



CACUSS Partnership & Sponsorship Opportunities



Pricing in effect until December 2020 and subject to change.

Metrics listed are as of January 9th, 2020.



ABOUT CACUSS

The Canadian Association of College and University Student Services (CACUSS) is a professional association representing and serving those individuals who work in Canadian post-secondary institutions in student affairs and services with approximately 1,500 members from coast to coast.

CACUSS serves its members primarily through professional learning opportunities in a variety of formats. Our premier event is our annual conference that takes place in May/June each year. It is the largest gathering of student affairs & services professionals in Canada. **For details about exhibiting and sponsoring opportunities at our conference please visit:**

https://www.cacuss.ca/conference/sponsors_exhibitors.html

In addition to the annual conference, CACUSS is proud to offer a diverse and varied offering of professional development programming including webinars, online courses, regional workshops, institutes, conferences, and summits. These professional development offerings bring together student affairs and services professionals from university and college campuses across Canada to participate in learning that is intentionally designed using the CACUSS Student Affairs and Services Competency Model, is evidence-based and innovative.





PARTNERSHIP/SPONSORSHIP OPPORTUNITIES

Partnership Opportunities

CACUSS takes great pride in our high-quality, member-driven professional development approach and are seeking partnerships that will enhance our members' experience. In addition to showcase opportunities, partnerships could include:

- **Collaborations on content design and delivery**
- **Facilitation services**
- **In-kind support** (e.g. platforms or products for member use)
- **Consultation services**
- **Event sponsoring** (e.g. networking events, hospitality suite, etc.)

CACUSS is seeking partnerships that add value to the participant experience in meaningful ways. If you have an idea you would like to discuss, **contact Jennifer at cacuss-ed@cacuss.ca**

Discounts for Year-Round Partnerships

We want to give you the best opportunity to reach our members. We recognize that we have amazing relationships with a number of conference sponsors and exhibitors. We truly value your contributions to our annual conference and would like to encourage these valued partners to stay connected with CACUSS year-round. We will help you put together a sponsorship package for the year so the more you sponsor, the more you save!

We will offer up to **25% discount on bundled sponsorship or advertising opportunities** beyond the conference. Please contact us to find out more!

PROFESSIONAL DEVELOPMENT OFFERINGS

Types of Professional Development Offerings

Webinar

A webinar is an educational, informative, or instructional presentation that is conducted online. Because participants connect online, webinars can use Internet-based technologies including instant messaging, file sharing, and collaborative knowledge sharing and/or building.



Webinar Series

A webinar series is a series of webinars on a related topic. A series of webinars allows participants and facilitators to build on topics and address more complex topics or advanced competencies over a period of time. Participants have the option to register for individual webinars within the series or register for the entire series.



Workshop

A workshop is a hands-on and practical training experience. CACUSS offers several types of workshops including drive-in workshops (one-day regional opportunities), rolling workshops (the same workshop taking place in several locations), and multi-day workshops.



PROFESSIONAL DEVELOPMENT OFFERINGS

Course

A course may happen online or face-to-face and takes place over a period of time ranging from several days to several weeks or months. A course may be used to allow participants to further knowledge in a particular subject area, earn certification, or develop technical, analytical, or research skills. Courses may be either cohort-based or self-paced with continuous enrolment.



Summit

A summit brings together practitioners from the field to share lessons learned, new tools, and current trends in their work. A summit can be a one-day meet up or a multiple-day, immersive experience.



Institute

An institute is a multiple-day, immersive learning experience focused on a specific topic, designed to develop one or more of the CACUSS Student Affairs and Services Competencies.



PROFESSIONAL DEVELOPMENT SPONSOR/EXHIBITOR GUIDELINES

Sponsor & Exhibitor Guidelines

Webinar Guidelines

- Up to 30 webinars per year
- Up to 100 participants per webinar
- Scheduled within the typical work day across Canada (typically between 12pm and 3pm eastern) between Monday and Friday
- Recording is shared with registered participants and available for purchase through the CACUSS Resources Page

Sponsor recognition:

- On registration page: Event title will contain text “sponsored by ___”
- On registration page: Event description will contain sponsor logo and introduction (to be provided by sponsor, max 100 words).
- Within two weeks prior to webinar: Sponsor will be promoted on Twitter (@[cacusstweets](#) – 2160 followers) and Facebook (CACUSS/ASEUCC – 1,446 followers) a minimum of two times.
- CACUSS Member Message: In the two member messages sent prior to the webinar (1,483 subscribers), sponsor will be recognized as the webinar sponsor.
- During the webinar: the slide template will include the sponsor logo on the header and/or footer of each slide
- During the webinar: Sponsor will be recognized as the webinar sponsor at the beginning and end of the webinar.
- Following the webinar: CACUSS will send an e-mail to all participants on behalf of the sponsor, accompanying the post-webinar evaluation survey and link to webinar recording.

Webinar sponsorship: \$299/webinar

PROFESSIONAL DEVELOPMENT SPONSOR/EXHIBITOR GUIDELINES

Webinar Series Guidelines

- At least 3 webinar series per year
- Each series contains 4-6 webinars
- Up to 100 participants per series
- Scheduled within the typical work day across Canada (typically between 12pm and 3pm eastern) between Monday and Friday
- Recording is shared with registered participants and available to purchase through the CACUSS Resources Page

Sponsor recognition:

- Per webinar: Same as above
- ½ page advertisement in an upcoming issue of *Communique* (ad content to be provided by sponsor)

Webinar Series sponsorship: \$799/series



PROFESSIONAL DEVELOPMENT SPONSOR/EXHIBITOR GUIDELINES

Workshop/Institute/Summit Guidelines

In-person workshops, institutes, and summits may have unique sponsorship opportunities based on workshop design, audience, and location. Sponsorship opportunities for in-person CACUSS Professional Development programming may include:

- On registration page: Event title will contain text “sponsored by ___”
- On registration page: Event description will contain sponsor logo and introduction (to be provided by sponsor, max 100 words).
- Within one month prior to workshop: Sponsor will be promoted on Twitter (@[cacusstweets](#) – 2,649 followers), Facebook (CACUSS/ASEUCC – 1,446 followers), and Instagram (@cacussphotos – 368 followers) a minimum of two times.
- CACUSS Member Message: In the two member messages (1,483 subscribers) sent prior to the workshop registration deadline, sponsor will be recognized as the webinar sponsor.
- On-site: Signage at registration recognizing registration sponsor; Sponsor recognition on opening/welcome slides (if slides are not being used, a substitution of signage and verbal recognition may be made)
- Post-event: CACUSS will send an e-mail to all participants on behalf of the registration sponsor, accompanying the post-event evaluation survey.

Institute/Summit sponsorship: \$3,000





BECOME A PARTNER/SPONSOR TODAY!

Course Guidelines

- May include synchronous and/or asynchronous course activities
- Unlimited participants
- Participants have access to course materials for a year after the course ends

Sponsor recognition:

- On registration page: Event title will contain text “sponsored by ___”
- On registration page: Event description will contain sponsor logo and introduction (to be provided by sponsor, max 100 words).
- Within one month of the course start date: Sponsor will be promoted on Twitter (@[cacusstweets](#) – 2,649 followers) and Facebook (CACUSS/ASEUCC – 1,446 followers) a minimum of two times.
- CACUSS Member Message: In the two member messages sent prior to the course start date (1,483 subscribers), sponsor will be recognized as the course sponsor.
- During the course: sponsor will be provided a login to engage with participants in a sponsored discussion thread.
- Following the course: CACUSS will send an e-mail to all participants on behalf of the sponsor, accompanying the post-course evaluation survey.

Course sponsorship: \$1500/course

Partner/Sponsor Today!

For more information, please contact

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