



2021 SPORT LEADERSHIP SPORTIF

VIRTUAL
EVENT

SPONSORSHIP OPPORTUNITIES
NOVEMBER 3 - 5, 2021



Coaching Association of Canada
Association canadienne des entraîneurs

ABOUT THE COACHING ASSOCIATION OF CANADA (CAC)



Unites stakeholders and partners in its commitment to raising the skills and stature of coaches.



Empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.



Connects 13 Provincial/ Territorial Coaching Representatives, 66 National Sport Organizations, and 700+ Provincial Sport Organizations, making it the largest multi-sport organization in Canada.



Creates, delivers, and promotes quality coach education to 750,000+ coaches across the country.



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coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

CAC METRICS AT A GLANCE



2.4
MILLION
ANNUAL
PAGE VIEWS
coach.ca website



185,000+
MONTHLY
SUBSCRIBERS
Inside Coaching
e-newsletter



1.6
MILLION
CONSTITUENTS
The Locker coaching
database



45,000
MONTHLY
PAGE VIEWS
coach.ca home page



19,700+
FOLLOWERS
@coach.ca



12,800+
FOLLOWERS
@CAC_ACE



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PETRO-CANADA SPORTLEADERSHIP SPORTIF CONFERENCE



Petro-Canada Sport Leadership sportif is Canada's largest conference for coaches, researchers, sport executives, and administrators. The event offers three days of learning, professional development, and networking with the top minds and leaders of the sport, business, and education communities in Canada.



ATTENDEES INCLUDE KEY INFLUENCERS IN:

Travel decisions for national teams, office staff, community teams

Sporting equipment and gear (jerseys, footwear, etc.)

Tools used by coaches in community clubs and teams across Canada

Insurance provisions for athletes, coaches, and parents

National team sponsorships and partnerships with brands

Coach research, education, and development

PREVIOUS ATTENDEES:



WHAT CAN YOU EXPECT?

Based on responses from 2019 and 2020.

**GREAT PLANNING,
GREAT EVENT,
GREAT STAFF!**



60%

Of delegates identify as sport administrators



91%

Of sponsors feel that the conference delegates are their target market



100%

Of sponsors rated the service received from CAC staff as excellent



Over
3,300
registered delegates in 2020



100%

Of sponsors said they met all or some of their goals



100%

Of sponsors think their return on investment is good or very good



100%

Of sponsors would recommend sponsoring at SLS to another organization



89%

Of delegates were satisfied or very satisfied with the virtual event experience



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SPONSORSHIP CATEGORIES



THOUGHT LEADERSHIP

GOAL:

To be recognized as a supporter of learning and skill development within the sport industry.

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Community Coaches Day
- Plenary Session
- Breakout Session
- Workshop Series
- Video On-Demand



NETWORKING

GOAL:

To create a memorable opportunity for members of the sport industry to interact with your brand and each other.

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Welcome Event
- Virtual Coaches Lounge
- Hosted Group Discussion



LEAD GENERATION

GOAL:

To demonstrate the value offering of your company to stakeholders and potential new clients in the sport industry.

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Virtual Exhibitor
- SLS Challenge
- Sponsor Raffle prize
- VIP Delegate Access



BRAND AWARENESS

GOAL:

To increase recognition and knowledge of your brand within the sport industry.

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Active Sessions
- Translation
- Prizing and Trophy
- Delegate Gift
- Ad Space
- Registration



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THOUGHT LEADERSHIP

Your brand builds the platforms for knowledge and skills to be shared collectively.



COMMUNITY COACHES STREAM

\$10,000 (one available)

The Community Coaches Stream will provide free, engaging content tailored to the community coach. This opportunity will provide two evening sessions targeted at community coaches. Unique channels and chat spaces within the virtual event space will enable networking and engagement across this group of delegates. A Saturday Community Coaches Day event will provide up to 150 coaches with online NCCP training to coaches from across Canada to help them advance their coach education. This is an opportunity to engage with coaches and be recognized nationally as a supporter of coach development and training. We will integrate your brand into these NCCP sessions and highlight your partnership to conference delegates.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message for Community Coaches	✓
Option to Provide Gift to 150 Community Coaches and t in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	3
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	2
Virtual Booth	✓
Inclusion in SLS Challenge	✓
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	✓





THOUGHT LEADERSHIP

Your brand builds the platforms for knowledge and skills to be shared collectively.

>>>

PLENARY SESSION

\$5,000 (three available)



Showcase your brand to delegates when they are ready to learn! These sessions highlight the conference with engaging, relevant, and meaningful speakers. Sponsorship of a plenary session is an excellent way to make a collective impression on all delegates, as there will be no other sessions running concurrently.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	1
Virtual Booth	✓
Inclusion in SLS Challenge	✓
Option for Prize Giveaway	
Inclusion in Post-Event Survey	✓



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DAILY BREAKOUT SESSIONS

\$3,500 (three available)

As the title sponsor of all breakout sessions for one day of the conference, your brand will be recognized for your support for professional development and education within the sport community.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	
Virtual Booth	✓
Inclusion in SLS Challenge	
Option for Prize Giveaway	
Inclusion in Post-Event Survey	✓



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DAILY WORKSHOP SERIES

\$3,000 (three available)

The Workshop Series will be a set of small, interactive sessions held throughout the conference. Delegates will need to register in advance to participate, and your brand will be showcased to these groups of highly engaged participants. We will also showcase your brand as an event sponsor in wider conference communications. Sponsor will receive access to two complementary vouchers per sponsored workshop session.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	
Virtual Booth	✓
Inclusion in SLS Challenge	
Option for Prize Giveaway	
Inclusion in Post-Event Survey	✓



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VIDEO ON-DEMAND SECTION

\$3,000 (one available)

Your brand can offer delegates the chance to continue learning whenever they prefer! Our Video On-Demand sessions will be pre-recorded and accessible online for delegates to watch on their own time. These sessions will be promoted to delegates as an extra benefit of attending the conference and links to the videos will be shared before the event begins.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	
Logo on Session Page	✓
CAC Social Post	
Virtual Booth	✓
Inclusion in SLS Challenge	
Option for Prize Giveaway	
Inclusion in Post-Event Survey	✓



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NETWORKING

You create opportunities for the sport community to interact with your brand and connect with each other.

>>>

WELCOME EVENT

\$5,000 (one available)

Be a part of welcoming everyone to the virtual conference! We will collaborate with you to create an exciting event that ties into your marketing goals and makes a fun and lasting impression on delegates.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	2
Virtual Booth	✓
Inclusion in SLS Challenge	✓
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	✓





NETWORKING À LA CARTE

Any of the À La Carte options can be purchased individually or added to another sponsorship package.

>>>

HOSTED GROUP DISCUSSION

\$1,000

Elevate the delegate experience by hosting an exclusive group chat experience with a plenary, workshop, or breakout speaker. These may be hosted by the sponsor and will offer the opportunity to further explore topics identified within the speaker's presentation to an exclusive group of 50 delegates.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	
Logo on Virtual Event Space Homepage	
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	
Option to Provide Gift in Virtual Swag Bag	
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	
CAC Social Post	
Virtual Booth	
Inclusion in SLS Challenge	
Option for Prize Giveaway	
Inclusion in Post-Event Survey	



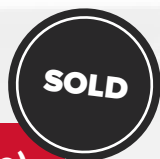


NETWORKING

You create opportunities for the sport community to interact with your brand and connect with each other.

>>>

VIRTUAL COACHES LOUNGE



\$5,000 (one available)

Our Virtual Coaches Lounge will offer delegates a convenient way to interact with each other through written discussion channels and on a videoconference platform. Your brand will be recognized as the host of this part of the Virtual Event Space and a facilitator of sparking conversations and connections in a virtual environment.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	
Event / Session Host Mention	✓
Logo on Session Page	
CAC Social Post	2
Virtual Booth	✓
Inclusion in SLS Challenge	✓
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	✓





LEAD GENERATION

You want to demonstrate the value offering of your company to stakeholders and potential new clients in the sport industry.

>>>

VIRTUAL EXHIBITOR

\$1,200 (for-profit organization)

\$750 (not-for-profit organization)

\$500 (NCCP delivery partner)

Your brand will be showcased on the Virtual Booths page of the Virtual Event Space. Communications to delegates and the SLS Challenge will send delegates to the Virtual Booths page, and you are welcome to offer a promotion or prize giveaway to increase participation at your Virtual Booth. For an additional cost of **\$250**, up to five exhibitors can choose to have a specific question in the SLS Challenge that drives delegates directly to your Virtual Booth.

SPONSOR BENEFIT

INCLUDED IN THIS PACKAGE

Logo on SLS Landing Page

Logo on Virtual Event Space Homepage

Inclusion in Event Schedule

Email Inclusion

Pop-up Message in Virtual Event Space

Option to Provide Gift in Virtual Swag Bag



Speaking Opportunity or Promo Video

Event / Session Host Mention

Logo on Session Page

CAC Social Post

Virtual Booth



Inclusion in SLS Challenge

\$250

Option for Prize Giveaway

Inclusion in Post-Event Survey





LEAD GENERATION

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>>>

SLS CHALLENGE

\$5,000 (one available)

You can be the brand that drives delegate engagement throughout the conference! The SLS Challenge will include a variety of tasks for delegates to complete that guides them to different locations within the Virtual Event Space. Your brand will be featured in promotions for the SLS Challenge, and we will work with you to ensure delegates are motivated to engage with your brand through a variety of touchpoints.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	
Event / Session Host Mention	
Logo on Session Page	
CAC Social Post	1
Virtual Booth	✓
Inclusion in SLS Challenge	✓
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	✓





LEAD GENERATION

You want to demonstrate the value offering of your company to stakeholders and potential new clients in the sport industry.

>>>

SPONSOR RAFFLE PRIZE

\$500 (five available)

All delegates will be given the opportunity to enter the Sponsor Raffle for a chance to win great prizes from our event partners! As part of the entry process, delegates will provide their email address and consent to receive communications from sponsors who contributed a prize to the Sponsor Raffle.

All email addresses will be provided to you after the event so you can follow-up directly with engaged delegates.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	
Logo on Virtual Event Space Homepage	
Inclusion in Event Schedule	
Email Inclusion	
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	
Speaking Opportunity or Promo Video	
Event / Session Host Mention	
Logo on Session Page	
CAC Social Post	
Virtual Booth	
Inclusion in SLS Challenge	
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	





BRAND AWARENESS

Your brand wants to be recognizable and top-of-mind for delegates before, during, and after the conference.

>>>

ACTIVE SESSIONS

\$5,000 (one available)

Your brand can give delegates a chance to get moving while at home! A guided activity will give delegates a chance to recharge their brains between sessions in a fun, active way.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	
Virtual Booth	✓
Inclusion in SLS Challenge	
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	✓





BRAND AWARENESS

Your brand wants to be recognizable and top-of-mind for delegates before, during, and after the conference.

>>>

REGISTRATION SPONSOR

\$5,000 (one available)

Your brand can create an exclusive registration experience for our delegates. With visibility throughout the registration process your brand will set the tone for a unique event. As registration sponsor you would receive visibility as part of a unique VIP registration package provided to 250 delegates. You will also receive recognition as the host of the exclusive VIP session. This opportunity would also allow you to provide a unique branded gift to all VIP registrants.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS Landing Page	✓
Logo on Virtual Event Space Homepage	✓
Inclusion in Event Schedule	✓
Email Inclusion	✓
Pop-up Message in Virtual Event Space	✓
Option to Provide Gift in Virtual Swag Bag	✓
Speaking Opportunity or Promo Video	✓
Event / Session Host Mention	✓
Logo on Session Page	✓
CAC Social Post	✓
Virtual Booth	✓
Inclusion in SLS Challenge	
Option for Prize Giveaway	✓
Inclusion in Post-Event Survey	✓





BRAND AWARENESS

Your brand wants to be recognizable and top-of-mind for delegates before, during, and after the conference.

TRANSLATION

\$3,000 (one available)

Every session of the conference will offer simultaneous translation or subtitles in English and French. Your brand will be acknowledged throughout the conference in recognition of all content being available in the language of each delegate's choosing.

SPONSOR BENEFIT

INCLUDED IN THIS PACKAGE

Logo on SLS Landing Page



Logo on Virtual Event Space Homepage



Inclusion in Event Schedule

Email Inclusion



Pop-up Message in Virtual Event Space

Option to Provide Gift in Virtual Swag Bag

Speaking Opportunity or Promo Video

Event / Session Host Mention



Logo on Session Page

CAC Social Post

Virtual Booth



Inclusion in SLS Challenge

Option for Prize Giveaway

Inclusion in Post-Event Survey



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BRAND AWARENESS

Your brand wants to be recognizable and top-of-mind for delegates before, during, and after the conference.

>>>

PRIZING AND TROPHY

SOLD

\$2,500 (one available)

As the provider of all prizing and trophies for our annual Petro-Canada Sport Leadership Awards Gala, you can showcase the value and quality of your brand to all attendees.

SPONSOR BENEFIT

INCLUDED IN THIS PACKAGE

Logo on SLS Landing Page

Logo on Virtual Event Space Homepage

Inclusion in Event Schedule

Email Inclusion



Pop-up Message in Virtual Event Space

Option to Provide Gift in Virtual Swag Bag

Speaking Opportunity or Promo Video

Event / Session Host Mention



Logo on Session Page

CAC Social Post

Virtual Booth



Inclusion in SLS Challenge

Option for Prize Giveaway

Inclusion in Post-Event Survey





BRAND AWARENESS À LA CARTE

Any of the À La Carte options can be purchased individually or added to another sponsorship package.

>>>

VIRTUAL DELEGATE GIFT

\$500

Prior to the start of the conference, all delegates will receive a Virtual Delegate Bag by email that will include promotional graphics, e-gift certificates, and discount codes offered by event partners. This is an opportunity to introduce your product offering to members of the sport community in Canada, encourage them to try your services, and give them updates about new products available!

>>>

VIP SWAG BAG

\$1,000

Provide a one of a kind experience for an exclusive group of delegates. Include your branded item within a VIP swag bag shipped to 250 delegates.



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BRAND AWARENESS À LA CARTE

Any of the À La Carte options can be purchased individually or added to another sponsorship package.

Shown on
the Schedule,
Attendees, and
Virtual Booths
pages

BOX AD ON SLS LANDING PAGE ON COACH.CA

\$500 (one available)

As the only ad on the SLS landing page, your brand will stand out to anyone who visits the page to learn more about the conference.

BANNER AD IN VIRTUAL EVENT SPACE

\$750 (five available)

These rotating banner ad placements are integrated into key pages of the Virtual Event Space. Your ad can link to your Virtual Booth, your sponsored session, or directly to your website!

BOX AD IN “KNOW BEFORE YOU GO” EMAIL

\$500 (four available)

Keep your brand top-of-mind before the conference begins! Your ad will be showcased in one of the two “Know Before You Go” emails sent to delegates prior to the start of the event.

BOX AD IN THE SLS POST-EVENT EMAIL

\$500 (two available)

Even when the event has finished, you have the opportunity to show off your brand to delegates!



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WHAT'S INCLUDED FOR SPONSORS?

Property	Logo on Landing Page	Logo on Virtual Event Space	Inclusion in Event Schedule	Email Inclusion	Pop-up Message in Virtual Event Space	Option to Provide Gift in Virtual Swag Bag	Speaking Opp or Promo Video at Property	Event / Session Host Mention	Logo on Session Page	CAC Social Post	Virtual Booth	Inclusion in SLS Challenge	Option for Prize Giveaway	Inclusion in Post Event Survey
Welcome Event	●	●	●	●	●	●	●	●	●	2	●	●	●	●
Community Coaches Day	●	●	●	●	●	●	●*	●	●	2	●	●	●	●
Virtual Coaches Lounge	●	●	●	●	●	●		●		2	●	●	●	●
Plenary Session	●	●	●	●	●	●	●	●	●	1	●	●		●
SLS Challenge	●	●		●	●	●				1	●	●	●	●
Active Sessions	●	●	●	●	●	●	●	●	●		●		●	●
Registration Sponsor	●	●	●	●	●	●	●	●	●	●	●		●	●
Breakout Sessions	●	●	●	●	●	●	●	●	●		●			●
Workshop Series	●	●	●	●	●	●	●	●	●		●			●
Video On-Demand	●	●	●	●		●	●		●		●			●
Translation	●	●		●				●			●			●
Prizing and Trophy				●				●			●			●
Hosted Group Discussion			●	●			●	●						
VIP Swag Bag			●										●*	
Exhibitor						●					●			
Virtual Delegate Gift				●		●								
Ad Space		●		●										
Sponsor Raffle Prize					●								●	

*Visit the page description for customized details.





SPORT LEADERSHIP SPORTIF

NOVEMBER 3 – 5, 2021



VIRTUAL EVENT

We look forward to learning more about your marketing and community engagement goals, and discussing the ways we can leverage the Petro-Canada Leadership sportif conference to help you achieve them.

YOLANDE USHER

Manager, Corporate Partnerships & Marketing

yusher@coach.ca

613-235-5000 ext. 2392



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