











INFRASTRUCTURE

For the realization of the WorldSkills Americas Event, it is necessary to assemble the Workshops of each Skill, with all the infrastructure necessary for the Competition.

The Infrastructure list of each Skill in the Competition must elicit the state of the art, i.e., all equipment (machines, tools and instruments), electronic components, software, etc. They must be TECHNOLOGICALLY the most UP TO DATE possible.

In order to make the Workshops viable, organizers have strategies such as:

- •Association with manufacturing companies that lend the equipment or provide it as sponsorship for the realization of the Event and then to go to Schools.
- Educational institutions and government leaders plan their investments so that the equipment is acquired for the Event and, after the Event, they are still in the schools
- •When the Teaching Units have technologically compatible equipment, they lend it for the accomplishment of the Event, which requires the Units to guarantee with their perfect maintenance / conservation.

SCHOOL / COMPANY INTEGRATION

All Event structuring work requires interaction of Political, Business and Educational Leadership towards a common goal "THE SEARCH FOR EXCELLENCE IN VOCATIONAL EDUCATION", an action that benefits everyone - young people, families, businesses and governments. CSignificantly, the big winners are the Educators and Education Institutions, as new equipment means a TECHNOLOGY UPDATE for laboratories and workshops; Personal interaction between school and business professionals means a direct connection with technology keepers. This whole process allows COURSE UPDATES, to programs and curricula.

UPDATING OF TEACHERS

The main agent of the whole process of Education, the Teacher, which we understand to be **THE EDUCATOR**. Mainly, those who act in the Institutions of Professional Education, since the training programs look for an effectiveness in the relative duration of the course and employability.

Considering that the Companies hold the technology in their area of action, the greater the interactivity of the Educators with the professionals of the Companies, the more up to date they will be.

The Competition process requires Educators/Experts to participate in the discussion forum of each Skill (Skill Technical Description, Infrastructure List, Evaluation Criteria, etc.), demanding Educators/Experts to STAY UPDATED, as each Country indicates its best professional in the respective Skills in which it participates.

This process fosters the development of the educators involved and during the Competition INTERACTION/EXCHANGE OF EXPERIENCE between Experts and Company professionals intensify the exchange.





THE IMPORTANCE OF PARTNERSHIP

The strategic proposal of the realization of a Professional Education Competition favors and considers the benefits to several Agents of Society, Government, Companies, Institutions of Education and to the population in general. In the face of this, experience has shown that its realization, whether financial or time allocation for the organization of the event, must also count on the contribution of all.

To follow, we present some suggestions for structuring the associations.

FORMS AND CRITERIA OF PARTNERSHIP

FOR ACQUISITION OF SPONSORSHIP OUOTAS

The Companies and Institutions may be sponsors of the WorldSkills Americas Competition with the acquisition of quotas in the values that will be outlined in the Sponsorship Plan, with return of the Investments as will be described in said Plan.

Technological companies will be considered which make available (definitively or by loan) goods of their industrial production or of companies represented by them, and that are essential for the accomplishment of the Competition.

TECHNOLOGICAL PARTNERSHIP

Important: There will be criteria by which products leant or donated will be converted into values and count as the respective Companies Sponsorship and they will become part of the group of Sponsoring Companies.





EXAMPLE OF AN INSTITUTIONAL SPONSORSHIP PLAN



Branding	Institutional	Gold	Silver	Bronze
Banner at the Opening Ceremonies	√	√	√	√
Banner at the Award/Closing Ceremonies	√	√	√	√
Banner at the Leaders Forums	√	√	√	√
Logo on the Leaders Forums Booklets	√	√		
Logo at the Event Venues	√	√	√	

Mention	Institutional	Gold	Silver	Bronze
At the Opening Ceremony	√	√		
At the Award/Closing Ceremony	√	√		
Possibility to deliver Medal or Award	√	√	√	√
Press Releases	√	-/	√	√

Publications Institutional Gold Silver Bronze Event Book Event Video WSA Publications between 2018 until the 2020 Competition Use of the WSA logo in Press Media Logo on the Event Maps in the 3 Host Countries Unstitutional Gold Silver Bronze V V V V V V V

Digital	Institutional	Gold	Silver	Bronze
Logo on the WSA Website	√	√	√	√
Logo on the Websites of the 3 Events	√	√	√	√
Logo on the WSA Facebook Page	√	√	√	√
Logo on the Facebook Pages of the 3 Events	√	√	√	√
Logo on the App	√	√	√	√

EXAMPLE OF A SKILL SPONSORSHIP PLAN



Areas*	Skill	Gold	Silver	Bronze
Stand Space of 20 m ² **	√			
Stand Space of 15 m ² **		√		
Stand Space of 8 m ² **			√	
Stand Space of 4 m ² **				√
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^{**}Spaces defined in accordance with the criteria of the Host Country

^{**} Suggested Space Sizes

	Branding	Skill	Gold	Silver	Bronze
	Banner at the Opening Ceremony of the Host Country	√	√	√	√
	Banner at the Award/Closing Ceremony in the Host Country	√	√	√	√
	Banner at the Leaders Forum in the Host Country	√	√	√	√
	Logo in the Leaders Forum Booklet	√	√		
	Logo at the Event Venue in the Host Country	√	√		
	Banner at the location of the Skill	√	√		
Logo	on the shirts or caps of the Competitors in the Host Country*	√	√	√	√

 $[\]ensuremath{^{\star\star} \text{Produced}}$ by the Sponsoring Company in accordance with WSA criteria

Mention	Skill	Gold	Silver	Bronze
At the Opening Ceremony in the Host Country of the Skill	√	√		
At the Award/Closing Ceremony in the Host Country of the Skill	√	√		
Possibility to deliver Medal or Award	√	√	√	√
Press Releases in the Host Country	√	√	√	√

Publications	Skill	Gold	Silver	Bronze
Event Book	√	√	√	√
Event Video	√	√	√	√
WSA Publications between 2018 until the 2020 Competition	√	√	√	√
Use of the WSA logo in Press Media	√	√		
Logo on the Event Maps in the Host Country	√	√	√	√

Digital	Skill	Gold	Silver	Bronze
Logo on the WSA Website	√	√	√	√
Logo on the Website of the Event	√	√	√	√
Logo on the WSA Facebook Page	√	√	√	√
Logo on the Facebook Page of the Event	√	√	√	√
Logo on the Event App	√	√	√	√

EXAMPLE OF A HOST COUNTRY SPONSORSHIP PLAN



Areas*	Host Country	Gold	Silver	Bronze
Stand Space of 30 m ² **	√			
Stand Space of 20 m ² **		-√		
Stand Space of 10 m ² **			√	
Stand Space of 4 m ² **				√

^{*}A definição dos espaços é de acordo com critérios do País Sede

^{**} Sugestão de espaços

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Banner at the Opening Ceremony of the Host Country
Banner at the Award/Closing Ceremony in the Host Country
Banner at the Leaders Forum in the Host Country
Logo in the Leaders Forum Booklet
Logo at the Event Venue in the Host Country

Branding	Host Country	Gold	Silver	Bronze
e Host Country	√	√	√	√
Host Country	√	√	√	√
Host Country	√	√	√	√
Forum Booklet	√	√		
Host Country	√	√		

At the Opening Ceremony in the Host Country
At the Award/Closing Ceremony in the Host Country
Possibility to deliver Medal or Award
Press Releases in the Host Country

Mention

Digital

Host Country	Gold	Silver	Bronze
√	√		
√	√		
√	√	√	√
√	√	√	√

Publications
Event Book
Event Video
WSA Publications between 2018 until the 2020 Competition
Use of the WSA logo in Press Media
Logo on the Event Map in the Host Country

Host Country	Gold	Silver	Bronze
√	√	√	√
√	√	√	√
√	√	√	√
√	√		
√	√	√	√

Host Country	Gold	Silver	Bronze
√	√	√	√
√	√	√	√
√	√	√	√
√	√	√	√
√	√	√	√











SKILL PRESENTER

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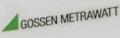








































SKILL SPONSOR

AUTOMOBILE TECHNOLOGY

Automotive service technicians inspect, diagnose, repair and service mechanical, electrical and electronic systems and components of motor vehicles. They are employed by motor vehicle dealers, garages, truck and trailer dealerships, and service stations, etc.

AUTON **TECHN**

Kfz-Mechati reparieren u und elektroi von Fahrzeu Werkstätter



Patrocionio / Sponsorship / Patrocínio

Oficiales / Officials / Oficials











































































































































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