

INVEST IN YOUR FUTURE WORKFORCE

SPONSOR WOODLINKS®

Sponsors **stay top-of-mind with prospective employees and customers**, building relationships by hosting field trips and providing guest speakers and instructors.

Sponsors **enhance their public profiles** by supporting education aimed at preparing young people for the workforce, bolstering local industries and supporting local economies.

Sponsors **identify and recruit top candidates** through experiential learning such as co-op placements and job shadowing.

Sponsors **help shape the curriculum**, broadening the range of sub-sector specialty modules to include content that matches their company's specific needs.

Sponsors **increase their brand recognition** with logos appearing on shop-floor signage in participating schools and acknowledgement in school communications, where appropriate.

MAKE THE LINK NOW

CONTACT THE
NATIONAL PROGRAM DIRECTOR
NOW AT 613 567-5511 OR
WOODLINKS@WMC-CFB.CA



WOODLINKS® is a wholly owned trademark of
the Wood Manufacturing Council



“ WOODLINKS certification got me into a full-time permanent position doing what I love. Awesome.

James Cram, Ottawa



An Industry Education Partnership

WWW.WOODLINKS.COM



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Sector Council Program
Financé par le Programme des conseils
sectoriels du gouvernement du Canada



An Industry Education Partnership



PREPARING
SKILLED GRADUATES
FOR EMPLOYMENT

OUR GRADS WORK!

The Wood Manufacturing Council offers **WOODLINKS®** in collaboration with industry experts and educators as a challenging high school curriculum to train and certify entry-level workers in industrial wood manufacturing. You're invited to support the broad network of schools, teachers and students across Canada that have signed on to deliver WOODLINKS®—be part of our team.

Students get training—up to 240 hours of academic and hands-on, practical instruction focused on the latest trends and technology in wood manufacturing. The result: industry-backed certification that ensures graduates are **ready for your shop floor**.

Educators and school boards get much-needed support to implement the curriculum. **WOODLINKS®** translates — directly and demonstrably — into employment or post-secondary readiness for certified graduates.

Industry Employers get a flexible and highly motivated workforce ready to hit the shop floor running—and stay for the long haul. **WOODLINKS® graduates have the knowledge and abilities employers demand.**

GRADS ARE SKILLED IN...

WORK READINESS

- Fibre supply and green certification
- Safety & stress management
- Terminology
- Applied math
- Technical documentation
- Natural and human resource management
- Teamwork

MANUFACTURING

- Technical trends
- Manufacturing processes
- Cutting tools
- Materials
- Design
- Identifying products
- Marketing, distribution
- Management

INVEST IN YOUR WORKFORCE TODAY

WOODLINKS® is one of Canada's most innovative wood-related workforce-development programs. It produces the best wood-manufacturing high school graduates in Canada. Your annual contribution at any of three levels gives you privileged benefits to help you **meet your recruitment and retention objectives**.

— Your contribution is our primary support! —

\$250

ANNUAL SPONSORSHIP

- A framed certificate of appreciation from WOODLINKS® Canada for display.
- Tabletop WOODLINKS® sponsor signage for your booth at trade shows and events.
- Your logo placement on shop-floor signage in local *participating schools.
- Your logo placement on the WOODLINKS® website sponsors page.
- Use of the WOODLINKS® sponsor logo on your website and materials.

* WOODLINKS® Canada will facilitate connections between businesses and regional schools wherever possible.

\$750

ANNUAL SPONSORSHIP

- All the previous level benefits plus...
- Logo placement in commencement programs at all *participating schools.
- Logo placement throughout WOODLINKS® website and on all curriculum materials.
- Opportunities to host field trips for and provide guest speakers/instructors to local participating* schools.

\$1,500

ANNUAL SPONSORSHIP

- All the previous level benefits plus...
- Your free full-page insert in 4 editions of Offcuts, the WMC's quarterly newsletter.
- Free distribution of your marketing brochure at the WOODLINKS® booth at trade shows and events.
- One free Online Management Training Course (choice of 8 programs—value of ~\$500).



WOODLINKS® sponsors are given priority to promote their companies to the best students in Canada.

“



WOODLINKS gives my students confidence that they're learning something they'll use to advance their careers. That certificate is their ticket into the world of work.

Bob A., Ontario

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WOODLINKS grads arrive ready to work. They're tech-savvy, up-to-speed on all the skills needed of new employees. It's like fast-forwarding on-the-job training.

Jeremy D., BC