



PROGRAM SPONSORSHIP

Optimize your connection to career seekers



MINING INDUSTRY
HUMAN RESOURCES COUNCIL
CONSEIL DES RESSOURCES HUMAINES
DE L'INDUSTRIE MINIÈRE

PROGRAM SPONSORSHIP

Reach tomorrow's workforce today!

MiHR has promoted *Explore for More* (EFM) career outreach initiatives through significant investment in marketing and communications activities since 2007. Career seekers across Canada have been exposed to the brand and its tools:

- career kits distributed to all high schools in Canada, reaching over 100,000 students
- more than 100 advertisements and articles
- attendance at over 50 tradeshow and career events
- three comprehensive, optimized websites developed specifically for career seekers
- Google advertising and SEO to encourage online program registrations

These initiatives are working: in March 2010 there were over 65 participants in the Virtual MineMentor Program; 100 students registered with our Student-on-the-Job Board; and 25 Speakers participated in the Speakers Bureau. MiHR also operated the first annual Virtual Mining Career Fair in January 2010, connecting over 2,100 career seekers with employers.

With your support, the EFM career outreach strategy and programs will continue to grow and expand. Partners like you will make it possible to reach tomorrow's workforce today!

Feedback from industry on *Explore for More* Sponsorship:

"We want to join forces to strengthen the industry. The work done by MiHR in the last two years has been terrific."

"MiHR has a wonderful reputation. Due to the Council's leadership, innovativeness, creativity, follow-through and delivery of results, an atmosphere of good will and collaboration has been created."

The above is just an example of the feedback MiHR received last year when we polled a cross-section of Canadian mining companies on their potential sponsorship of *Explore for More* programs. The poll results showed that working with MiHR to attract recruit and retain tomorrow's workforce makes "good business sense." They wanted to hear more about how the programs worked, as well as opportunities for co-branding and collaboration. In the following pages we provide information on the Virtual MineMentor Program and the *Explore for More* Speakers Bureau; more in-depth information is available at www.acareerinmining.ca.

SPEAKERS BUREAU SPONSORSHIP OPTIONS

It's vital for the mining industry to ensure that positive messages about mining and careers in the industry are reaching the workforce of tomorrow. Through the *Explore for More Speakers Bureau*, experienced mining professionals share their enthusiasm and insights about the industry with career seekers at schools, community centres, job fairs and other venues. The Bureau offers Speakers a range of supporting materials including 14 career

outreach PowerPoint presentations, a Speakers Guide and an all-new video library. **Sponsors** reach potential recruits at a highly influential moment—during speaker presentations, thanks to logo placement on downloadable presentation materials and Speakers Guides. Companies also gain brand exposure through logo placement on the Speakers Bureau section of the Explore for More website. <http://speakers.acareerinmining.ca/>

1. Become THE Lead Sponsor for \$10,000 & Receive:

- Promotion through MiHR as the Lead Speakers Bureau Sponsor for 12 months, including:
 - Company logo with hyperlink placed above other sponsors on Speakers Bureau webpage
 - Company logo placement above and 5% larger than other sponsors on downloadable presentations
 - Company logo placement on downloadable Speaker's Guides
 - Publication of a 300-500 word story on your organization and your initiatives related to career seekers placed in our eNewsletter or on our website(s)
 - Top profiling of a speaker from your company on the Speakers Bureau
 - Options to post 1-2 stories on your company in the exclusive Canadian mining student network's Facebook page, operated and protected by MiHR

2. Become one of the five Contributing Sponsors for \$5,000 & Receive:

- Promotion through MiHR as a Speakers Bureau Sponsor for 12 months, including:
 - Company logo with hyperlink placed on Speakers Bureau webpage
 - Company logo placement on downloadable presentations
 - Company logo placement on downloadable Speaker's Guides
 - Publication of a 300-500 word story on your initiatives related to career seekers placed in our eNewsletter or on our website(s)

VIRTUAL MINE MENTOR PROGRAM SPONSORSHIP OPTIONS

VMMP pairs students from post-secondary mining training programs with experienced mining professionals who provide practical instruction and positive reinforcement. The V-Mentor and V-Mentee engage in a virtual mentoring relationship conducted mainly online, as well as through some telephone and face-to-face communication. MiHR has developed program materials including a Handbook and Toolbox, to help make the most of their connection.

Sponsors enjoy strong brand exposure through logo placements on the VMMP section of the *Explore for More* website, and on the downloadable program materials and related documents. Prominent sponsors may also have an opportunity to post company profiles and key messaging on the VMMP web portal. <http://minementor.acareerinmining.ca>

Feedback from V-mentors and V-mentees

"We have had a lot of interaction so far (including two face-to-face meetings), sharing ideas and experiences, providing and evaluating advice, and supporting each other."

"Things are going great! My V-mentor is a really nice and helpful guy and we have been speaking on an almost daily basis since I was set up with him."

1. Become THE Lead Sponsor for \$10,000 and Receive:

- Promotion through MiHR as the Lead Virtual MineMentor Program Sponsor for 12 months, including:
 - Your company logo with hyperlink placed above other sponsors on VMMP portal
 - Company logo placed above others and 5% larger than other sponsors on downloadable VMMP program materials (Mentor Handbook, Mentee Handbook)
 - Publication of a 300-500 word story on your organization's initiatives related to career seekers to be placed in our eNewsletter or on our website(s)
 - First pick of Mentees for your company's Mentors (if you choose to engage) at each of the three program intake sessions during your sponsorship period
 - Option to post 1-2 stories on your company to the VMMP Community Discussion Board

2. Become one of the 5 Contributing Sponsors for \$5,000 and Receive:

- Promotion through MiHR as a Virtual MineMentor Program Sponsor for 12 months, including:
 - Company logo with hyperlink placed on the VMMP portal
 - Company logo placement on downloadable VMMP program materials
- Publication of a 300-500 word story on your organization's related to career seekers to be placed in our eNewsletter or on our website(s)

BONUS OFFER

Talent Egg and Explore for More are bringing mining careers into the spotlight through the Focus on Mining social media campaign

From October 4-8 new graduates and post-secondary students will become aware of the amazing opportunities in our sector through the **Focus on Mining** campaign

The online event will utilize an innovative and pro-active approach through social media (i.e., Facebook, Twitter, and YouTube), video interviews, online articles and employer profiles. Through the featured content developed for the Focus on Mining event, Canadian youth will learn about the mining industry, career paths, and more. The content will also address many of the myths and misconceptions about the industry that exist among youth. The **Focus on Mining** website will contain video, student-written articles, student blog posts, and weblinks.

Explore for More Sponsors will benefit from an online organization profile, opportunity to post career opportunities, and hyperlinked logos in the **Focus on Mining**. Involvement in this promotion usually costs \$1,000 per featured employer, but we are offering the Lead Sponsor of the Virtual Mine Mentor Program or Speakers Bureau this valuable profile for free. We are also offering Contributing level Sponsors a 25% reduction in the cost.

To benefit from this bonus offer, please respond by September 10, 2010.

