2024

Sponsorship Package

Green Career Fair
Introduction

In response to urgent challenges confronting both humanity and our planet, York University has established the Faculty of Environmental and Urban Change (EUC). This innovative initiative serves as a powerful call to action, aiming to address the most urgent issues of our time such as climate change and social inequities. Through interdisciplinary research and innovative education, EUC empowers students to become changemakers who are dedicated to a more just and sustainable future.

The Green Career Centre (GCC) is a non-profit organization with a mission to prepare underrepresented youth for green careers. We advocate for environmental employment and our team is committed to promoting green jobs and accessible community resources.

The Green Career Fair event is an opportunity for green employers to connect with interested youth, students and alumni on net-zero career fields, as well as promote discussions about career opportunities within the sustainability sector. Initially conceived by the GCC, York University is partnering to host the Green Career Fair, thanks to the generous support of the Sustainability Innovation Fund. This collaboration represents a significant milestone in our commitment to promoting sustainability and environmental awareness, and we are excited to provide a platform that showcases diverse green career opportunities to our students and professionals.
The Faculty of Environmental and Urban Change (EUC) at York University offers an interdisciplinary approach to urgent challenges, aligning with the United Nations Sustainable Development Goals (SDGs). With a commitment to social equity and a focus on practical experience, EUC empowers students to become change-makers dedicated to a just and sustainable future.

The Green Career Centre (GCC) aims to increase partner organizations’ exposure to diverse youth, build goodwill in the community, and establish partners as a socially and environmentally responsible company.

The GCC and EUC’s shared goal is to educate post-secondary students about careers in the green economy that work towards a collective goal of achieving net zero. As a sponsor, leverage the following key benefits in partnering with the GCC and EUC.

**Attract young and underrepresented talent:**
Promotion of organization to hundreds of underrepresented youth on the lookout for green job opportunities. Connect with them at the career fair and recruit new green talent.

**Build brand loyalty:**
Increase reach and gain loyalty from a larger market of young adults.

**Promote your products and/or services:**
Invite organizational representatives at the Green Career Fair, and share any information about your organization, its offers and careers with attendees. You can hand out giveaways such as pamphlets, coupons or other in-kind donations.

**Be featured on our social media:**
With 18000+ combined followers on Instagram, Facebook, LinkedIn and X (Twitter) you can increase your social media presence to a wide variety of young individuals and students.
Our Initiatives

**Green Career Events:** EUC and the GCC host multiple events focused on career development in sustainability including panels, webinars, and networking events. Engaging green career professionals to provide career advice to students, we also host a series of professional development workshops where industry leaders share how to land a green job and be successful on the job.

**Youth Green Jobs Network:** The GCC manages the Youth Green Jobs Network, both a LinkedIn and Facebook group with 2000+ collective members. The groups connect young people with green job opportunities and help them network with people in the environmental field. Through the group, we also assist employers in finding and accessing green job wage subsidy supports.

**Career Development Resources:** On the GCC website, we share a plethora of useful resources for underrepresented youth including a LinkedIn Profile Maximization Guide, Green Equity Guide for Employers, and Wage Subsidy Matching Tool. Our resources are directly created through our focus group consultations with underrepresented youth, listening to their needs in an ever-evolving green labour market.

**Ready, Set, GROW! Lunch & Learn Series:** To support job seekers in preparation for the career fair, EUC hosts a series of workshops called "Ready, Set, GROW!". This professional development series includes workshops focused on resume/cover letter writing, interview preparation, networking tips, on-the-job success, and much more.

**Sustainable Development Goals:** EUC and the GCC prioritizes and actively promotes the Sustainable Development Goals including SDG 8 (Decent Work and Economic Growth) by connecting jobseekers with green job career opportunities, and SDG 13 (Climate Action) by raising awareness and mobilizing action to combat climate change.

**York University Academic Plan:** The Green Career Fair strives to meet the goals of the York University Academic Plan (UAP) with the vision of providing students with access to high-quality education and enhancing the well-being of the communities we serve.
Sponsors

Thanks to all our Green Career Fair sponsors. Every dollar invested helps engage youth to pursue the dire need to address environmental issues and empowers the young leaders of today to find employment in sustainability.

If you're interested in sponsoring the Green Career Fair please email us at greencareerfair@greencareer.ca
What can we offer you?

**Seed Sponsor**
- Up to $500 or in-kind donation
- Company logo displayed on website (small size)
- Social media promotion

**Sprout Sponsor**
- Up to $1,000 or in-kind donation
- Company logo displayed on website (medium size)
- Social media promotion
- Company logo displayed at event

**Oak Sponsor**
- Up to $1,500 or in-kind donation
- Social media promotion
- Company logo displayed on website (large size)
- Representatives and company swag welcomed at event
- Company logo displayed at event
- Explicit mention during event address
Contact Us

Email: greencareerfair@greencareer.ca

GCC
Phone: 1-888-326-0009
Website: www.greencareer.ca
Social Media: @greencareerca

EUC
Phone: 416-736-5252
Website: www.euc.yorku.ca
Social Media: @YorkUEUC

@greencareerca
@YorkUEUC

Green Career Centre
Faculty of Environmental and Urban Change