



TAITAJA
MÄSTARE
Turku 2025



BECOME A PARTNER
AT TAITAJA
5.-8.5.2025



WHAT IS TAITAJA?

Taitaja is the Finnish National Skills Competition, held annually, and serves as a showcase for vocational education. In the Taitaja competition, young students in vocational education compete for Finnish Championship medals in various skills based on vocational qualifications. As part of the event, there is also the Taitaja9 competition, designed for 7th–9th graders, which is an engaging and challenging way to explore different professional fields.

In addition to the competition, the event serves as a meeting point for many professionals working in vocational education and helps the public considering their career choices.

In 2025, the Taitaja event will be held from May 5–8, 2025, in Turku, in collaboration with vocational institutions in Southwest Finland. The venues for the event include the Turku Fair Center in Artukainen, the Gatorade Center, Turku Vocational Institute (Turun AKK), and the surrounding outdoor areas. Taitaja2025 Turku is open to the public and free of charge.

During the four-day event, over 450 competitors will compete in 48 skills and six demonstration skills. The event expects to attract 70,000 visitors.

You can explore the Taitaja2025 event and its various skills on our website > taitaja2025.fi

The main organizer of the Taitaja2025 Turku event is Turku Vocational Institute. The event's background organization is Skills Finland.



TAITAJA2025 PARTNERSHIP PACKAGES

The Taitaja2025 partnership offers an excellent opportunity to support the professional development of young talents and to enhance the visibility and appreciation of vocational education on a national level.

We have compiled ready-made partnership packages, from which you can choose the one that best suits you and your organization. Let's discuss together what would serve your needs best.

General information about partnerships:

- Instructions for partners, schedules for Teams meetings, and other necessary information are available at taitaja2025.fi/yhteistyokumppanuus.
- Partners must submit their logos by *March 28, 2025*.
- Partners must submit a completed blog post with materials by the agreed date.
- The content and schedule of social media posts will be planned in collaboration between Taitaja2025 communications and the partner, once the partnership is confirmed.
- Teams info sessions will be organized for partners.
- Diamond and Platinum level partners can continue their partnership in future Taitaja events. The option will be negotiated with Skills Finland.

GET IN TOUCH

Partnership manager, Taitaja2025

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PRIZE	EXPERT
Estimated value The estimated value of the partnership level is determined by the possible monetary contributions in addition to the calculated prices of services, goods, and rentals.	Estimated minimum value 80 000 €, requires a 5 000 € payment	Estimated minimum value 35 000 €	Estimated minimum value 18 000 €	Estimated minimum value 12 000 €	Estimated minimum value 6 000 €	1 800 €	Estimated value 500 €/day (8 hours) As a judge/competition official for the entire final week 3 000 € As a head judge for the competition (semi-final + final) 4 000 €
LOGO VISIBILITY							
Banners (60 x 90 cm) throughout the event area	10 kpl	5 pcs	–	–	–	–	–
Banner at the competition area (If the partnership package includes two banners, they can be placed in one or two different competition areas, according to the partner's wishes.)	2 pcs 60 x 90 cm	2 pcs 60 x 90 cm	1 pcs 60 x 90 cm	1 pcs 45 x 60 cm	1 pcs 30 x 60 cm	1 pcs 30 x 30 cm	1 pcs 30 x 30 cm
Logo on the Taitaja train	•	–	–	–	–	–	–
A logo on the LED board and media cube at Gatorade Center (visible during the opening ceremony, Taitaja9 final, and the closing ceremony)	•	for additional 3 000 € payment	–	–	–	–	–
Logo on the Taitaja2025.fi website	Every page	Every page	The competition skill's website	The competition skill's website	The competition skill's website	The competition skill's website	The competition skill's website
Logo on the partnership wall at the Partnership area	•	•	–	–	–	–	–
Visibility during the award ceremony	–	–	–	–	–	•	–
COMMUNICATION COOPERATION							
Blog post by the partner on the Taitaja2025.fi website	•	•	•	–	–	–	–
Social media visibility in one channel (LinkedIn/Facebook/Instagram)	•	•	–	–	–	–	–
Taitaja2025 communications team will capture 5 event photos for the partner's use	•	–	–	–	–	–	–
Presentation of the company in a live stream broadcast during the event week	•	–	–	–	–	–	–
Booth at the Partnership area	•	•	•	–	–	–	–
Opportunity to participate in the planning of a skills trial station for your own competition skill. The organizer of Taitaja2025 will select the participant.	–	–	•	–	–	–	–
VIP-BENEFITS							
Private loge at Gatorade Center	•	–	–	–	–	–	–
Invitation to VIP events during the preparation year	•	•	–	–	–	–	–
Taitaja2025 VIP Lounge passes	10 pcs	8 pcs	6 pcs	4 pcs	2 pcs	–	–

• included in the partnership package – not included in the partnership package



CONTACT INFO

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TAITAJA2025 TURKU ON SOCIAL MEDIA

› [taitaja2025.fi](https://www.taitaja2025.fi)

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