



2024 CCAE National Conference | Congrès national 2024 du CCAE

May 22-24, 2024 | Mai 22 au 24 2024

Sponsorship Prospectus

The Canadian Council for the Advancement of Education (CCAЕ) promotes excellence in educational advancement providing opportunities for networking, professional learning and mutual support. CCAE connects over 5,000 advancement professionals from over 150 Canadian universities, colleges, polytechnics, institutes, independent schools, and cégeps. From Canada's top universities to its most select independent schools, our members work in roles including advancement services, alumni relations, communications and marketing, fundraising (development), external relations, and public relations and other advancement disciplines.

Place your brand front and center with Canada's educational advancement sector by joining us at our upcoming national conference in beautiful St-John's.

#CCAЕ2024
www.ccaecanada.org



2024 CCAE National Conference

Don't miss your chance to connect with Canada's advancement community over 2.5 days of learning, networking and collaboration.

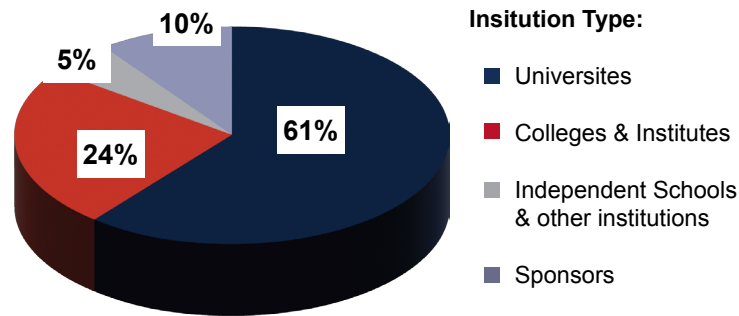
May 22 – 24, 2024 – St John's, Newfoundland
Delta Hotels by Marriott St. John's Conference Centre
Estimated attendance: ~300 delegates

The [conference](#) schedule provides approximately 10 hours of networking opportunities, a comprehensive program covering a wide variety of topics related to educational advancement in Canada and two compelling keynotes designed to appeal to all conference attendees.

Decision-making authority: CCAE brings together the most senior leaders in advancement as well as their teams.

Delegate Profile

Participants represent every area of educational advancement and every level from the most junior to roughly 20% of attendees working at the most senior levels within their institutions. While 25% of participants are in the first 2 years of their advancement careers, more than 50% have 6+ years in the sector. Establish brand loyalty today!



Sponsorship Menu

Consider our menu of possible activations or contact us with your fresh ideas - we're happy to collaborate to find the best match for your brand. Let's talk! Contact CCAE President and CEO Danielle Lamothe at danielle@ccaecanada.org to explore your options.

Opportunity	Price
Keynote sponsor (only one remaining!)	\$12,000
Speaker introductions – 4 sessions	\$3,500
WIFI Sponsor	\$6,000
Break sponsor (4 available)	\$3,500
Special event transportation (2 available)	\$3,500
Quiet room sponsor	\$3,000
Pet therapy sponsor	\$3,000
Name badges and lanyards (SOLD)	\$3,500
Conference enhancement (e.g. ice cream break, photo booth, branded cookies, barista bar, hydration station...) Please note that activation costs are paid by the sponsor and are not included in the sponsorship fee.	\$3,500

Want more visibility?

Add \$1,500 to your sponsorship and reserve a booth in our exhibit hall so delegates can easily find you. Coffee and breaks are exclusively provided in the exhibit hall to drive traffic to you. Exhibit space includes:

- One 8X10 booth space which can accommodate your custom booth or:
- 2 6-foot draped tables
- 2 chairs
- Wastebasket
- Single 120 V power outlet
- Lighting – available through the chosen show company, for an additional fee

Please note that booth locations will be assigned by CCAE. Information about move-in times and procedures, dedicated exhibit hours and move out period will be communicated to all sponsors.

CCAE Sponsor Benefits

Individual agreements will outline all sponsor benefits and entitlements. Standard sponsor benefits include:

- Name and logo recognition on the CCAE National Conference website as an event sponsor
- Logo inclusion in conference promotions (banner at the bottom of the message)
- Thank you and acknowledgment of your participation by CCAE
 - Verbally during plenary sessions
 - In two dedicated social media posts
 - Logo inclusion in sponsor loop displayed in plenary room and concurrent session rooms
- One complimentary registration for attendance at the event - additional registrations may be included depending upon sponsorship level.

Exhibit Only

\$2,000 - Not ready to sponsor but want your brand highlighted on our trade show floor? Join us as an exhibitor. You'll benefit from all the exhibit elements listed above plus one ticket to all 3 evening social events.

See you in St-John's!