### Mentorship Boosters: \$110

This level of sponsorship places you as a Booster of the Organization and public supporter of career mentorship in Hamilton. We are very pleased to add your name to our year long list of supporters in our newsletters and website during the year and at the Partners in Education Breakfast.

For detailed sponsorship recognition and benefits, please refer to the following chart.

#### CONTACT US

For more information about sponsorship opportunities, please contact Mia Wilkinson, Executive Director at (905) 529-4483 ext 225 or [mia.wilkinson@iechamilton.ca](mailto:mia.wilkinson@iechamilton.ca).

Recognition and Exposure	Sponsorship Levels					
	Presenting Sponsor	Multi-media Sponsor	Patrons	Champions	Promoters	Booster
Website recognition with hyper link	✓	✓	✓	✓	✓	✓
Recognition as an IEC sponsor for the whole year	✓	✓	✓	✓	✓	✓
Acknowledgement of support in the event program	✓	✓	✓	✓	✓	✓
Number of reserved complimentary Breakfast seats	10	7	5	2	1	1
Prominent acknowledgement of sponsorship during the Event	✓	✓	✓	✓	✓	✓
Prominent logo display during the event as a Key Sponsor	✓	✓	✓	✓		
Number of page inserts in the event program booklet	2	1	½	¼	⅛	
Company profile featured in the IEC Catalyst newsletter ( distributes to 10,000 businesses)	✓	✓	✓			
Corporate name included in all advance publicity	✓	✓	✓			
A private escorted tour of the SHSM displays	✓	✓	✓			
Distribution of your literature to all participants	✓	✓	✓			
Opportunity to distribute promotional items at the event	✓	✓				
Logo on all event table tent cards	✓	✓				
Premier dedicated booth space in the event location foyer	✓	✓				
Corporate banners display during the event	✓					
Top-tier recognition	✓					