



2018-2019

# **SPONSORSHIP**

## *PROSPECTUS*

Canadian Accredited Independent Schools  
[CAIS.CA](http://CAIS.CA) | [BOARDINGSCHOOLS.CA](http://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 training, research, national collaborative initiatives and international standards of educational excellence.

# 2

## 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*



94 member schools  
across Canada



27 Boarding  
Schools



2 Annual Leadership  
Conferences



12 Internationally  
Recognized Standards of  
Accreditation



49,686 +  
Students



1,800 Members in  
Leadership Positions

# Sponsorship Opportunities

Companies can choose to sponsor the 2018 Heads & Chairs Conference and/or the 2019 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 14-16, 2018 at the Hyatt Regency in Calgary, Alberta

***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 2019, the audience will be 400+ Operational and Academic Leaders. It is a Conference that you will not want to miss!

***When & Where:***

April 7-9, 2019 at the Delta Hotel Toronto Airport & Conference Centre in Toronto, Ontario

***Audience:***

Independent School operations leaders with portfolios in the areas of Finance and Facilities, Admissions, Marketing and Communications, Human Resources and IT. Academic leaders including Junior, Middle and Senior School Principals

# Sponsorship Levels

## PLATINUM

Exclusive to 3  
sponsors per  
event

Cost per event  
\$10,000

- 5-Minute Speaking Opportunity (this could be a dinner or before a speaker based on availability & event type)
- Platinum Level logo placement in all pre-conference communications
- Access to all meals, networking receptions, Networking Dinner, open sessions and keynotes *\*1*
- Opportunity to send out 2 email blasts distributed to our members via CAIS before each event *\*2*
- Exclusive placement in 2 CAIS newsletters (Sponsor Profiles section)
- Opportunity to put SWAG on the lunch tables on one of the Conference days
- Dedicated post about your participation in CAIS' Twitter and LinkedIn account
- Included in the Mobile Event App (Logo + Weblink + 300 word write up)
- Premium Marketplace Table location during event *\*3*
- Rotating digital signage throughout the event in the main session room
- First right of refusal for 2019 Heads & Chairs Conference and 2020 National Leadership Conference
- Full attendee email list ahead of event

## GOLD

Cost per event  
\$7,500

- Gold Level logo placement in all pre-conference communications
- Access to all breakfasts, lunches, networking reception, open sessions and keynote speakers. *\*1*
- Opportunity to send out 1 email blast distributed to our members via CAIS before the end of the fiscal year *\*2*
- Name & Logo Placement in 2 CAIS newsletters
- Opportunity to put SWAG on the lunch tables on one of the Conference days
- Your participation posted in CAIS' Twitter and LinkedIn account
- Included in the Mobile Event App (Logo + Weblink + 200 word write up)
- Premium Marketplace Table location during event *\*3*
- Rotating digital signage throughout the event in the main session room
- Full attendee email list ahead of event

*\*1 Sponsor level support allows access to all meals, however, some working meals may be excluded due to topic sensitivity.*

*\*2 Content must be created by the Sponsor and must be approved by the CAIS Executive Director.*

*\*3 CAIS guarantees 2 hours of scheduled "tradeshow" time. All other times will be foot traffic between sessions/ meals etc.*

## SILVER

Cost per event  
\$5,000

- Silver Level logo placement in all pre-conference communications
  - Access to all networking receptions, open sessions and keynote speakers
  - Name & Logo Placement in 1 CAIS newsletter
  - Your participation posted in CAIS' Twitter and LinkedIn account
  - Included in the Mobile Event App (Logo + Weblink + 100 word write up)
  - Marketplace Table during event *\*1*
  - Rotating digital signage throughout the event in the main session room
  - Full attendee email list ahead of event
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## BRONZE

Cost per event  
\$2,500

- Bronze Level name placement in all pre-conference communications
  - Access to all networking receptions, open sessions and keynote speakers
  - Name Placement in 1 CAIS newsletter
  - Included in the Mobile Event App (Logo + Weblink + 50 word write up)
  - Marketplace Table during event *\*1*
  - Rotating digital signage throughout the event in the main session room
  - Full attendee email list ahead of event
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*\*1 CAIS guarantees 2 hours of scheduled "tradeshow" time. All other times will be foot traffic between sessions/ meals etc.*

# 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**

**CA<sup>+</sup>IS**

Canadian Accredited Independent Schools