



SPONSORSHIP PACKAGE

THE 33RD ANNUAL
CANADIAN STUDENT LEADERSHIP CONFERENCE

**STARTUP LEADERSHIP:
IGNITE YOUR INNOVATIVE SPIRIT**

SIR JOHN A. MACDONALD SECONDARY SCHOOL
WATERLOO, ONTARIO
SEPTEMBER 23RD TO 30TH, 2017

CSLC 2017 **STARTUP LEADERSHIP**

AN INVITATION TO SPONSOR

YOUR SPONSORSHIP AT WORK:

CSLC is the longest running national student leadership conference in Canada. Now in its 32nd year, CSLC is still Canada's leading educational conference for secondary schools and continues to provide student leaders from across the country with an invaluable opportunity to develop leadership tools and skills to help them make a difference in their schools and communities. However, as we continue to grow, we must adapt to meet increasing expenses with regards to travel, food, and venues.

While 45% of CSLC's revenue will be raised through delegate registration fees, the remainder comes from valuable sponsors like you. Corporate and community sponsors have been integral to the success of past conferences and have contributed to a tradition of excellence. Without our sponsors, we would be unable to host such a high-calibre event.

THE MARKET:

The 1000 student delegates who attend CSLC are the decision makers at their respective schools and are our potential leaders of tomorrow. Those selected to attend are generally the students responsible for booking entertainment for school events, ordering school clothing and accessories, networking with local businesses to help promote school programs and events, and promoting engagement and participation within their schools and communities. They are the student leaders invested in making a difference in their schools and communities.

The majority of our delegates are poised to pursue some form of post-secondary education, and are interested in learning more about what opportunities are out there for them when they graduate. As future employees, these students already exude many of the characteristics – reliable, self-motivated, enthusiastic, to name a few – employers look for in their staff.

Likewise, the advisors who bring students to CSLC are educators committed to developing and helping their students create strong, positive communities. These advisors are advocates for student activities, are active volunteers, and have great influence within their schools.



CSLC 2017 **STARTUP LEADERSHIP**

ABOUT THE CANADIAN STUDENT LEADERSHIP ASSOCIATION (CSLA)

VISION:

Our vision is to build a strong community of secondary school students across the country who, inspired by their student leadership experiences, are actively engaged in their schools and communities and contributing to the betterment of society.

MISSION STATEMENT:

To help educate and encourage Student Leadership by providing secondary school students and educators from across the country with top-quality and relevant student leadership training, resources, programs, and events, including an annual national leadership conference.

GOALS:

- Enable students to participate in national student leadership events and programs, including an annual national leadership conference.
- Train secondary school educators to help guide student leaders in a variety of meaningful activities.
- Create and distribute timely and superior resources for students and educators to foster the development of student leadership.
- Support and promote other student leadership organizations, events, or programs

ABOUT THE CANADIAN STUDENT LEADERSHIP CONFERENCE (CSLC)

In 1983, the students and staff of Yorkton Regional High School in Yorkton, Saskatchewan were invited to host the annual provincial student leadership conference of 1985. The Honorable Grant Devine challenged the Yorkton group to turn the 1985 provincial conference into a national conference as one of Saskatchewan's contributions to the 1985 International Year of the Youth project.

The challenge was accepted and on September 18 -20, 1985, the first CSLC was held in Yorkton. Over 800 students and their advisors from across Canada and the United States (and even one delegate from Mexico) attended this conference, the theme of which was Youth of Today – Leaders of Tomorrow, and so, the Canadian Student Leadership Association was founded.

In recent years, we have also witnessed an increasing number of schools developing and offering leadership courses to high school students. These courses have helped individual participants become more knowledgeable and stronger, providing leadership in their respective schools and beyond. Both the national and provincial organizations have helped to equip individual student leaders with the necessary tools to enable them to be effective leaders.



CSLC 2017 STARTUP LEADERSHIP

CSLC 2017 SPONSORSHIP LEVELS

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

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 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 link 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 all key 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)



CSLC 2017 STARTUP LEADERSHIP

CSLC 2017 SPONSORSHIP LEVELS

MAJOR SPONSOR: \$10,000

STANDARD TOP-TIER BENEFITS

- Be acknowledged as a Major sponsor on CSLA and CSLC websites with Sponsor's logo/ image and direct links to Sponsor's website.
- Be acknowledged as sponsor on scrolling sponsorship banner on front page of conference website
- Be acknowledged on the sponsorship page of the conference program as Major Sponsor
- 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)
- Opportunity for a booth during the CSLC tradeshow (attended by all CSLC conference delegates, advisors, and organizers)

MAJOR SPONSOR ADDED BENEFITS

- Be acknowledged in 2 social media posts with direct link 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)



CSLC 2017 STARTUP LEADERSHIP

CSLC 2017 SPONSORSHIP LEVELS

MAJOR SUPPORTERS: \$5,000

STANDARD BENEFITS

- Be acknowledged as a Major supporter on CSLA and CSLC websites with Sponsor's logo/image and direct links to Sponsor's website.
- Be acknowledged as sponsor on scrolling sponsorship banner on front page of conference website
- Be acknowledged on the sponsorship page of the conference program as Major Supporter
- Opportunity for a booth during the CSLC tradeshow (attended by all CSLC conference delegates, advisors, and organizers)

MAJOR SUPPORTER ADDED BENEFITS

- Be acknowledged with other major sponsors in 2 social media posts
- Sponsor logo on small carry items (notebooks, water bottles)
- Business cards available at CSLA table at CSLC
- Complimentary advertisement in conference program
- Opportunity to contribute small item for CSLC "swag bags"

OFFICIAL SPONSORS: \$2,500

- Be acknowledged on the sponsorship page of the conference program as an Official sponsor
- Be acknowledged as an Official sponsor in the sponsorship section of the conference website with Sponsor's logo/image and direct link to Sponsor's website
- Be acknowledged as sponsor on scrolling sponsorship banner on front page of conference website
- Opportunity for a booth during the trade show (seen by all conference delegates, advisors, and organizers)
- Business cards available to advisors at conference
- Complimentary advertisement in conference program



CSLC 2017 STARTUP LEADERSHIP

CSLC 2017 SPONSORSHIP LEVELS

SUPPORTING SPONSORS: \$1,000

STANDARD BENEFITS

- Be acknowledged on the sponsorship page of the conference program as an Official sponsor
- Be acknowledged as an Official sponsor in the sponsorship section of the conference website with Sponsor's logo/image and direct link to Sponsor's website
- Be acknowledged as sponsor on scrolling sponsorship banner on front page of conference website
- Opportunity for a booth during the trade show (seen by all conference delegates, advisors, and organizers)

CONTRIBUTING SPONSORS: UP TO \$1,000

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

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 Sandy Millar at SJAM 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 \$6000
- Swag Bag sponsor, valued at \$15,000



CSLC 2017 **STARTUP LEADERSHIP**

OUR COMMITMENT

- Sponsors will be provided with comprehensive and current information regarding CSLC 2017 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 section
- 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.

THANK YOU

Thank you for considering a sponsorship to help support the Canadian Student Leadership Conference. Your support will help build a strong community of secondary school students from across the country and help them develop the skills and tools necessary to be positive and engaged leaders in their schools and communities.



CSLC 2017 **STARTUP LEADERSHIP**

SPONSORSHIP FORM

Thank you for your generous support. Your donation to the 32nd Annual Canadian Student Leadership Conference will help us continue the legacy of quality leadership education for the youth in our country.

Yes, we would like to sponsor CSLC 2017. Please have a member of the steering committee contact us using the information provided below.

- Premier Sponsor \$20,000+
- Major Sponsor \$10,000
- Major Supporter \$5,000
- Official Sponsor \$2,500
- Supporting Sponsor \$1,000
- Contributing Sponsor up to \$1,000
- In-Kind Sponsorship

- We would like more information before making a decision. Please have a member of the Steering Committee contact us.

COMPANY/ORGANIZATION:

CONTACT PERSON/INFORMATION:

PLEASE RETURN THIS FORM TO:

CSLC 2017
C/O Sandy Millar
Sir John A. Macdonald Secondary School
650 Laurelwood Dr. Waterloo, ON
N2V 2V1
Fax: 519.880.9718 Telephone: 519.880.9979 ext. 2101
Email: sandy_millar@wrdsb.on.ca



CSLC 2017 STARTUP LEADERSHIP

CSLC 2017 SPONSORSHIP AGREEMENT

Our Organization, _____
agrees to support CSLC 2017 in the following way(s):

Monetary donation in the amount of \$ _____
(Please make all cheques payable to "CSLC 2017")

Specified Use (if applicable):

Product(s) in kind

Details:

Service(s) in kind

Details:



CSLC 2017 STARTUP LEADERSHIP

CSLC 2017 SPONSORSHIP AGREEMENT

The CSLC 2017 Steering Committee may contact _____
from our organization (as required) using the information below:

ADDRESS:

PHONE: _____

FAX: _____

EMAIL: _____

SPONSOR:

CSLC STEERING COMMITTEE:

SIGNATURE

SIGNATURE

NAME

NAME

TITLE

TITLE

DATE

DATE

PLEASE MAIL, FAX OR EMAIL THIS AGREEMENT TO:

CSLC 2017
C/O Sandy Millar
Sir John A. Macdonald Secondary School
650 Laurelwood Dr. Waterloo, ON
N2V 2V1
Fax: 519.880.9718 Telephone: 519.880.9979 ext. 2101
Email: sandy_millar@wrdsb.on.ca

