



2023 SPORT LEADERSHIP SPORTIF

CALGARY, ALBERTA

SPONSORSHIP OPPORTUNITIES
NOVEMBER 2-3, 2023



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, 70 National Sport Organizations, and 700+ Provincial Sport Organizations, as the largest multi-sport organization in Canada.



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



**SPORT
LEADERSHIP
SPORTIF**



Coaching Association of Canada
Association canadienne des entraîneurs

CAC METRICS AT A GLANCE



4.9
MILLION ANNUAL
PAGE VIEWS
coach.ca website



230,000+
MONTHLY
SUBSCRIBERS
Inside Coaching
e-newsletter



2 MILLION
ACCOUNTS
The Locker coaching
database



45,500
MONTHLY
PAGE VIEWS
coach.ca home page



20,300+
FOLLOWERS
@coach.ca



13,200+
FOLLOWERS
@CAC_ACE



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:

<p>Travel decisions for national teams, office staff, community teams</p>	<p>Sporting equipment and gear (jerseys, footwear, etc.)</p>	<p>Tools used by coaches in community clubs and teams across Canada</p>
<p>Insurance provisions for athletes, coaches, and parents</p>	<p>National team sponsorships and partnerships with brands</p>	<p>Coach research, education, and development</p>

PREVIOUS ATTENDEES:

Logos of previous attendees include:

- Canadian Paralympic Committee / Comité paralympique canadien
- OWN THE | À NOUS LE PODIUM | PODIUM
- Canadian Olympic Committee
- Freestyle Canada
- Aboriginal Sport Circle
- Canada
- UBC
- Canadian Women & Sport
- Baseball Canada
- Skate Canada
- Canadian Sport Institute Ontario / Institut canadien du sport
- Sport for Life
- CCAA ACSC
- CAO Coaches Association of Ontario
- Canada
- Canadian Centre for Ethics in Sport
- Petro-Canada Sport Leadership Sportif
- coach.ca - Coaching Association of Canada / Association canadienne des entraîneurs

WHAT CAN YOU EXPECT?

Based on SLS22 registrations and post-event survey responses.

 GREAT PLANNING,
GREAT EVENT,
GREAT STAFF!




PETRO-CANADA
**SPORT
LEADERSHIP
SPORTIF**


coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs

SPONSORSHIP CATEGORIES



THOUGHT LEADERSHIP

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

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Plenary session
- Breakout sessions



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
- Conference Recess
- Coaches Lounge
- Awards Gala After-Party
- Conference Dining Sponsor
- Energy Break Sponsor



LEAD GENERATION

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

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Trade show booth
- Tabletop space
- SLS Challenge
- Sponsor raffle prize



BRAND AWARENESS

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

RELEVANT SPONSORSHIP OPPORTUNITIES:

- Conference Wifi
- Prizing and Trophy
- Delegate gift
- Ad space



SPORT LEADERSHIP SPORTIF



Coaching Association of Canada
Association canadienne des entraîneurs

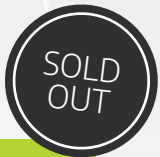


THOUGHT LEADERSHIP

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

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PLENARY SESSION



\$5,000 (three available)

Showcase your brand to delegates both in-person and online 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 onsite and in event portal	✓
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	✓
Event / session host mention	✓
CAC social post	1
In-person trade show booth	
Digital sponsor profile page	✓
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.

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ROUND OF BREAKOUT SESSIONS

TWO SOLD

\$3,500 (three available)

As the title sponsor of one set of concurrent breakout sessions, your brand will be recognized for your support for professional development and education within the sport community. You will have the opportunity to be showcased on signage at each breakout room and to provide speaking remarks or a promo video.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	✓
Logo onsite and in event portal	✓
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	✓
Event / session host mention	✓
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
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.

>>>

WELCOME
EVENT

\$10,000 (one available)

Be a part of welcoming all delegates to the conference! We will work with you to create an exciting atmosphere so you can make a fun and lasting impression on our delegates. This is a perfect moment for your brand to be a part of an experiential event that ties into your positioning and marketing strategies.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	✓
Logo onsite and in event portal	✓
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	✓
Event / session host mention	✓
CAC social post	2
In-person trade show booth	✓
Digital sponsor profile page	✓
Inclusion in SLS Challenge	✓
Option for prize giveaway	✓
Inclusion in post-event survey	✓





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COACHES
LOUNGE



\$7,500 (one available)

Conveniently located in the trade show area, this comfortable and furnished space is available throughout the conference as a resource for delegates to hold meetings and network between sessions. Your branding will be positioned in the most high traffic area of the conference.

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Logo on SLS landing page	✓
Logo onsite and in event portal	✓
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	
Event / session host mention	✓
CAC social post	2
In-person trade show booth	
Digital sponsor profile page	✓
Inclusion in SLS Challenge	✓
Option for prize giveaway	✓
Inclusion in post-event survey	✓





NETWORKING

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CONFERENCE
RECESS



\$6,000 (one available)

Delegates will have an opportunity to socialize after all sessions have wrapped up on Friday. Your brand can host a unique one-hour event where creative ideas, themes, and activities are welcome! Additional custom branding opportunities are also available, such as the option to play a promotional video on-screen.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	✓
Logo onsite and in event portal	✓
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	✓
Event / session host mention	✓
CAC social post	1
In-person trade show booth	
Digital sponsor profile page	✓
Inclusion in SLS Challenge	✓
Option for prize giveaway	✓
Inclusion in post-event survey	✓





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AWARDS GALA
AFTER-PARTY



\$6,000 (one available)

Be the reason the fun continues after the Petro-Canada Sport Leadership Awards Gala! This event has become an eagerly anticipated tradition of the conference and your brand can take the celebration to the next level. We will work with you to create a memorable atmosphere that features your branding in creative ways.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	✓
Logo onsite and in event portal	✓
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	
Event / session host mention	✓
CAC social post	1
In-person trade show booth	
Digital sponsor profile page	✓
Inclusion in SLS Challenge	✓
Option for prize giveaway	
Inclusion in post-event survey	✓





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CONFERENCE
DINING SPONSOR

\$3,000 (one available)

The buffet stations at breakfasts and lunches are an effective way to have a brand presence throughout the conference. Your logo will be visible at the stations during each of the meal breaks, and your brand also has the opportunity to provide a relevant promotional item to be displayed and taken home by delegates.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	
Logo onsite and in event portal	
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	
Event / session host mention	✓
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
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.

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ENERGY
BREAK SPONSOR



\$1,500 (three available)

Your brand can refuel delegates during social and networking breaks! Your logo will be displayed at each refreshment station, the most popular destination for delegates during breaks between sessions. You can also distribute samples of your product to delegates, if applicable.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	
Logo onsite and in event portal	
Inclusion in event schedule	✓
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	
Event / session host mention	✓
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
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.

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TRADE SHOW BOOTH
(20 AVAILABLE)



\$2,500 (for-profit organization)

This is the place to showcase your brand and interact directly with delegates. The schedule is planned strategically to increase foot traffic through the trade show area. With the purchase on an in-person booth you will also have a sponsor profile page to engage with delegates in the event portal and app. 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 Trade Show Booth.

Tabletops are available to NCCP delivery partners (\$500) and not-for-profit organizations (\$750).

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	
Logo onsite and in event portal	
Inclusion in event schedule	
Email inclusion	
Pop-up message in event portal	
Option to provide gift in swag bag email	
Speaking opportunity or promo video	
Event / session host mention	
CAC social post	
In-person trade show booth	✓
Digital sponsor profile page	✓
Inclusion in SLS Challenge	\$250
Option for prize giveaway	
Inclusion in post-event survey	





LEAD GENERATION

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SPONSOR
PROFILE PAGE

\$1,000

Your brand will be showcased in the event portal and conference app. Communications to delegates and the SLS Challenge will send delegates to the sponsor profile area, and you are welcome to offer a promotion or prize giveaway to increase participation. 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 profile page.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	
Logo onsite and in event portal	
Inclusion in event schedule	
Email inclusion	
Pop-up message in event portal	
Option to provide gift in swag bag email	
Speaking opportunity or promo video	
Event / session host mention	
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
Inclusion in SLS Challenge	\$250
Option for prize giveaway	
Inclusion in post-event survey	





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SLS
CHALLENGE

\$3,000 (one available)

The SLS Challenge will include a variety of tasks for delegates to complete that guide them through the event portal, app, and conference venue. As the title sponsor of the activity, you have the opportunity to include up to three questions specific to your brand and provide a grand prize.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	
Logo onsite and in event portal	
Inclusion in event schedule	
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	
Event / session host mention	
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
Inclusion in SLS Challenge	✓
Option for prize giveaway	✓
Inclusion in post-event survey	✓





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SPONSOR
RAFFLE PRIZE



\$500 (four available)

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 onsite and in event portal	
Inclusion in event schedule	
Email inclusion	
Pop-up message in event portal	✓
Option to provide gift in swag bag email	
Speaking opportunity or promo video	
Event / session host mention	
CAC social post	
In-person trade show booth	
Digital sponsor profile page	
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.

CONFERENCE WIFI

\$3,000 (one available)

Why not position your brand so delegates go looking for it? Your logo will be displayed online, in emails, and everywhere the Wifi information is displayed onsite. You will also have the opportunity to select a password that is relevant to your brand.

SPONSOR BENEFIT	INCLUDED IN THIS PACKAGE
Logo on SLS landing page	
Logo onsite and in event portal	
Inclusion in event schedule	
Email inclusion	✓
Pop-up message in event portal	✓
Option to provide gift in swag bag email	✓
Speaking opportunity or promo video	
Event / session host mention	✓
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
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.

>>>

PRIZING AND TROPHY



\$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 onsite and in event portal	
Inclusion in event schedule	
Email inclusion	✓
Pop-up message in event portal	
Option to provide gift in swag bag email	
Speaking opportunity or promo video	
Event / session host mention	✓
CAC social post	
In-person trade show booth	
Digital sponsor profile page	✓
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.

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VIRTUAL
DELEGATE GIFT

\$500

Prior to the start of the conference, all delegates will receive a “virtual swag bag” email that will include e-gift certificates, contests, 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!





BRAND AWARENESS À LA CARTE

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

BOX AD ON SLS LANDING PAGE ON COACH.CA

SOLD

\$750 (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 EVENT PORTAL

\$750 (four available)

These banner ad placements are integrated into key pages of the event portal and conference app. Your ad can link to your sponsor profile page, your sponsored session, or directly to your website!

BOX AD IN “KNOW BEFORE YOU GO” EMAIL

ONE SOLD

\$500 (four available)

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

BOX AD IN THE SLS POST-EVENT EMAIL

ONE SOLD

\$500 (two available)

Even when the event has finished, you have the opportunity to show off your brand to delegates! Your ad will be included in the email sent to all delegates the Monday after the event.





SPORT LEADERSHIP SPORTIF

NOVEMBER 2-3 NOVEMBRE 2023



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

EVELYN ANDERSON
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Coaching Association of Canada
Association canadienne des entraîneurs