

CAIS

2021-2022

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 2021/2022, CAIS is offering a year-round Corporate Sponsorship Program. For the safety of our members and sponsors, CAIS's 2021 Heads & Chairs Conference and the 2022 National Leaders Conference will be hybrid. This program allows your company 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



90+ member schools
across Canada



27 Boarding
Schools



2 Annual Leadership
Conferences



12 Internationally
Recognized Standards
of Accreditation



50,000+
Students



1,800+ Leaders

Sponsorship *Opportunities*

Throughout the year, CAIS has various touchpoints with members. As a Sponsor, you will receive recognition from Fall 2021 through to Spring 2022 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** and will be prorated if you sign up later in the year.

Sponsorship Benefits



Visionary

\$20,000



Collaborator

\$13,500



Connector

\$7,000



Supporter

\$3,500

YEAR-ROUND BENEFITS: As a Sponsor, you will receive recognition throughout the year based on the below marketing opportunities:

Ability to lead a session at the April 2022 National Leaders Conference (content to be approved by CAIS)	1			
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)	1	1		
Ability to host a CAIS Webinar (content to be approved by CAIS and to take place in the fiscal year you signed up)	1	1		
Sponsor profile included in CAIS newsletters	2	1		
Name and company logo included in 2 CAIS newsletters	✓	✓	✓	
Company logo listed in CAIS Top 12 newsletter	✓	✓	✓	
Dedicated participation post in CAIS' Twitter and LinkedIn accounts	3	2	1	
Company logo placement on the Heads & Chairs and National Leaders Conference event CAIS website pages (dependent on sign up date)	✓	✓	✓	✓

EVENT BENEFITS: CAIS holds annually 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 the 2021 Heads & Chairs Conference and the 2022 National Leaders Conference	3	2	2	1
Logo listed on the Virtual event platform	✓	✓	✓	✓
Full attendee email list pre and post event (as per privacy legislation)	✓	✓	✓	
Sponsor profile included in the Virtual MarketPlace in the platform	✓	✓	✓	✓
Tabletop in the Marketplace (2022 NLC only and applies to companies that chose to be in-person)	✓	✓	✓	✓
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:

sbyck@cais.ca

Sign up here:
cais.ca/sponsors

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