

# CAIS

2024-2025

## **CORPORATE SPONSORSHIP *PROSPECTUS***

## ① Who is CAIS

The Canadian Accredited Independent Schools (CAIS) includes over 90 schools committed to the mission of continuous whole school improvement. Each member school 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. Furthermore, CAIS actively supports research, national collaborative initiatives, and international standards of educational excellence.

## ② Why Sponsor

Sponsoring CAIS programs offers your organization a cost-effective way to interact with a range of senior level professionals across our community. 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 through in-person, virtual, and online promotions, including integration of your company logo, links, and promotions across our web and digital marketing content.

Being a Corporate Sponsor boosts brand visibility, connects you with education leaders, and provides a platform to share your organization's expertise.

# CAIS

## *By the numbers*



96 member schools  
across Canada



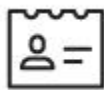
29 Boarding  
Schools



2 Annual Leadership  
Conferences



12 Internationally  
Recognized Standards  
of Accreditation



54,000+  
Students



1,800+ Leaders

## **Why** *Sponsor*

Throughout the year, CAIS offers numerous meaningful touchpoints with its members. As a Sponsor, you will receive recognition from early Fall 2024 to late Spring 2025 based on the below marketing opportunities. Depending on your sponsorship contribution level, you will qualify as a sponsor in one of the following tiers. Your organization will be recognized for its sponsorship and identified in marketing materials and onsite signage, as outlined in the Sponsorship Benefits section. **Prices in the document are per event.** Additionally, those who register for both Conferences before Friday, October 11, 2024, will receive a **15% total discount.**

# Sponsorship Opportunities

Organizations have the option to sponsor the 2024 Heads & Chairs Conference and/or the 2025 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 27 to Tuesday, October 29, 2024  
Halifax Marriott Harbourfront, Halifax, NS

### 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. In 2024, the audience will be 200+ School Operations Leaders.

### When & Where:

Sunday, April 6th - Tuesday, April 8th  
Hilton Toronto, Toronto, ON

### Audience:

Operational Leaders

# Sponsorship Levels + Benefits



**Platinum Partner**

\$20,000



**Visionary**

\$13,500



**Collaborator**

\$8,500



**Supporter**

\$3,500



**Virtual**

\$1,500

**Prices noted above are per event.**

A 15% total discount will be provided to those that sign up for both Conferences prior to Friday, October 11, 2024. 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	✓	✓	✓	✓	✓
Virtual sponsor booth included in the event app	✓	✓	✓	✓	✓
Logo listed on the event app	✓	✓	✓	✓	✓
Logo placement on CAIS Heads & Chairs and/or National Leaders webpage	✓	✓	✓	✓	✓
Company logo listed in the CAIS This Week newsletter *2400 person distribution list with a 60% average open rate	✓	✓	✓	✓	✓
Dedicated participation post on CAIS' social media Twitter (~4,700 followers) and LinkedIn (~6,2040 followers) accounts	✓ Shared + 3 individual	✓ Shared + 2 individual	✓ Shared + 1 individual	✓ Shared	✓ Shared
Tabletop booth in the Marketplace 6ft table	✓ 10ft booth	✓	✓	✓	
Complimentary passes to the Conference for organization representatives	✓ 4	✓ 3	✓ 2	✓ 1	
Additional staff for booth only +\$500 per person Maximum of 2 additional representatives	✓ No extra cost	✓ No extra cost	✓	✓	
Inclusion in attendee passport contest	✓	✓	✓		
Add-on opportunities available Beginning on page 7	✓	✓	✓		
Attendee contact list 1 week prior and 1 week post-event	✓	✓	✓		
Logo placement in all pre-conference communications	✓	✓	✓		

<b>Opportunity to send targeted emails to CAIS members during fiscal year</b>	✓ 2	✓ 1	✓ 1		
<b>Sponsor profile included in CAIS Top 12 newsletter</b> *3000 person distribution list with a 62% average open rate	1 individual	1 individual	Shared		
<b>Access to the conference welcome networking dinner</b> (for your complimentary pass holders)	✓ <sub>4</sub>	✓ <sub>3</sub>	✓ <sub>2</sub>		
<b>Acknowledgement in conference opening remarks</b>	✓	✓	✓		
<b>Choice of booth location</b> In order of sponsorship tier	✓	✓	✓		
<b>Dedicated email showcasing all Visionary sponsors</b>		✓			
<b>Opportunity to provide 1 minute video to play on main stage during the conference</b> (placement to be decided by CAIS)		✓			
<b>Opportunity to host a CAIS Webinar</b> (content to be approved by CAIS and to take place in the fiscal year you signed up)	✓	✓			
<b>Exclusivity of Industry at this level</b>	✓	✓			
<b>Opportunity to place promotional material on plenary tables</b>	✓ Twice	✓ Once			
<b>Opportunity to share new knowledge/innovation with a breakout session at the <b>National Leaders Conference</b></b> (content to be approved by CAIS)	✓	✓			
<b>Opportunity to share new knowledge/innovation with a breakout session at the <b>Heads &amp; Chairs Conference</b></b> (content to be approved by CAIS)	✓				
<b>Opportunity to provide 2-3 minute remarks on stage during the Conference</b> (placement to be decided by CAIS)	✓				
<b>Dedicated conference promotional email showcasing your brand</b>	✓				
<b>Opportunity to promote your organizations webinar or event on CAIS internal website</b>	✓				
<b>Video promotion on conference webpage</b>	✓				
<b>Branded lounge area during the conference</b>	✓				
<b>Branded hospitality suite or similar opportunity at the <b>Heads &amp; Chairs Conference</b></b>	✓				
<b>Sponsor video on internal CAIS platform for fiscal year</b>	✓				

Sponsor video on CAIS Heads & Chairs or National Leaders Conference CAIS webpage for fiscal year	✓				
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## Add-on Opportunities

Heads & Chairs 2024	National Leaders Conference 2025	Summer LI
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CAIS is pleased to offer all **Platinum Partners, Visionary, and Collaborator level sponsors** additional add-on sponsorship opportunities for our 2024-2025 events. These opportunities are limited, available on a first-come first-serve basis, and provide enhanced visibility at our in-person events.

**The following add-on opportunities are available, with prices listed per event:**

Heads & Chairs 2024	National Leaders Conference 2025	Summer LI		
<p>CAIS is pleased to offer all <b>Platinum Partners, Visionary, and Collaborator level sponsors</b> additional add-on sponsorship opportunities for our 2024-2025 events. These opportunities are limited, available on a first-come first-serve basis, and provide enhanced visibility at our in-person events.</p> <p style="color: #e91e63; text-align: center;"><b>The following add-on opportunities are available, with prices listed per event:</b></p>				
<b>Breakfast or Lunch Sponsorship</b> <ul style="list-style-type: none"> <li>- Mentioned in opening remarks</li> <li>- Logo placement at meals</li> </ul>	<b>\$4,000</b>	✓	✓	
<b>Dinner Sponsorship</b> <ul style="list-style-type: none"> <li>- Invited to speak for 2-3 minutes</li> <li>- Invited to attend the dinner</li> <li>- Ability to set your marketing materials on tables</li> </ul>	<b>\$8,000</b>	✓	✓	
<b>Networking Reception Sponsorship</b> <ul style="list-style-type: none"> <li>- Mentioned in main stage remarks &amp; presentations</li> <li>- Logo placement throughout the area</li> <li>- 2-3 minute speaking remarks at reception</li> </ul>	<b>\$5,000</b>	✓	✓	
<b>Place-based Learning Sponsorship</b> <ul style="list-style-type: none"> <li>- Announcement before &amp; after</li> <li>- Opportunity to provide branded materials that align with the outdoor learning program</li> </ul>	<b>\$2,500</b>	✓	✓	
<b>Passport Contest Prize Sponsorship</b> <ul style="list-style-type: none"> <li>- Announcements made throughout the conference</li> <li>- Logo placement on all prize marketing</li> </ul>	<b>\$2,000</b>	✓	✓	
<b>Hospitality Bar Sponsorship</b> <ul style="list-style-type: none"> <li>- Branded hospitality bar area</li> <li>- Access to hospitality bar area</li> </ul>	<b>\$5,000</b>	✓		
<b>CBC Dinner Sponsorship</b> <ul style="list-style-type: none"> <li>- Invited to speak for 2-3 minutes</li> <li>- Invited to attend the dinner</li> </ul>	<b>\$5,000</b>	✓		

<b>CBC Lunch Sponsorship</b> <ul style="list-style-type: none"> <li>- Invited to speak for 2-3 minutes</li> <li>- Invited to attend the lunch</li> </ul>	\$2,500	✓		
<b>Summer LI Breakfast or Lunch Sponsorship</b> <ul style="list-style-type: none"> <li>- Invited to speak for 2-3 minutes</li> <li>- Invited to attend the breakfast or lunch</li> </ul>	\$2,500			✓
<b>Summer LI Dinner Sponsorship</b> <ul style="list-style-type: none"> <li>- Invited to speak for 2-3 minutes</li> <li>- Invited to attend the dinner</li> </ul>	\$5,000			✓

**Do you have sponsorship ideas you don't see here?  
Get in touch and let's discuss!**

# 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 solely 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 determines that the Sponsor's business practices are inconsistent with CAIS' [core values](#) and/or the interests of its Members.
6. The 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. If CAIS Staff are uncertain about 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 communications. Failure to do so may result in the 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 promotion 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](mailto:hfrancis@cais.ca)

*Apply to sponsor here:*

# **Sponsor Application**