



Horticulture Technician

Apprenticeship Program Ontario

Apprentice Employer Sponsor Recognition Tool Kit



APPRENTICE EMPLOYER SPONSOR RECOGNITION TOOL KIT

When you become an Apprentice Employer Sponsor you are committing to train and develop a member of your team to the highest standards in the horticulture and landscape profession. By supporting an apprentice, you are playing a significant role in ensuring that the profession continues to grow and strengthen.

We would like to thank you for your commitment as an Employer Sponsor of an Apprentice in the Horticultural Technician 441C Apprenticeship Program (HTAP).

We have created the Apprentice Employer Sponsor Recognition Program as a way to recognize your commitment to our program and the profession. The following benefits are available to you:

1. **Recognition through the use of the HTAP Apprentice Employer Logo:** The logo has been created to resemble the Red Seal that your apprentice(s) are working towards. It is available to use on your website, in your email signature and/or in marketing material. The logo will promote your company as a HTAP Apprentice Employer Sponsor.
2. **Recognition on HorticultureTechnician.ca:** We will be launching the Apprentice Employer Webpage that will list and map all current Apprentice Employer Sponsors by company name and logo, linking to your websites. This will allow jobseekers to easily discover companies that support the professional development and advancement of their staff (you!).
3. **Recognition on LandscapeJobs:** We have distinguished employers who support Landscape Ontario workforce development programs like GROW and HTAP by including a symbol beside their listings. This also allows jobseekers to easily discover companies that support professional development.
4. **Recognition through the HTAP's Employer of the Year Award:** The award is given out at Landscape Ontario's Awards of Excellence program held at the Congress Trade Show in January (*starting in 2023*).

Recognition Through the Use of the HTAP Apprentice Employer Logo

This logo is exclusive to current Apprentice Employer Sponsors. We invite you to promote your participation in the program through the use of the “Apprentice Employer” logo (*AE logo*) on your website and marketing materials (see *Logo Eligibility and Usage Rules*). **It would be greatly appreciated if you could also link the logo back to the HorticultureTechnician.ca website wherever possible.**

Three versions have been created for you to choose from.



File attachments

[*HTAP-Apprentice-Employer-Logo-V1.png](#)

[*HTAP-Apprentice-Employer-Logo-V2.png](#)

[*HTAP-Apprentice-Employer-Logo-V3.png](#)

Recognition on HorticultureTechnician.ca

The HTAP team is adding a webpage to HorticultureTechnician.ca to recognize current Apprentice Employer Sponsors.

The recognition will include:

- Company name and logo
- Link to company website
- Company phone
- Company address
- Pin on location map



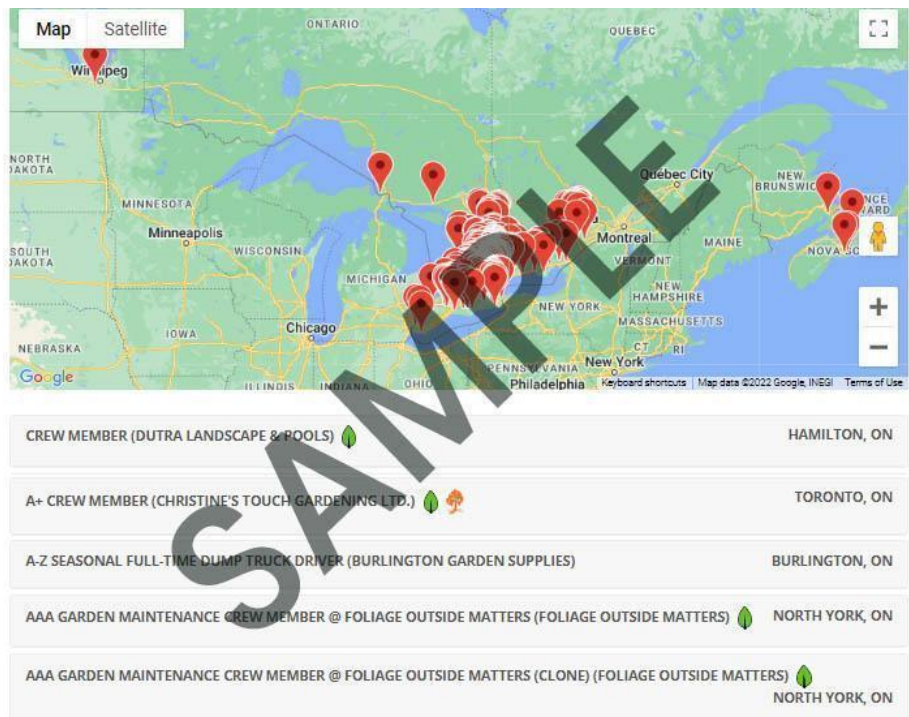
Employer sponsors who have a current job listing(s) on LandscapeJobs will also be designated with a 🌳 so website visitors/jobseekers can easily locate them when searching the job board.

Recognition on Landscape.Jobs

Employer Sponsors for the HTAP and the GROW program who post jobs on Landscape.Jobs are also recognized.

 - GROW Program Verified Employer

 - Recognized Apprentice Employer



Landscape.Jobs, the FREE online job board for the horticulture and landscape profession, helps employers gain access to the best talent by streamlining the hiring process. Jobseekers are pre-screened using FitScore predictive analytics to ensure that employers have the best fit candidate for their available positions.

Recognition Through the HTAP Employer of the Year Award

Each year, Landscape Ontario recognizes the best in the profession at their Awards of Excellence program which is held at the Congress Trade Show in January.

The Apprenticeship Team will recognize the HTAP 'Employer of the Year' at this program. The employer chosen is one that is very engaged and best represents the spirit of the program for that year.

The employer to be recognized will receive all details and tickets to the event by December 15th.

We hope you will continue to leverage the Horticultural Technician 441C Apprenticeship Program to retain your top talent and recruit the best candidates for your company.

Please join us in promoting this great program. To help you we have included some promotional materials at the end of this document.

If you haven't already subscribed, we encourage you to sign up for the weekly Workforce Development and Landscape Ontario Enews newsletters to keep up to date on what is happening with our program and the industry in general.

Sign up here: horttrades.com/MyLO

Best regards,

The Horticultural Technician Apprenticeship Team

ADDITIONAL PROMOTIONAL MATERIALS

Suggested Wording for Sharing Info About the Program:

We at [company name] are proud to support opportunities that will let our employees grow professionally and personally. That is why we support the Horticulture Technician Apprenticeship Program ([link: https://horticulturetechnician.ca/program/441c-horticulture-technician/](https://horticulturetechnician.ca/program/441c-horticulture-technician/)), and encourage our team members to expand their knowledge of the industry, increase their skill sets and achieve Red Seal certification.

Team members who would like to work towards becoming a certified journeyperson, will join us in a commitment of:

1. Paid training for +/-5400 hours on-the-job with industry professionals to complete required skills and competencies
2. Two 12 week in-class semesters of learning the latest and innovative industry trends and techniques.

Benefits of the Apprenticeship Program:

- Paid on-the-job training
- Train with experts to gain valuable experience
- Increased career growth opportunities
- \$4,000 in grants available

If you are interested in participating in the Horticultural Technician Apprenticeship Program with [company name], please contact [name and email] today.

Note: Employers and apprentice candidates are welcome to join us for our bi-weekly information sessions to learn more about the program or any of our resources.

Sign up for a session: horticulturetechnician.ca/events

Landscape.Jobs Information

[Landscape.Jobs Flyer](#)

[Landscape.Jobs Employer User Manual](#)

[How to Write a Job Posting on Landscape.Jobs](#)

[Interview Guide for hiring a Horticultural Technician Apprentice](#)

Additional Marketing Materials

[Poster to put up in the Lunchroom](#)

[Your Pathway to a Career in Horticulture](#)

[Register Today](#)