

TECHSPLORATION[®]



2024 Partnership Prospectus

Techsploration is a joint initiative with

nscc +



NOVA SCOTIA
APPRENTICESHIP
AGENCY

Who are we?

For 25 years, Techsploration has successfully delivered empowering educational content to young women and gender-diverse youth in Grades 9 through 12 through hands-on, mentor-led programming and, more recently, two incredibly impactful online video series. Considered a national best practice, Techsploration is actively breaking barriers to ensure more women are exploring and entering in-demand careers in science, engineering, trades, and technology (SETT) fields where women are still significantly underrepresented. In addition to exploring in-demand careers and various career pathways, young women benefit as their skills are enhanced in the areas of communication, leadership, entrepreneurship, and teamwork. Teachers indicate that our Techsplorers (program participants) achieve increased levels of self-confidence, self-esteem, and cultural awareness – *vital skills to every occupation*.



When we connect young women from diverse backgrounds with inspiring female role models and employers who embrace diverse and respectful workplace culture, we open doors to future career opportunities many young women may not consider otherwise. Techsploration is often the spark that ignites passion for exciting career paths that are still often considered uncharted territory for women. Our network of industry partners/sponsors, alumnae, teachers, role models, and volunteers has enabled young women in Nova Scotia, PEI, and Ontario to reach their full potential. Together, we are changing lives through a simple concept: the *power in possibilities*.

Who are we?



Working with underrepresented populations, rural schools, First Nations communities, African Canadians, persons with disabilities, 2SLGBTQ+ youth, immigrants, and members of other ethnic and culturally diverse backgrounds, we believe it is imperative that **ALL young women see themselves reflected in Techsploration**. We work closely with industry who share these values.

Statistics from our most recent alumnae survey indicate that nearly 60 per cent of our alumnae have pursued, or are in the midst of pursuing a career in one of our four areas of focus. There is a reason so many of our alumnae return to participate in Techsploration as role models: **Techsploration works!**

Techsploration's mission and mandate is more important than ever. Youth in our region need to understand that career paths and possibilities are still limitless and math and science are vital to essential services. We remain committed to showcasing the power in possibilities and continuing our legacy of impactful programming.

Funding goes toward school participation and program delivery costs to ensure **no student and no school pays to participate in our programming**.



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Our core programming is delivered in *4-phases* throughout the school year, with an independent program in Ontario.

Techsploration Goes to Work

A hands-on worksite experience and career exploration event with an assigned role model/mentor.

School teams present on their assigned role model/mentor to their school and meet additional role models in a round-robin session.

Techsploration Goes to School

Techsplorer Events

These divisional conferences gather young women from across the province with their teachers, role models, and invited guests to participate in exciting, interactive presentations and workshops, and provide the platform for their final presentation on their respective role models.

This annual one-day event is for program alumnae in grades 10 through 12 from Nova Scotia and PEI. It provides students the opportunity to meet more role models working science, engineering, trades, and technology careers and participate in hands-on workshops.

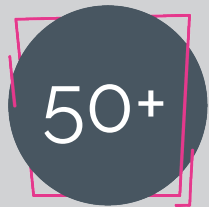
Alumnae Conference

Techsploration Ontario Career Quest

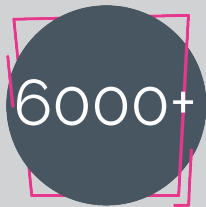
Young women in Ontario in grades 9 through 12 explore careers in science, engineering, trades, and technology during this half-day conference that includes inspiring and motivating speakers, conversations with professional women and entrepreneurs in skilled trades and STEM, and dynamic hands-on workshops.

Our Annual Reach

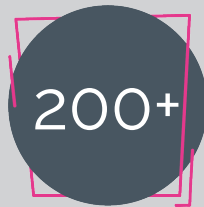
Each year, Techsploration engages more than **50 schools**, **200 role models, teachers, and volunteers**; and approximately **6,000 students** (both young women and young men) across Nova Scotia through our hands-on, mentor-led experiential programming. With new programming now available in Ontario and Prince Edward Island, our reach and impact continues to grow!



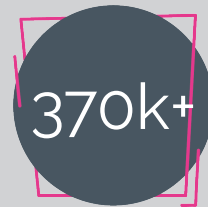
Schools



Students

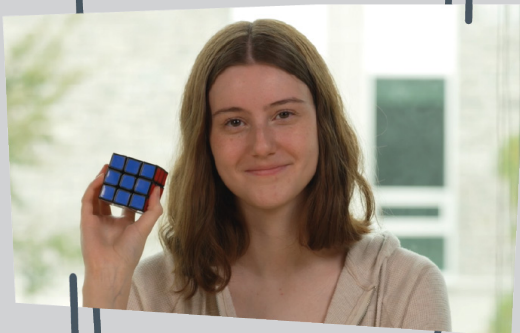


Volunteers



Virtually

Techsploration's two popular video series, '**Women in Action**' and '**The Power in Possibilities**', currently include a gallery of 59 videos highlighting inspiring female role models and their careers - to date, these videos have reached more than one million youth across the globe! The series has also been featured in over **18,000 classrooms** across North America through Xello. In 2024, Techsploration is expanding its "The Power in Possibilities" series with four new French-language videos.



The Power in Possibilities featuring Tabea Marzlin, a Techsploration alumna and Junior Programmer at Ubisoft.



Le pouvoir des possibilités avec Betty Roethlisberger, Ocean Technologist

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Young women who participate in Techsploration from grades 9 through 12:



*meet approximately
125 different female role models*

*participate in online and
hands-on safety courses*



*are eligible for
Techsploration scholarships*

*gain access to a lifelong network
of diverse peers and role models*



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Our Alumnae tell us...

Below are the results from alumnae who responded to our 2023 survey.

85% *Learned skills to use when applying for a job.*

91% *Feel more confident speaking in public or with new people.*

94% *Increased self-esteem.*

97% *Improved career research skills.*

100% *Improved confidence about future career possibilities.*

77% *Influenced to enroll in math and/or science courses beyond the basic requirements.*



Victoria Henneberry

"I can honestly say that I'm not sure where my life would be today if I hadn't participated in this program. When you support Techsploration, you show young women that they belong in your workplace. You have allowed us to be part of a life-long network and support system, one that is especially needed when you enter a male-dominated sector. Thank you. I hope you truly know how much impact you have on the young women in my generation."

Victoria Henneberry - 2nd Level Pipefitter Apprentice, Irving Shipbuilding
Techsploration Alumna, Shelburne Regional High, 2012

Partnership Opportunities

Packages

Techsplorer Events



Title Sponsor

\$10,000 (1 available per event)

- 'Presented by' status
- Half-page ad in our Community Report
- Logo in all event promotions
- Opportunity to provide branded merchandise in students' welcome packages
- Branding and signage at the event
- Introductory remarks
- Full table of eight (8) at the event

Techsplorer Events



Luncheon Sponsor

\$5,000 (1 available per event)

- 1/4-page ad in our Community Report
- Welcoming remarks
- Logo on event promotions
- Branding and signage in the banquet area

Techsplorer Events



Banquet Sponsor

\$3,500 (1 available per event)

- Logo on event promotions
- Branding and signage in the banquet area
- 1/2 table at the event

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Packages

Continued

\$5,000 (1 available)

- Introductory remarks
- 1/4-page ad in our Community Report
- Logo in all event promotions
- Branding and signage on the main event stage
- Round Robin session at the event

Alumnae Conference



Lunch Sponsor

Alumnae Conference



Technology Sponsor

\$2,500 (1 available)

- 1/4-page ad in our Community Report
- Logo in all event promotions
- Branding and signage on the main event stage
- Round Robin session at the event

\$8,000 (1 available)

- Introductory remarks
- 'Presented by' status
- Half-page ad in our Community Report
- Logo in all event promotions
- Branding and signage at the event
- Full table of eight (8) at the event

Annual Launch



Dinner Sponsor

Annual Launch



Entertainment Sponsor

\$2,500 (1 available)

- 1/4-page ad in our Community Report
- Logo in some event promotions
- Branding and signage in the banquet area
- Three seats at the event

Partnership Opportunities

Your Investment

We aim to provide partnership opportunities to match *your interests and priorities*, and we'll work closely with you to ensure your organization is recognized in a meaningful way and showcases your investment in our programming and our community.

EUREKA

\$50,000+

EXPLORER

\$25,000+

NAVIGATOR

\$10,000+

PATHFINDER

\$5,000+



"We are proud to recognize and support Techsploration's dedication to encourage equitable access to STEM education and career opportunities, and their tireless effort to empower young women and non-binary youth to be the next generation of innovators and explorers of science."

Lockheed Martin Canada, Navigator Partner

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<i>Your Investment</i>	EUREKA \$50,000+	EXPLORER \$25,000+	NAVIGATOR \$10,000+	PATHFINDER \$5,000+
RECOGNITION IN ALL MEDIA RELEASES	✓			
POWER IN POSSIBILITIES WEB VIDEO	✓			
LOGO ON ALL MARKETING MATERIAL	✓			
CURRICULUM KIT SPONSOR OPPORTUNITY TO INCLUDE PROMOTIONAL GEAR	✓			
KEYNOTE ADDRESS OPPORTUNITIES	✓			
EVENT SPONSOR	✓	✓		
TECHSPLOURATION SCHOLARSHIP PARTNER	✓	✓		
TECHSPLOURATION GOES VIRTUAL IMMERSIVE EXPERIENCE	✓	✓		
JUDGING PANEL PARTICIPATION AT TECHSPLOURATION EVENTS	✓	✓		
ADOPT-A-SCHOOL (ATLANTIC)	✓	✓	✓	
JOB POSTINGS TO ALUMNAE NETWORK	✓	✓	✓	
ROUND ROBIN/WORKSHOP/ROLE MODEL PARTICIPATION	✓	✓	✓	✓
LOGO RECOGNITION IN OUR ANNUAL COMMUNITY REPORT	✓	✓	✓	✓
FEATURE STORY/CAREER PROFILES	✓	✓	✓	✓
LOGO RECOGNITION ON OUR WEBSITE	✓	✓	✓	✓
RECOGNITION ON OUR SOCIAL MEDIA CHANNELS	✓	✓	✓	✓

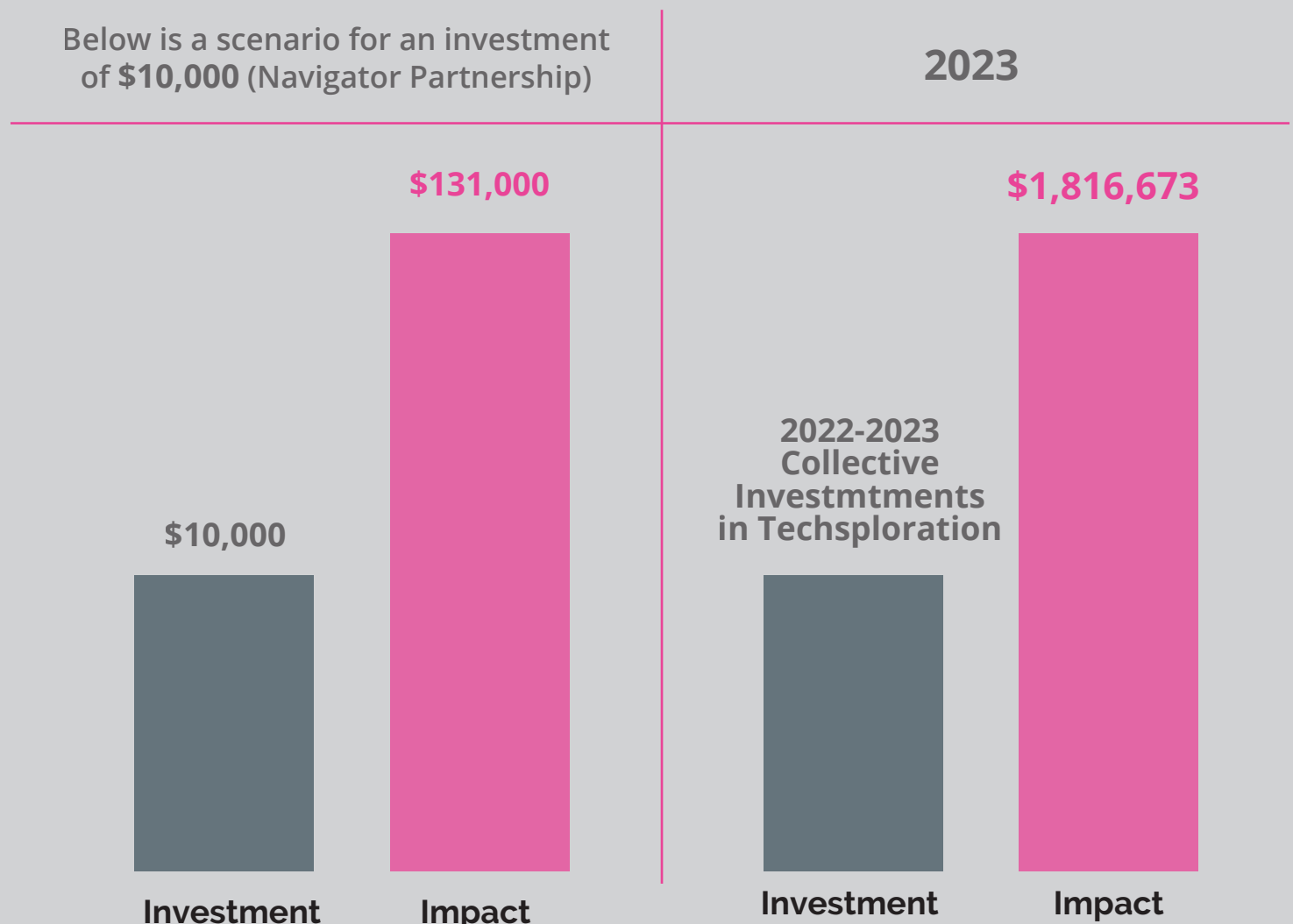
Social Return on Investment

Understanding Impact

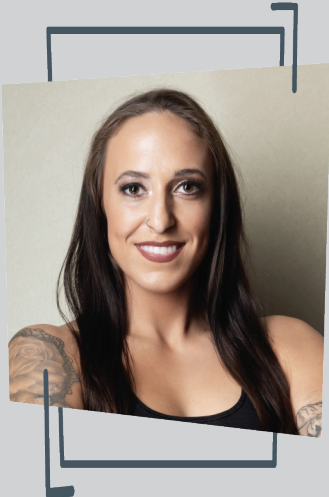
Social Return on Investment (SROI) is a way of measuring and understanding the positive impact of our programming, which is made possible by both your financial and in-kind engagement.

RIDDL is an SVI (Social Value International) accredited SaaS (software as a service) company that helps quantify, in dollar amounts, your social return on investment. It allows us and you - our partners - to clearly see how much value is returned for every dollar invested in our program, as well as project the dollar value of future impact.

For every **\$1.00** invested in Techsploration in 2022-2023, there was a **\$13.15** return!



Participant Testimonials



Lynsee MacLean

Carpenter with MacFarlane Gillis Construction.
Techsplorer at Central Kings Rural High School, 2009-2010

"After I achieved my nursing degree, my Techsploration experience was always in the back of my mind, remembering how inspiring and strong all the women were that I met. I reminded myself that if all these incredible women can excel in fields where women are significantly underrepresented, then so can I!"

Julia Shields

Scotia Scholar Award recipient and Student Researcher with St.FX University
Techsplorer at Dr. J.H. Gillis Regional High, 2015-2016

"Participating in Techsploration helped me to realize the wide range of career options available and created a space where I could explore my interests. By encouraging me to consider careers in STEM and the trades, I was also able to critically examine my conceptions of gender and the societal expectations placed on women."



Meghan Martin

Biomedical Engineering PhD student at Dalhousie University
Vanier Canada Graduate Scholarship recipient
Techsplorer at Shelburne Regional High, 2011-2012

"Techsploration had a huge impact on my career; it made me aware of what was out there, what I might possibly be interested in, and it helped me eliminate what wasn't for me. It boosted my self esteem and helped me learn how to do public speaking! It impacted my chosen career path because if I didn't do Techsploration I wouldn't have all the amazing females rooting for me and supporting me along the way!"



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