

# Sponsorship Package

Canadian Student Leadership Conference

October 5-8, 2024 - Haliburton, ON



canadian  
student leadership





# What is CSLC?

The Canadian Student Leadership Conference (CSLC) is the longest running national leadership conference for high school students in Canada. In 2024, we are celebrating our 39th annual conference. CSLC was built by educators to support youth leaders and educator professional development in a national forum. Each year the program brings together delegates from every province and territory to experience keynote presentations, multi-disciplinary workshops, community service, exposure and integration to local cultures and heritage, and peer to peer leading and learning.

## Tell me more about Canadian Student Leadership!

The Canadian Student Leadership Association is a federally registered charity and non-profit organization that supports student leadership education, development and programming in high schools across Canada. Annually, CSLA serves over 350 schools, 10,000 youth leaders, and 500 educators across Canada. We provide leadership development opportunities, resources, programs and events.

**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.**

## We can't wait to meet you!

**Our team is composed of educators, facilitators, and former student leaders! We are passionate about our programs, and can't wait to chat more with you about CSLC.**

**To discuss your sponsorship options, or to learn more about additional programs and resources, please contact our Executive Director, Maddie Campbell:**

**[mcampbell@studentleadership.ca](mailto:mcampbell@studentleadership.ca) | 519.404.0933 | [www.studentleadership.ca](http://www.studentleadership.ca)**





# Who Will I Meet at CSLC 2024?

## OUR STUDENT LEADERS

The leaders attending the Canadian Student Leadership Conference (CSLC) self describe as motivated, inspired, and ready to create change. From student council members to service club members, extrovert to introvert, CSLC student leaders are the “do-ers” in their schools and communities leading positive change. Most youth are in their grade 11 and 12 years of high school.

## OUR EDUCATORS

The educators who bring their student leaders to CSLC are dedicated, creative and caring. These educators lead their students in extra curriculars, academics, and unique opportunities related to service, travel and experiential learning. Administrators, counsellors, teachers and educational assistants accompany leaders to CSLC.

## OUR SPONSORS

Sponsors of CSLC are committed to sharing great experiences and opportunities with youth leaders and educators. From post-secondary opportunities to future careers to social change, CSLC sponsors are able to share their mission with this highly motivated group of delegates. Our sponsors make incredible connections with both student leaders and educators, and are present throughout the program. The generosity of our sponsors allows this program to happen each year. **In an effort to lower the financial strain on students, CSLC relies on this support to fund over 50% of program expenses.**

**“SpiritWear Canada has been proud to sponsor CSLC since 2018. The connections we have built with students and educators has allowed us to grow and provide more benefits to Canadian Student Leadership member schools. We can’t wait for CSLC 2024!”**



**- Jamie Almond, President**

# Financial Support Levels

Premier  
\$20,000+

Major  
\$10,000+

Official  
\$5,000+

Leadership  
\$2,500+

Logo Placement on the CSLC website, conference signage and printed program, web links



Tradeshow booth (Standard)



Tradeshow booth (Premium)



Sponsor provided item for delegate swag bags and registration kits



Join the conference programming to interact with our leaders



Opportunity to Present Workshop Sessions to Students



Featured Article in our Digital and Print Newsletters



Main Stage Feature at CSLC



Opportunity to Present Advisor Workshops and Sessions



Display + Info Session in the Advisor's Lounge



**These items are our baseline commitment to your support of CSLC. Our goal is to customize your experience and investment in the program to create valuable experiences for both your organization and our student leaders.**

# Adding Value to Your Sponsorship

**For organizations looking for more exposure and/or a customization of items!**

## **PREMIER SPONSORS - ADD 2 OF:**

- Cabin Community Naming Rights (3 available)
- Workshop Space Naming Rights (5 available)
- Named Sponsor of a Keynote Speaker (4 available)
- Outdoor Education Space Naming Rights (4 available)
- Extra Activation Space (6 available)

## **MAJOR SPONSORS - ADD 1 OF:**

- Cabin Community Naming Rights (3 available)
- Workshop Space Naming Rights (5 available)
- Named Sponsor of a Keynote Speaker (4 available)
- Outdoor Education Space Naming Rights (4 available)
- Premium Trade Show Booth

## **PUT YOUR NAME ON IT:**

*Enhanced Naming Rights with Big Impact*

- Snacks and Packs Sponsor (Swag Bags, Cabin Kits and Conference Snacks) - \$15,000
- Official Spiritwear Provider - \$15,000 (SOLD)
- Presenting Sponsor of the 2024 CSLC Pre-Conference (Toronto) - \$10,000
- Airport Shuttle Sponsor - \$10,000
- Local Transportation Sponsor - \$5,000 (cash or in-kind contribution of vehicles)
- Advisor Lodge Naming Rights - \$5,000

## **IMPACT STUDENT OPPORTUNITIES:**

*Stand-Alone Opportunities or Add-Ons*

- Sponsor a Student to Attend CSLC 2024 (Registration) - \$425
- Sponsor a Student to Attend CSLC 2024 (Registration + Travel) - \$1,000
- Premium Tradeshow Booth - \$1,000
- Standard Tradeshow Booth + Website Recognition - \$1,000
- Standard Trade Show Booth - \$500



# PRESENTING SPONSOR

*From start to finish, this sponsorship level is the most exposure your organization will achieve at CSLC. As the presenting sponsor of CSLC, this organization will be showcased in a variety of ways including:*

## Exclusive

### Naming Rights

of the 2024 Canadian Student Leadership Conference, logo featured in conference logo design

## Full Page

### Advertisements

in the CSLC 2024 Digital/Printed Program and CSLA Newsletters for one year

## Main Theatre

### Space

A named space for your organization with highlighted decor

## Full Conference

### Access

For your team to volunteer, participate and interact with our leaders

## Constant

### Customization

Work with our team to produce unique and engaging activations for our student leaders

## Complete

### Branding

Your brand featured on every CSLC communication, signage component and platform

## & MORE!

The Presenting Sponsor of CSLC 2024 will integrate into our program from the planning stages to conference wrap up and beyond. We are looking for a partner who will work with us to create engaging experiences for both our student and advisor leaders, be a vibrant presence through donated materials for swag bags and cabin kits, and leave a positive mark for our leaders. Our presenting sponsor will also be featured as a national sponsor of the Canadian Student Leadership Association for the 2024-2025 school year.

## THE INVESTMENT

***We anticipate the total investment from our Presenting Sponsor to be approximately \$50,000, a combination of direct financial and in-kind support of CSLC 2024.***

# HOW ELSE CAN WE HELP?

Each year at CSLC, our partners help make our programming possible with the donation of in-kind resources and services. At the 2024 Canadian Student Leadership Conference, we are looking for support in the following areas:

## Local

### Transportation

#### Sponsor

donated vehicles for conference preparation and services

### Conference Kits

a donation of backpacks or bags for delegate registration kits

### Health Sponsor

A donation of reusable water bottles, safety supplies and resources for delegates,

### Signage and Decor Sponsor

A donation of printed materials including signage, posters, banners

### Snack Sponsor

A donation of snacks for our delegates for both the pre-conference and conference

### Advisor Hospitality

Stocking our advisor lodge with refreshments, treats and activities

## LET'S GO TO CAMP!

Our team is eager to connect with you and your organization to make CSLC 2024 a success. We will work with you to customize any sponsorship package and contribution to the program as well as our year-round leadership programs across Canada.

## CONTACT US

**To discuss your sponsorship options and package, please contact:**

**Maddie Campbell**

**Executive Director, CSLA**

**(c) 519.404.0933**

**(e) [mcampbell@studentleadership.ca](mailto:mcampbell@studentleadership.ca)**

# What student & teacher delegates say about CSLC!

**CSLC has show me that I'm not alone in wanting to make a difference. That I should continue to strive to help people, because you never know who it may impact.**



**CSLC has made me feel so much more confident. I feel as though I can use my voice more often, and even one day back at school I find myself more determined and initiative focused. I feel as though I have learned a lot, and that I can use what I've learned in every day life to really improve my mental health, confidence, and community based communication.**



**I attended a CSLC as a student and this is my first CSLC as an advisor and I have to say, the experience lived up to my memory and was remarkable to participate in from the other side.**



**I learned about people from various parts of the country and it was eye-opening to see Canadians from east to west all together in one room. Seeing all these people from Saskatchewan, and Alberta, and Nova Scotia, etc, and even a few people from Nunavut and Newfoundland, made me feel connected to our country as a whole.**

