



**Canadian Student
Leadership Association**



EMPOWERING INNER RESOURCES
DÉVELOPPEMENT DES RESSOURCES INTÉRIEURES

ABBOTSFORD, BC



THE CANADIAN STUDENT LEADERSHIP CONFERENCE

at Abbotsford, BC

September 24 - 29, 2019



CSLC SPONSORSHIP LEVELS

The CSLC Steering Committee welcomes all corporate or community sponsors. Sponsorship levels determine the amount of exposure during the conference.

Contributing Sponsors: up to \$1,000

1. Be acknowledged on the sponsorship page of the conference program
2. Be acknowledged as a sponsor in the sponsorship section of the conference website with sponsor's logo/image and direct link to sponsor's website

Supporting Sponsors: \$1,000

- 1-2 Above **PLUS**
3. Be acknowledged as a sponsor on scrolling sponsorship banner on front page of conference website
 4. Opportunity for a booth during the trade show (seen by all conference delegates, advisors and organizers)

Official Sponsors: \$2,500

- 1-4 Above **PLUS**
5. Business cards available to advisors at conference
 6. Complimentary advertisement in conference program

Major Supporters: \$5,000

- 1-6 Above **PLUS**
7. Be acknowledged as a Major Supporter on CSLA and CSLC websites with sponsor's logo/image and direct links to sponsor's websites
 8. Be acknowledged with major sponsors in 2 social media posts
 9. Sponsor logo on small carry items (notebooks, water bottles)
 10. Business cards available at CSLA table at CSLC
 11. Complimentary advertisement in conference program
 12. Opportunity to contribute small item for CSLC "swag bags"

MAJOR SPONSOR \$10,000

1-12 Above **PLUS**

- Opportunity for sponsorship contribution will be split between CSLA and a travel bursary for schools wanting to attend CSLC or be the named sponsor for a CSLC evening event (3 available)

Major Sponsor Added Benefits

- Be acknowledged in 2 social media posts with direct links to sponsor's social media sites
- Opportunity to contribute to CSLC "swag bags"
- Sponsor logo placement on select CSLC backpack or bag
- Sponsor's sign or banner displayed at key CSLC locations
- Sponsor logo on conference backpack or bag
- Business material present on CSLA table at CSLC
- Complimentary advertisement in CSLC program
- Advertisement opportunity 3 times a year with our "Above and Beyond" mail-out to every school in Canada (3,500 schools)

PREMIER SPONSOR \$20,000+

Standard Top-Tier Benefits

- Be acknowledged as a Premier Sponsor on CSLA and CSLC websites with sponsor's logo/image, direct links to sponsor's website and brief sponsor bio.
- Be acknowledged as a sponsor on scrolling sponsorship banner on front page of conference website
- Be acknowledged on the sponsorship page of the conference program as premier sponsor
- Opportunity for sponsorship contribution will be split between CSLC and a travel bursary for schools wanting to attend CSLC, or to be a named sponsor for an entire day of CSLC (4 available)
- Opportunity for a booth during the CSLC tradeshow (attended by all CSLC conference delegates, advisors and organizers)
- Tickets to CSLC opening and closing ceremonies, including closing ceremonies banquet

Premier Sponsor Added Benefits

- Be acknowledged in 2 social media posts with direct links to sponsor's social media sites
- Name inclusion in any CSLC media release
- Opportunity to contribute to CSLC "swag bags"
- Sponsor logo placement on select CSLC T-shirts
- Sponsor logo placement on all CSLC signage
- Business material present on CSLA table at CSLC
- Full-page advertisement in CSLC program
- Recognition as Premier Sponsor at CSLC (opening ceremonies, AGM and closing ceremonies of CSLC)
- Advertisement opportunity in "Above and Beyond" mail-out to every school in Canada (3,500 schools)
- Special recognition from the CSLA and CSLC Conference Committee (plaque presentation, etc;)

IN KIND SPONSORSHIP

The Canadian Student Leadership Conference also welcomes in-kind sponsorship in product, materials and/or services. If you are interested in contributing an in-kind sponsorship, please contact Doug Primrose at 604.308.0676 for more details. The following are examples of In-kind sponsorship opportunities available:

- Food sponsor (evening meals) valued at \$15,000
- Venue sponsor (evening activities) valued at up to \$10,000
- Refreshment sponsor (daily snacks) valued at \$6,000

OUR COMMITMENT

- Sponsors will be provided with comprehensive and current information regarding CSLC 2019 and its program
- Sponsors who support a particular portion of the program (e.g. a plenary speaker) will have their donation used solely for such purposes
- All sponsors will receive exposure at the conference in alignment with their level of donation as outlined in the previous sections
- The Steering Committee will communicate with the sponsor to ensure that all aspects of the sponsorship levels are carried out to the highest possible standard and in a manner satisfactory to the sponsor's expectations



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