



2019-2020

SPONSORSHIP

PROSPECTUS

Canadian Accredited Independent Schools
CAIS.CA | BOARDINGSCHOOLS.CA

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Who is CAIS

The Canadian Accredited Independent Schools (CAIS) includes over 90 schools which are committed to the mission of continual whole school improvement. Each of the member schools undergoes a reflective and collaborative accreditation process, meeting rigorous National Standards. As a community of independent schools, we explore and pursue exemplary leadership training, research, national collaborative initiatives and international standards of educational excellence.

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Why Sponsor

Becoming a CAIS Sponsor allows your company to interact with a range of senior level professionals within our Canadian Accredited Independent Schools.

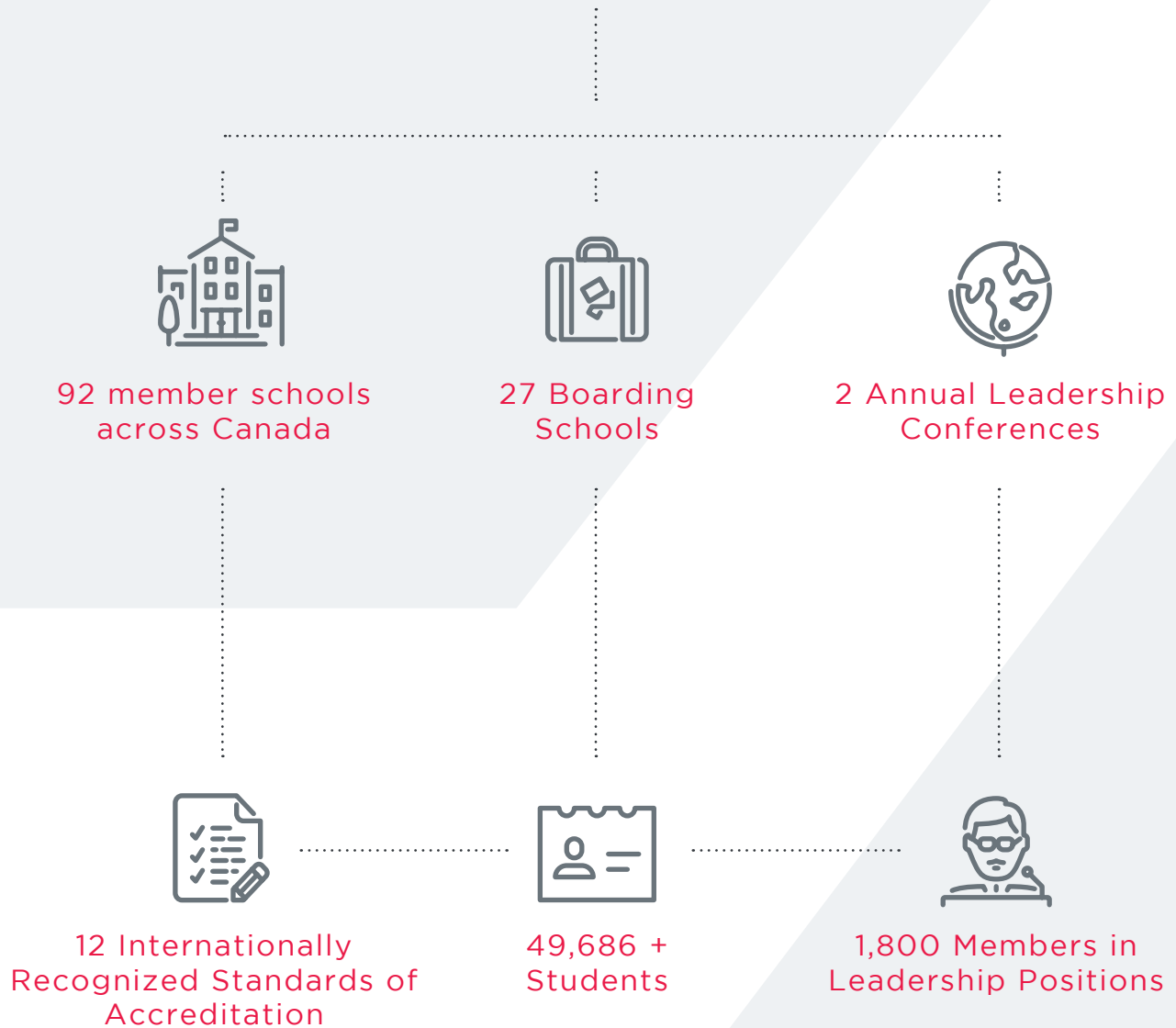
Companies have the flexibility to sponsor one or both National Leadership Conferences, allowing them to customize the audience and maximizing their return on investment.

Sponsorship allows for unique opportunities to introduce your products and services to key decision makers and influencers, who have significant annual budgets. All Sponsors, at various levels, receive increasing degrees of exposure via on-site, online, and in print promotions. Company logos are integrated throughout our web and digital marketing content.

Sponsors are investing in their community by sponsoring educational programming.

CAIS

by the numbers



Sponsorship Opportunities

Companies can choose to sponsor the 2019 Heads & Chairs Conference and/or the 2020 National Leaders Conference. All prices in this document are per event.



Heads & Chairs Conference

The Heads & Chairs Conference offers an excellent opportunity for you to network and engage with 200+ of the most influential people in Canadian independent school education while they are gathered in one place to learn and share with colleagues.

When & Where:

October 17-19, 2019 at the Marriott on the Falls in Niagara Falls, Ontario

Audience:

Heads of School and Chairs of Board of Directors



National Leaders Conference

The National Leadership Conference allows your company to interact with a range of senior level professionals within our Canadian Accredited Independent Schools. For 2020, the audience will be 200+ Academic Leaders.

When & Where:

April 5-7, 2020 at The Westin Bayshore in Vancouver, British Columbia

Audience:

Independent School academic leaders with portfolios in the areas of Academic Curriculum Directors, IT Directors, and Junior, Middle and Senior School Principals.

Sponsorship Levels



VISIONARY

\$10,000



COLLABORATOR

\$7,500



CONNECTOR

\$5,000



MARKETPLACE SHOWCASE

\$2,500

	VISIONARY	COLLABORATOR	CONNECTOR	MARKETPLACE SHOWCASE
Tabletop in the Marketplace	✓	✓	✓	✓
Tickets to the Welcome Networking Event	✓	✓	✓	✓
Full attendee email list ahead of event	✓	✓	✓	✓
Rotating digital signage throughout the event in the main session room	✓	✓	✓	✓
Sponsor placement in all Conference communications	✓	✓	✓	✓
Logo and profile on the Conference Mobile App	✓	✓	✓	✓
Sponsor post on the CAIS social media accounts (Twitter and LinkedIn)	<i>3 Dedicated posts about your participation</i>	<i>3 Dedicated posts about your participation</i>	<i>Name & logo in 2 group posts</i>	<i>Name & logo in 1 group post</i>
Sponsor placement in a CAIS newsletter	<i>Exclusive placement: name, logo & Sponsor profile in 2 newsletters</i>	<i>Name & logo in 2 newsletters</i>	<i>Name & logo in 1 newsletter</i>	<i>Name in 1 newsletter</i>
Access to all breakfast, breaks and lunches, open sessions and keynotes	✓	✓	✓	
Opportunity to provided branded SWAG on the tabs in the main plenary room or registration desk	✓	✓	✓	
Representative from your company to introduce a speaker during a Breakout Session	✓	✓	✓	
Representative from your company to introduce a speaker during a introduce Plenary Sessions	✓	✓		
Opportunity to send an email blast* distributed to our members via CAIS before the end of the fiscal year	<i>2 email blasts</i>	<i>1 email blast</i>		
Representative from your company to introduce the Closing Keynote	✓			
Remarks at the Opening Session and introduce Opening Keynote (5 minutes)	✓			

* Content must be created by the Sponsor and must be approved by the CAIS Executive Director.

CAIS Sponsor *Requirements*

Companies interested in being a CAIS Sponsor must agree to the following points:

- CAIS does not endorse the Sponsor's products or services. Any implication of endorsement provides grounds for revocation of CAIS Sponsor status.
- Any interactions with CAIS members and/or member school families must only emphasize the strengths of the Sponsor's products or services and refrain from referencing the weaknesses of competitors.
- Products or services of sponsors must be of interest to member schools and/or member school families.
- Sponsorship can be revoked if CAIS concludes that the Sponsor's business practices are inconsistent with CAIS' core values and/or interests of its members.
- Corporate Sponsor Agreement is not considered complete until it has been received in our office and accompanied by payment in full.
- Sponsors must not use the CAIS name or logo without the express consent of the organization.
- CAIS reserves the right to refuse sponsorship to applicants for any reason.
- Due to the confidential material discussed at our conferences/events, sponsor attendance in certain sessions may be limited or prohibited.
- Certain types of sponsorships made to CAIS require approval from the Executive Committee of the Association's Board of Directors. Where acceptance by the Executive Committee is required and the Committee is in doubt whether the particular sponsorship should be accepted, the matter may be referred to the full Board for its consideration. Violation of any of the above standards provides grounds for termination of Sponsorship.
- Sponsors must include an unsubscribe option on any and all Sponsor/Member communication. Failure to do so may result in partial or complete loss of sponsorship benefits.

Interested?

Let's Talk

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If you are interested in more information on how you can become involved, please contact our sponsorship team:

sponsorship@cais.ca
905-684-5658

Sign up here:
cais.ca/sponsors

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