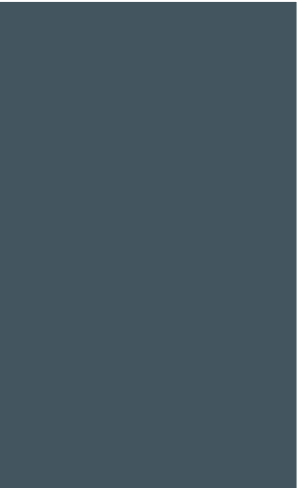


TECHSPLOURATION[®]



2025 Partnership Prospectus

Techsploration is a joint initiative with

nsc +



NOVA SCOTIA
APPRENTICESHIP
AGENCY

Who are we?

For 27 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.**

Empowering young women and gender-diverse youth to explore careers in science, engineering, trades, & technology



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.**

Our Program Model

Techsploration is a mentor-led experiential learning program that empowers young women and gender diverse youth to explore careers in Science, Engineering, Technology and the skilled Trades (SETT).

Each school forms a grade 9 team of 6-8 female and gender diverse youth that is led by two teachers. The team is paired with a female or gender diverse role model currently working in a SETT field, and then moves through the first three phases outlined below. Each school is then invited to send a team of 6-8 student alumnae who are now in grades 10, 11 and/or 12 to participate in the Alumnae Conference.

TECHSPLOATION GOES TO WORK

A school team of 6-8 grade 9 students participates in a hands-on worksite experience and career exploration event with an assigned role model.

GRADE 9 • Winter



TECHSPLOATION GOES TO SCHOOL

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

GRADE 9 • Spring



TECHSPLOERER EVENTS

These two-day conferences gather teams from across the province with their teachers, role models, and invited guests to participate in exciting, interactive workshops, and provides the platform for their final presentations.

GRADE 9 • Spring



ALUMNAE CONFERENCE

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

GRADES 10-12 • Fall



Our Reach

This year, we plan to engage:

Over 400 female and gender-diverse students from more than 25 schools in the core program and an additional 4,000 students through outreach activities. We will involve more than 200 role models, teachers and volunteers across Nova Scotia through our hands-on, mentor-led programming.



25+ CORE SCHOOLS

400+ STUDENTS THROUGH CORE PROGRAM

4,000+ STUDENTS THROUGH OUTREACH

200+ VOLUNTEERS

Between our core program phases, participants also engage in special presentations, activities and video content from other role models and guests. This includes safety and WHIMIS training, and educational content about the various education and training pathways available to enter SETT careers (e.g. the need to take high school math and science courses beyond the basic requirements in order to be eligible for university science and engineering programs).

Students who complete the full grade nine program and return for the Alumnae Conference will meet approximately 125 different female and gender-diverse role models from SETT fields.

Our Impact

Results from our 2023 alumnae survey reveal:

93%

Increased self-esteem.

77%

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

91%

Feel more confident speaking in public or with new people.

100%

Improved confidence about future career possibilities

93%

Encouraged to pursue fields of education that would not have otherwise been considered.

86%

Learned skills to use when applying for a job.

Techsploration Works.

60%

of Techsploration alumnae are currently training, studying, or working in SETT



Participating in Techsploration had an impact on what courses I took in high school, and, by following a STEM focused course plan, I had the required courses to apply for engineering.



ASHLEY BACON, P.Eng
Energy Scheduler at Emera Energy
Techsploration Alumna, 2004



Partnership Opportunities: Techsplorer Events

Our grade 9 program culminates with **Techsplorer Events**: two-day regional conferences that each bring together 6-8 program teams for career readiness workshops, role model presentations, and career round robins. We will hold three Techsplorer Events this year, **each** with approx. **70 students, 15 teachers, and 30 role models**. Dates and locations of this year's Techsplorer Events are below.

Techsplorer Event Division 'A'
NSSC Straight Area Campus
April 10 + 11, 2025

Techsplorer Event Division 'B'
NSSC Truro Campus
May 8 + 9, 2025

Techsplorer Event Division 'C'
NSSC Lunenburg Campus
May 22 + 23, 2025

Techsplorer Event Title Sponsor - \$10,000



- 'Presented by' status
- Introductory remarks
- Branding and signage at event
- Full table of eight (8) at event banquet

- Logo in all event promotions
- Opportunity to provide branded merchandise in students' welcome packages
- 1/2-page ad in our Community Report

Techsplorer Event Luncheon Sponsor - \$5,000



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

Techsplorer Event Banquet Sponsor - \$3,500



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

Partnership Opportunities: Alumnae Conference

Each program school is invited to send a team of 6-8 students who participated in the program in grade 9, but are now in grades 10, 11 or 12, to our annual **Techsploration Alumnae Conference**. This one-day conference centres around hands-on career exposure workshops, inspiring speakers, and a career round robin. We typically hold one Alumnae Conference each year in the fall, with approx. **120 students**, **30+ teachers** and **50+ role models**.

Alumnae Conference Lunch Sponsor - \$5,000



- 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 Technology Sponsor - \$2,500



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

“ I was inspired by Techsplortaion alumnae in fields like science, trades, and technology who were successful and passionate about their careers. They made me feel like I belonged in those spaces. I saw myself in them and saw education as a path to my career goals.



MARIA YOUNG

2nd year student of Applied Forensic Psychology
St. Francis Xavier University
Techsploration Alumna, 2023



Partnership Opportunities: Program Launch

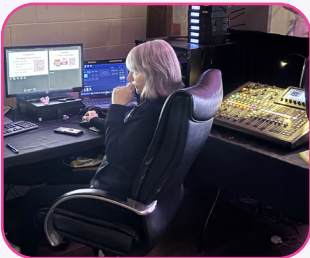
Every year Techsploration invites its community of alumnae, role models, teachers, volunteers, Board and committee members and staff to come together for a dinner to celebrate the launch of the coming program season. Usually held in late fall/early winter, this event typically hosts 100 – 150 guests.

Program Launch Sponsor - \$8,000



- 'Presented by' status
- Introductory remarks
- Half-page ad in our Community Report
- Logo in all event promotions
- Branding and signage at the event

Alumnae Conference Technology Sponsor - \$2,500



- 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

“ I am grateful that NSP allows me the time to participate in Techsploration, so I can share my career journey with potential future engineers!”

JILL SEARLE
Director of Control Centre Operations
Nova Scotia Power



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 that showcases your investment in our programming and our community.

EUREKA PARTNERS

\$50,000+

EXPLORER PARTNERS

\$25,000+

NAVIGATOR PARTNERS

\$10,000+

PATHFINDER PARTNERS

\$5,000+

COMPASS PARTNERS

<\$5,000

IN-KIND PARTNERS

In-kind donation of services, promotional products, or participate on a Techsploration committee,



"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 gender-diverse youth to be the next generation of innovators and explorers of science."

Lockheed Martin Canada, Navigator Partner

Partnership Opportunities

Your Investment	EUREKA \$50,000+	EXPLORER \$25,000+	NAVIGATOR \$10,000+	PATHFINDER \$5,000+
RECOGNITION IN ALL MEDIA RELEASES	✓			
LOGO ON ALL MARKETING MATERIAL	✓			
FEATURE LOGO ON PROGRAM T-SHIRTS	✓			
CURRICULUM KIT SPONSOR	✓			
OPPORTUNITY TO INCLUDE PROMOTIONAL GEAR	✓			
KEYNOTE ADDRESS OPPORTUNITIES	✓	✓		
EVENT SPONSOR	✓	✓		
JUDGING PANEL PARTICIPATION AT TECHSPLORESER 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	✓	✓	✓	✓

Alumnae Testimonials



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

Meghan Martin

PhD Candidate in Biomedical Engineering, Dalhousie University
Techsploration Alumna, 2012

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



Julia Shields

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



"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!"

Lynsee MacLean

Builder, Atlas Structural Systems
Techsploration Alumnae, 2010

For More Information on Sponsorship

Contact Janet Stalker, Techsploration Executive Director at:
janet.stalker@techsploration.ca

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