

CAIS

2023-2024

CORPORATE SPONSORSHIP *PROSPECTUS*

Canadian Accreditation Independent Schools
CAIS.CA / BOARDINGSCHOOLS.CA

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

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 in-person, virtual, and online promotions. At various levels, company logos, links, and promotions 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



94 member schools
across Canada



28 Boarding
Schools



2 Annual Leadership
Conferences



12 Internationally
Recognized Standards
of Accreditation



53,000+
Students



1,800+ Leaders

Why *Sponsor*

Throughout the year, CAIS has various meaningful touchpoints with members. As a Sponsor, you will receive recognition from early Fall 2023 to late Spring 2024 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 prior to October 2, 2023.

Sponsorship Opportunities

Organizations can choose to sponsor the 2023 Heads & Chairs Conference and/or the 2024 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 15 - Tuesday, October 17, 2023 at the Westin Bayshore, Vancouver, British Columbia

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 2024, the audience will be 200+ School Education Program Leaders.

When & Where:

Sunday, April 14 - Tuesday, April 16, 2024 at The Westin Bayshore in Vancouver, British Columbia

Audience:

Education Program Leaders

Sponsorship Levels + Benefits



Platinum Partner

\$20,000



Visionary

\$13,500



Collaborator

\$8,500



Supporter

\$3,500



Virtual

\$1,500

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.**

Note that we have a limited number of sponsor spots available at each of our in-person events. Sponsors will be selected based on their compatibility with CAIS values, their tier levels, and when they submit their application.

**Platinum and Visionary sponsorship levels are limited to one sponsor per industry on a first come first served basis.*

The below benefits are provided at each event:

	Platinum Partner	Visionary	Collaborator	Supporter	Virtual
Rotating digital signage during breaks in the main stage	✓	✓	✓	✓	✓
Sponsor profile included in the MarketPlace in the event app	✓	✓	✓	✓	✓
Logo listed on the event app	✓	✓	✓	✓	✓
Company logo placement on the Heads & Chairs and National Leaders Conference event CAIS website pages (dependent on sign up date)	✓	✓	✓	✓	✓
Company logo listed in the CAIS This Week newsletter *2200 person distribution list with a 60% average open rate	✓	✓	✓	✓	✓
Dedicated participation post in CAIS' Twitter (~4,700 followers) and LinkedIn (~5,740 followers) accounts	Shared + 3 individual	Shared + 2 individual	Shared + 1 individual	Shared	Shared
Tabletop in the Marketplace	✓ Option of 10ft booth	✓	✓	✓	
Number of complimentary passes to the Conference	✓ 4	✓ 3	✓ 2	✓ 1	
Additional staff for booth only (+\$500)	✓ No extra cost	✓ No extra cost	✓	✓	
Inclusion in attendee passport activity	✓	✓	✓		
Add on opportunities available	✓	✓	✓		
Full attendee email list pre and post event (as per privacy legislation)	✓	✓	✓		
Logo placement in all pre-conference communications	✓	✓	✓		

Opportunity to send targeted emails to a member group in CAIS during fiscal year	✓	✓	✓		
Sponsor profile included in CAIS Top 12 newsletter *2800 person distribution list with a 62% average open rate	1 individual	1 individual	Shared		
Access to the welcome networking dinner (sunday/for your complimentary pass holders)	✓ ₄	✓ ₃	✓ ₂		
Logo banner ad on the event app	✓	✓	✓		
Acknowledgement in opening remarks at the Conference	✓	✓	✓		
Choice of booth location	✓	✓	✓		
Opportunity to host a CAIS Webinar (content to be approved by CAIS and to take place in the fiscal year you signed up)	✓	✓			
Opportunity to play 2-3 minute video or provide remarks during the Conference (placement to be decided by CAIS)	✓ Live remarks	✓ Video remarks			
Exclusivity of Industry at this level	✓	✓			
Dedicated Visionary sponsor email showcasing all visionary sponsors	✓	✓			
Opportunity to place promotional material on ballroom tables	✓ Twice	✓ Once			
Opportunity to share new knowledge/ innovation in field at a breakout session in NLC only (content to be approved by CAIS)	✓	✓			
Opportunity to share new knowledge/ innovation in field at a breakout session in Heads & Chairs(content to be approved by CAIS)	✓				
Opportunity to promote your organizations webinar or event on CAIS internal website	✓				
Opportunity to introduce a keynote speaker	✓				
Video promotion on conference app main page	✓				
Branded lounge area during the conference breakouts	✓				
Sponsor video on internal CAIS platform for fiscal year	✓				
Sponsor video on CAIS Heads and Chairs or National Leaders Conference CAIS webpage for fiscal year	✓				
Dedicated conference promotional email showcasing your brand	✓				

Add-on Opportunities

Heads and
Chairs 2023

National Leaders
Conference 2024

CBC
2023

CBC
2024

Summer
LI

CAIS is pleased to offer all **Platinum Partners, Visionary, and Collaborator level sponsors** additional add-on sponsorship opportunities for our 2023-2024 events. There are a limited number of add-ons available at each of our in-person events, and these will be given on a first come first serve basis.

The below add-on opportunities are available:

Prices noted below are per event.

Breakfast or Lunch Sponsorship <ul style="list-style-type: none"> - Mentioned in opening remarks - Logo placement at meals 	\$4,000	✓	✓			
Dinner Sponsorship <ul style="list-style-type: none"> - Invited to speak for 2-3 minutes - Invited to attend the dinner 	\$8,000	✓	✓			
Networking Reception Sponsorship <ul style="list-style-type: none"> - Mentioned in main stage remarks & presentations - Logo placement throughout area - 2-3 minute speaking remarks 	\$5,000	✓	✓			
Hospitality Bar Sponsorship <ul style="list-style-type: none"> - Branded hospitality bar area - Access to hospitality bar area 	\$5,000	✓				
Place-based Learning Sponsorship <ul style="list-style-type: none"> - Announcement before & after - Opportunity to provide branded materials that align with the outdoor learning program 	\$2,500	✓				
CBC Dinner Sponsorship <ul style="list-style-type: none"> - Invited to speak for 2-3 minutes - Invited to attend the dinner 	\$5,000			✓	✓	
CBC Breakfast Sponsorship <ul style="list-style-type: none"> - Invited to speak for 2-3 minutes 	\$2,500			✓	✓	
Summer LI Dinner Sponsorship <ul style="list-style-type: none"> - Invited to speak for 2-3 minutes - Invited to attend the dinner 	\$5,000					✓
Summer LI Breakfast/Lunch Sponsorship <ul style="list-style-type: none"> - Invited to speak for 2-3 minutes 	\$2,500					✓

CAIS Sponsor *Requirements*

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

1. Abide by the [CAIS Code of Conduct](#)
2. 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.
3. 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.
4. 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.
5. 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.
6. Corporate Sponsor Agreement is not considered complete until received by CAIS and accompanied by payment in full.
7. Sponsors must not use the CAIS name or logo on marketing materials without the express consent of the organization.
8. CAIS reserves the right to refuse sponsorship to applicants for any reason.
9. Due to the confidential material discussed at CAIS conferences/events, sponsor attendance in certain sessions may be limited or prohibited.
10. 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.
11. Sponsors must include an unsubscribe option on any and all Sponsor/Member communication. Failure to do so may result in loss of sponsorship benefits.
12. 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**](https://cais.ca/sponsors)