

CAIS

2020-2021

CORPORATE SPONSORSHIP *PROSPECTUS*

Canadian Accredited Independent Schools

CAIS.CA | BOARDINGSCHOOLS.CA

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About 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

For the safety of our members and sponsors, CAIS's 2020 Heads & Chairs Conference and the 2021 National Leaders Conference will be virtual.

For 2020/2021 CAIS is launching a new Corporate Sponsorship Program. This new program allows your company to interact with a range of senior level professionals within our CAIS. This 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 development of the 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 allow 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



27 Boarding
Schools



2 Annual Leadership
Conferences



12 Internationally
Recognized Standards of
Accreditation



48,000+
Students







1,800+ Leaders

Sponsorship *Opportunities*

Throughout the year, CAIS has various touchpoints with members. As a Corporate Sponsor, you will receive recognition from Fall 2020 through to Spring 2021 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 year.

Sponsorship

Benefits

 VISIONARY	 COLLABORATOR	 CONNECTOR	 SUPPORTER
\$20,000	\$12,000	\$6,000	\$3,000

YEAR-ROUND BENEFITS

As a Corporate Sponsor, you will receive recognition throughout the year based on the below marketing opportunities:

Opportunity to send out email blasts distributed to our members via CAIS before the end of the fiscal year	2	1		
Ability to sponsor CAIS Webinars (list of topics and speakers will be provided to you to select from)	2	1		
Ability to host CAIS Webinar(s) (content to be approved by CAIS and to take place in the fiscal year you signed up)	2	1		
Sponsor profile included in CAIS newsletters	2	1		
Name & company logo included in 2 CAIS newsletters	✓	✓	✓	
Company logo listed in CAIS Top 12 newsletter	✓	✓	✓	
Dedicated post about your participation in CAIS' Twitter and LinkedIn account	3	2	1	
Company logo listed on the Heads & Chairs and National Leaders Conference event pages on the CAIS website	✓	✓	✓	✓

EVENT BENEFITS

Annual - CAIS holds the Heads & Chairs Conference in the Fall and the National Leaders Conference in the Spring. The below benefits are provided at each event:

Acknowledgement in opening remarks	✓			
Ability to play 2-3 minute video or provide remarks during the Conference (placement to be decided by CAIS)	✓			
Logo banner ad on the Virtual event platform	✓			
Logo placement in all pre-conference communications	✓	✓	✓	
Complimentary Conference passes to Heads & Chairs 2020 and National Leaders Conference 2021	3	2	2	1
Logo listed on the Virtual event platform	✓	✓	✓	✓
Full attendee email list ahead of event and post event (as per privacy legislation)	✓	✓	✓	
Sponsor profile included in the Virtual Marketplace in the platform	✓	✓	✓	✓
Rotating digital signage during breaks in the main session room	✓	✓	✓	✓

CAIS Sponsor *Requirements*

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

- 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.
- Any interactions with CAIS members and/or 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 families investigating elementary, secondary and post-secondary preparation in the independent school system.
- 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 on marketing materials 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.
- Sponsors cannot promote their services during any other of CAIS's events/meetings beyond what is included in the Corporate Sponsorship Program. Any implication of promoting outside of the said event provides grounds for revocation of CAIS Sponsor status.

Interested?

Let's Talk

CONTACT US

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

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