

WE ^ABUILD A
DREAM

CAREER DISCOVERY EXPO

SPONSORSHIP OPPORTUNITIES

CLICK HERE TO WATCH A
CAREER EXPO IN ACTION





CAREER DISCOVERY EXPO

WHAT IS A CAREER DISCOVERY EXPO?

A Career Discovery Expo is as an educational, inspirational, and interactive experience with the primary goal of acquainting young women with emerging career opportunities and encouraging exploration in fields where they have been traditionally underrepresented. Geared towards students in grades 7-12 and their parents or guardians, the event employs a proven model that includes an exhibitor trade show and a main stage. Central to its success is a dynamic panel featuring accomplished women from diverse backgrounds who serve as trailblazers in the workforce.

This combination of components not only exposes attendees to a myriad of career possibilities but also fosters a deeper understanding of the pathways to success. Ultimately, these events play a pivotal role in diversifying the current and future talent pipeline, contributing to a more inclusive and representative workforce.



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CAREER DISCOVERY EXPO



57% OF ATTENDEES ARE MORE LIKELY TO PURSUE A CAREER IN THE SKILLED TRADES OR AN APPRENTICESHIP.

AFTER THE EVENT, 74% OF ATTENDEES SAID THEY FEEL **MORE CONFIDENT IN THEIR FUTURE.**

AFTER THE EVENT, 75% OF ATTENDEES SAID THEY FEEL **ENCOURAGED TO CONSIDER A CAREER THEY DID NOT PREVIOUSLY IMAGINE.**

91% OF ATTENDEES SAID THEY **WOULD ATTEND A SIMILAR EVENT IN THE FUTURE.**

WHY SPONSOR BUILD A DREAM?

SOCIAL RESPONSIBILITY

Sponsoring a Career Discovery Expo demonstrates your commitment to diversifying the workforce and can enhance your corporate social responsibility efforts. By charitably assisting Build a Dream uphold its mission, you are **demonstrating your commitment to diversifying the talent pipeline**, a priceless investment that will circle back your way.

NETWORKING OPPORTUNITY

Connect with other industry partners who are part of the Build a Dream network to access resources on implementing best practices in DEI in your company. Build a Dream's Career Discovery Expos also gather professionals, experts, and potential business partners, enabling you to **establish new relationships, strengthen existing ones** and recruit potential talent to your company or organization.

BRAND EXPOSURE

Our events allow you to tap into a captive audience that is already engaged and invested in the event's purpose. Your brand will be front and center, **capturing the attention of event attendees, participants, and their extensive networks**, translating into increased brand recognition, enhanced visibility, and heightened awareness.

SPONSORSHIP OPPORTUNITIES

EMPOWER \$10,000

- Event: "Presented by: Your Company"
- Corporate logo on ALL event signage.
- Corporate logo and link on event page on Build a Dream website.
- Corporate logo in stage presentation and acknowledged by our emcee.
- An 8x16 exhibitor booth (extra space).
- Mention in ALL social media posts and emails about the event.
- Live speaking opportunity.
- Opportunity to play corporate video during main stage.
- Corporate logo and link in our email reminder blasts to guests

INNOVATE \$5,000

- Corporate logo on select event signage.
- Corporate logo and link on event page on Build a Dream website.
- Corporate logo in stage presentation and acknowledged by our emcee.
- An 8x16 exhibitor booth (extra space).
- Mention in select social media posts about the event.
- Live speaking opportunity.
- Opportunity to play corporate video during main stage.

SPONSORSHIP OPPORTUNITIES

PHOTOBOOTH
\$4,000

- Corporate logo on select event signage.
- Corporate logo and link on event page on Build a Dream website.
- Corporate logo in stage presentation and acknowledged by our emcee.
- An 8x8 exhibitor booth.
- Corporate logo on every photo taken by students at our photobooth.

INSPIRE
\$3,000

- Corporate logo on select event signage.
- Corporate logo and link on event page on Build a Dream website.
- Corporate logo in stage presentation and acknowledged by our emcee.
- An 8x8 exhibitor booth.
- Mention in select social posts about the event.



2024 CAREER DISCOVERY EXPOS

SUDBURY EXPO

DATE

May 1st, 2024

TIME

5pm-8pm

LOCATION

United Steelworkers
Hall & Conference
Centre

OTTAWA EXPO

DATE

May 8th, 2024

TIME

10am-1pm

LOCATION

Shaw Centre

WINDSOR EXPO

DATE

November 6th, 2024

TIME

5pm-8pm

LOCATION

Ciociaro Club

BRUCE-GREY EXPO

DATE

November 13th, 2024

TIME

12pm-3pm &
5pm-8pm

LOCATION

Bruce Power Training
Centre

WATERLOO EXPO

DATE

November 20th, 2024

TIME

5pm-8pm

LOCATION

Bingeman's
Conference Centre



WE BUILD A DREAM LET'S CHAT!

Contact Justine today to begin this exciting partnership!



JUSTINE KELLER

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