

Skills Games 2027 Partnerships



**SKILLS20
GAMES27**

**INTERNATIONAL
ABILYMPICS**


Skills Finland

**TAITAJA
MÄSTARE**

OMNIA

Skills Games 2027

- At Messukeskus Helsinki, 10–13 May 2027.
- Bringing together two vocational skills competitions:
 - Abilympics World Championships for people requiring special support
 - Taitaja Finnish National Skills Competition
- Over 80 skills categories and 800 competitors.
- Skills Finland is responsible for organising the main event and the Abilympics competition, while Omnia organises the Taitaja competition. More than 25 educational institutions are participating.
- The Ministry of Education and Culture supports the organisation of both competitions.
- The target is over 120,000 visitors.
- Further information: skillsfinland.fi/en/skills-games



Skills Games 2027 Partnership Levels

How the Partnership Level is Determined

Different forms of cooperation generate points, which together determine the level of partnership. Each form of cooperation contributes points in different ways.

The value of the partnership includes:

- **Monetary donation** (point multiplier 2)
- **Donations in kind:** donation of goods, materials, machinery or equipment (point multiplier 1.5)
Please note: gifts given to competitors or judges do not contribute to the partnership value.
- **Loan of equipment:** the value of lending goods, machinery or equipment is estimated based on a reasonable rental price, approximately 5–10% depending on the equipment and its lifespan (point multiplier 1)
- **Expert work:** for example, acting as a judge, carrying out installations or design work, or producing and publishing an article in the partner's own media (EUR 500 / 8-hour day, point multiplier 1)
- **Services:** for example, freight and transport services or providing advertising space calculated based on actual costs (point multiplier 1)

Example of Partnership Point Calculation

Activity	Points earned
The partner makes a monetary contribution to the event organiser. Amount: €3,000, point multiplier 2.	6000
The partner lends equipment and materials that will be returned after the competition. Value of the items: €4,500, point multiplier 1.	4500
The partner donates products that are used during the competition or remain with the educational institution after the event. Value of the products: €4,000, point multiplier 1.5.	6000
A representative of the partner serves as a judge for three competition days. Value: $3 \times €500$, point multiplier 1.	1500
The partner publishes a full-page article about vocational skills competitions in its customer magazine. The work requires 8 hours. Value: $1 \times 500 = 500$ €, point multiplier 1.	500
The partner provides the event organiser with complimentary advertising space in its customer magazine, with a sales value of: €1,500, point multiplier 1.	1500
TOTAL PARTNERSHIP POINTS 20 000 = Silver Partner	20000



Partnership Levels

Ruby Partner (minimum monetary contribution 35 000 €)

Diamond Partner (minimum monetary contribution 10 000 €)

Platinum Partner (minimum monetary contribution 6 000 €)

Gold Partner (minimum monetary contribution 3 000 €)

Silver Partner (minimum monetary contribution 2 000 €)

Bronze Partner

Tin Partner

100 000 points

80 000 points

40 000 points

20 000 points

10 000 points

3 000 points

A Prize Partner donates the prize money for a competition category:
(€1,800 for an individual category, €3,600 for a team category)

Partner Visibility and Benefits

The visibility of the **partner's logo, the extent of communication cooperation, and the VIP benefits** depend on the partnership level.

Main partnership visibility is focused on the event week at Messukeskus.

Exceptions:

- Ruby Partners may also receive city-wide visibility for a few weeks before the event; the schedule will be confirmed later.
- the partner's logo will be published on the website immediately after the partnership agreement has been signed.

If a partnership agreement is signed after the latest possible publication date for a blog post or social media post included in the partnership package, we cannot guarantee that these benefits can be delivered. The final deadline for submitting materials is specified in Table 2.

Table 1: Logo Visibility

	Ruby	Diamond	Platinum	Gold	Silver	Bronze	Tin	Prize
City-wide outdoor advertising visibility	✓	-	-	-	-	-	-	-
At the Opening and Closing Ceremonies	✓	✓	✓	-	-	-	-	-
At Messukeskus: public areas (photo backdrop) and information screens	✓	✓	✓	-	-	-	-	-
At each competition area (on screens, posters, etc.)	✓	✓	✓					
At a selected competition area (on screens, posters, etc.) The logo may be replaced with product placement.	-	-	-	✓	✓	✓	-	-
At the Closing Ceremony on screen in connection with the announcement of results	-	-	-	-	-	-	-	✓
On the event websites (Abilympics2027.fi and Taitaja.fi)	On every page			On competition category pages				

If a partner sponsors, for example, catering for a specific event or function, the partner will receive logo visibility or other recognition (such as naming rights for the venue or activity) in connection with that sponsorship.

Table 2: Communication Collaboration

	Ruby	Diamond	Platinum	Gold	Silver	Bronze	Tin	Prize
Mention of the partner's name in the closing credits of a Skills Games radio advertisement.	✓	-	-	-	-	-	-	-
Opportunity to invite a Skills Games representative to speak at a company event.	✓	✓	✓	✓	-	-	-	-
Exhibition stand space in the Partner Area.	Size L	Size L	Size M	Size S	-	-	-	-
Partner-created content: a) Co-publication of a social media post (IG, FB, LinkedIn or TikTok) or b) Publication of a blog article on the Taitaja or Abilympics website. *To be published no later than.	*30.4.2027	*30.3.2027	*30.2.2027	*30.1.2027	-	-	-	-
Right to use the event's marketing materials (including the event logo)	✓	✓	✓	✓	✓	✓	✓	✓

Table 3: VIP Benefits

	Ruby	Diamond	Platinum	Gold	Silver	Bronze	Tin	Prize
VIP Lounge Access Passes	12	10	8	6	4	2	1	1
Opportunity to participate in a guided VIP tour of the event	✓	✓	✓	✓	✓	-	-	-
Opportunity to book a private VIP tour of the event	✓	✓	✓	-	-	-	-	-
Invitations to VIP events hosted by the event organiser during the preparation year and after the event	✓	✓	✓	✓	-	-	-	-
Opportunity to arrange networking meetings with educational institutions during the event	✓	✓	✓	-	-	-	-	-
Access to the VIP workspace	✓	✓	✓	-	-	-	-	-
Opportunity to reserve a meeting room (2 hours)	✓	✓	✓	-	-	-	-	-

**Want to hear more about
partnership opportunities?
Get in touch!**

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**WE CAN.
WE BELONG.
NO LIMITS.**

**SKILLS20
GAMES27**

ABILYMPICS TAITAJAMÄSTARE

