

CAIS

2022-2023

CORPORATE SPONSORSHIP *PROSPECTUS*

① 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 development through rigorous professional learning opportunities. CAIS also supports research, national collaborative initiatives and international standards of educational excellence.

② Why Sponsor

For 2022/2023, CAIS is offering a year-round Corporate Sponsorship Program. CAIS's 2022 Heads & Chairs Conference will be in-person and the 2023 National Leaders Conference will be hybrid. Our programs allow your organization to interact with a range of senior level professionals within our CAIS community in a cost-effective manner. This approach also allows sponsors to maximize their return on investment, with benefits being provided all year round.

Sponsorship is a great way to demonstrate your commitment to the professional learning of independent school leaders. All Sponsors, at various levels, receive increasing degrees of exposure via virtual and online promotions. Company logos are integrated throughout our web and digital marketing content.

Becoming a Corporate Sponsor allows you to build visibility for your brand, connects you with educators, and gives you a forum to share your organization's expertise.

CAIS

By the numbers



95 member schools
across Canada



28 Boarding
Schools



2 Annual Leadership
Conferences



12 Internationally
Recognized Standards
of Accreditation



50,000+
Students



1,800+ Leaders

Why *Sponsor*

Throughout the year, CAIS has various touchpoints with members. As a Sponsor, you will receive recognition from early Fall 2022 to late Spring 2023 based on the below marketing opportunities. Based on your sponsorship contribution range, you will qualify as a sponsor under the following tiers. Your organization will be recognized for your sponsorship and identified in marketing materials and onsite signage as noted under Sponsorship Benefits. Prices in the document are **per event**. A **15% discount** will be provided to those that sign up for both Conferences.

Sponsorship Opportunities

Organizations can choose to sponsor the 2022 Heads & Chairs Conference and/or the 2023 National Leaders Conference. Below is a snapshot of each 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:

Sunday, October 30 - Tuesday, November 1, 2022 at the Hotel Bonaventure, Montreal, QC

Audience:

Heads of School and Chairs of Board of Directors



National Leaders Conference

The National Leadership Conference allows you to interact with a range of senior level professionals within our Canadian Accredited Independent Schools. For 2022, the audience will be 200+ School Operation Leaders.

When & Where:

Sunday, April 2 - Tuesday, April 4, 2023 at The Westin Bayshore in Vancouver, British Columbia

Audience: Independent School operations leaders with portfolios in the areas of Admissions, Advancement/Enrolment, Business Officers & Facilities, Human Resources, and Marketing & Communications.

Sponsorship Levels + Benefits



Visionary

\$12,500



Collaborator

\$8,500



Connector

\$5,500



Supporter

\$2,500

CAIS holds annually the Heads & Chairs Conference in the Fall and the National Leaders Conference in the Spring. Prices noted above are per event. A 15% discount will be provided to those that sign up for both Conferences. Visionary is limited to one sponsor per industry on a first come first served basis.

The below benefits are provided at each event:

Ability to lead a session at the April 2023 National Leaders Conference (content to be approved by CAIS and only applies if you sign up as a sponsor of NLC)	1			
Acknowledgement in opening remarks at the Conference	✓			
Ability to play 2-3 minute video or provide remarks during the Conference (placement to be decided by CAIS)	✓			
Logo banner ad on the event app	✓			
Ability to host a CAIS Webinar (content to be approved by CAIS and to take place in the fiscal year you signed up)	1			
Opportunity to send out email blasts distributed to our members via CAIS before the end of the fiscal year	1	1		
Sponsor profile included in CAIS Top 12 newsletter	1	1		
Logo placement in all pre-conference communications	✓	✓	✓	
Full attendee email list pre and post event (as per privacy legislation)	✓	✓	✓	
Company logo listed in the CAIS This Week newsletter	✓	✓	✓	✓
Dedicated participation post in CAIS' Twitter and LinkedIn accounts	3	2	1	1
Company logo placement on the Heads & Chairs and National Leaders Conference event CAIS website pages (dependent on sign up date)	✓	✓	✓	✓
Complimentary Conference passes to the Conference	3	2	2	1
Logo listed on the event app	✓	✓	✓	✓
Sponsor profile included in the MarketPlace in the event app	✓	✓	✓	✓
Tabletop in the Marketplace	✓	✓	✓	✓
Rotating digital signage during breaks in the main stage	✓	✓	✓	✓

CAIS Sponsor *Requirements*

Companies interested in being a CAIS Sponsors must agree to the following terms:

1. CAIS does not endorse the Sponsor's products or services nor can the company state they are a preferred supplier of the Association. Any implication of endorsement provides grounds for revocation of CAIS Sponsor status.
2. Any interactions with CAIS Members must only emphasize the strengths of the sponsor's products or services and refrain from referencing the weaknesses of competitors.
3. Products or services of Sponsors must be of interest to Member schools and/or families investigating elementary and secondary education in the independent school sector.
4. Sponsorship can be revoked if CAIS concludes that the Sponsor's business practices are inconsistent with CAIS' core values and/or the interests of its Members.
5. Corporate Sponsor Agreement is not considered complete until received by CAIS and accompanied by payment in full.
6. Sponsors must not use the CAIS name or logo on marketing materials without the express consent of the organization.
7. CAIS reserves the right to refuse sponsorship to applicants for any reason.
8. Due to the confidential material discussed at CAIS conferences/events, sponsor attendance in certain sessions may be limited or prohibited.
9. Certain types of sponsorships made to CAIS require approval from the Association's Board of Directors. Where CAIS Staff are in doubt whether the particular sponsorship should be accepted, the matter may be referred to the Board for its consideration.
10. Sponsors must include an unsubscribe option on any and all Sponsor/Member communication. Failure to do so may result in loss of sponsorship benefits.
11. Sponsors cannot promote their services during any other of CAIS's events/meetings beyond what is included in the Sponsorship Program. Any implication of promoting outside of the said event provides grounds for revocation of CAIS Sponsor status.

Interested?

Let's Talk

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

hfrancis@cais.ca

Sign up here:
cais.ca/sponsors

For boarding school specific sponsorship opportunities, please contact Fiona Parke at fparke@cais.ca.