

# NATIONAL ATHLETIC DIRECTORS CONFERENCE



## SPONSORSHIP OPPORTUNITIES

APRIL 10-12, 2025  
CALGARY, ALBERTA

# About the CIAAA



The Canadian Interscholastic Athletic Administrators Association “CIAAA” champions Athletic Administrators as the professional leaders of school sport across Canada. Our goal is to support schools in building positive athletic environments that enhance the learning experience for all students.



Empowering Athletic Administrators through Professional Development, emphasizing character and leadership. Provides training, resources & certifications.



Delivers over 20 Leadership Training Courses and many workshops. Created by Canadian Athletic Administrators to provide meaningful development.



The CIAAA membership includes five Partner Provinces; BC, Alberta, Saskatchewan, Manitoba & Prince Edward Island. As well as elective members from across the Country.

# National Athletic Directors Conference

The CIAAA National Athletic Directors Conference is Canada's only professional development event specifically designed for Athletic Directors. The key annual event provides a blend of professional development, networking and social opportunities. This event is structured to be highly customizable, allowing attendees to tailor their experience based on interest and professional needs.



## Attendees are Key Influences In:

Sporting  
Equipment

Jerseys,  
Uniforms &  
School Gear

Athletic  
Facilities

Travel  
Arrangements

Technology  
Equipment

School  
Branding



## Previous Attendees Include:

High-School & Middle-School Athletic Directors  
Provincial School Sport Executive Directors  
Superintendents, Principals and Vice-Principals  
Private & Charter School Athletic Directors

# Conference Timeline

## THURSDAY APRIL 10

**12:00 PM - 4:30 PM**

Registration  
Leadership Training Courses  
Workshops

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**6:00 PM - 9:00 PM**

Welcome & Awards Banquet  
Keynote Speaker: Kasia Gruchalla-Wesierski

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## FRIDAY APRIL 11

**8:30 AM - 12:30 PM**

Leadership Training Courses  
Workshops

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**12:15 PM - 4:30 PM**

Lunch  
Baggo Tournament  
Current Events Discussion-Forum  
Snack Break  
Keynote Speaker: TBA

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## SATURDAY APRIL 12

**8:30 AM - 12:30 PM**

Workshops

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**12:15 PM - 4:30 PM**

Lunch  
Leadership Training Courses

# Vendor Exhibition Timeline

FRIDAY APRIL 11

**8:45 AM - 10:00 AM** Exhibition Set Up

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**10:20 AM - 11:20 AM** Exhibit Hall Opening - First Look  
\*In Conjunction with Coffee Break & Snack

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**12:15 PM - 1:00 PM** Buffet Luncheon within the Exhibit Hall

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**1:00 PM - 2:30 PM** Baggo Tournament inside Exhibit Area

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**2:30 PM - 4:30 PM** Discussion Forum  
Keynote Speaker

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**4:15 PM - 5:00 PM** Closing/ Tear Down



## STANDARD VENDOR EXHIBITION RATE INCLUDES:

- 8' x 8' Floor Area with two 6' tables and chairs
- Conference Luncheon Buffet ( 2 Tickets Included, extra for purchase)
- Vendor Passport Card - Visit each booth to get a Prize
- BAGGO Tournament & Activities with the Vendor Area to generate increased activity and foot traffic.

# Sponsorship Opportunities



## NETWORKING

To provide attendees with a meaningful experience by sponsoring a meal, social, or event, fostering opportunities for them to connect with your brand and network key stakeholders in the industry.



### Friday Social Night

*\$2500 - One Available*

The social event offers a unique opportunity to leave a lasting impression on attendees as they unwind and reflect. It positions your brand as a supporter of professional connections and creates a relaxed setting for meaningful engagement.



### Breakfast Sponsor

*Price based on Meal Selection - Two Available*

Sponsoring a breakfast that isn't typically provided at the Conference offers a standout opportunity to showcase your brand at the start of the day. It ensures high visibility while creating a positive, communal atmosphere where attendees can connect and engage before the day's sessions begin.



### Lunch Sponsor

*\$1500 - Two Available*

Meals provides a prime opportunity to showcase your brand during a central part of the conference day. It ensures high visibility and allows you to connect with attendees in a relaxed, communal setting where they're most receptive to networking and engagement.



### Coffee and Snack Break Sponsor

*\$800 - Four Available*

Keep your brand front and center during these much-appreciated moments of refreshment. It's a perfect way to engage with attendees in an informal, energizing setting while supporting their productivity and enjoyment.



## NETWORKING

To provide attendees with a meaningful experience by sponsoring a meal, social, or event, fostering opportunities for them to connect with your brand and network key stakeholders in the industry.

Benefit including in Packages	Social	Breakfast	Lunch	Break
Logo Showcased on Conference Webpages *including Links to Landing Page	✓	✓	✓	✓
Half Page Ad (8.5x5.5) in Conference Brochure to all Attendees				✓
Full Page Ad (8.5x11) in Conference Brochure to all Attendees	✓	✓	✓	
Ad included in April Conference Newsletter to ALL CIAAA Members (2100+)	✓	✓	✓	✓
Social Media Post Ahead of Conference	✓	✓	✓	✓
Attendee Mailing List Provided for Single Email to Attendees (Pre or Post Event)	✓	✓	✓	✓
Opportunity to Include Items in Attendee Gift Bag (Physical Items or Virtual Coupon)	✓	✓	✓	✓
Opportunity for Banners & Signage at Meal/Event	✓	✓	✓	✓
Dedicated Email Blast to Conference Attendees ahead of Event	✓	✓	✓	✓
Brief Presentation/Speaking Opportunity	✓	✓	✓	
Vendor Exhibit Booth Included	✓	✓	✓	✓

# Sponsorship Opportunities



## Vendor Exhibit Booth

*\$500 - Many Available*

Showcase your brand and interact directly with conference attendees. Our event is planned where our Saturday meals and afternoon activities occur within the Exhibition Hall to drive foot traffic and connections.



## Prizing Giveaways

*\$100 - 10 Available \*Purchased as Add-ON to Package*

Add connection associated with your brand and create lead generation. As the entry process, delegates can sign up/register with you to consent to communications and you can follow up directly.

Benefit including in Packages	Vendor	Prizing
Booth (8' x 8') at the Exhibition Hall, Tables, Chairs, Option for Power	✓	
Square on Vendor Passport - Stickers at each Table for Engagement	✓	
2 x Friday Lunch Tickets Included (Additional for Purchase)	✓	
Logo Showcased on Conference Schedule Webpage w/ Links	✓	
Half Page Ad (8.5x5.5) in Conference Brochure to all Attendees	✓	
Ad included in April Conference Newsletter to ALL CIAAA Members (2100+)	✓	
Attendee Mailing List Provided for Single Email to Attendees (Pre or Post Event)	✓	
Opportunity to Include Items in Attendee Gift Bag	✓	
Prize Raffle held during Exhibition or at Closing Lunch		✓



# Additional Opportunities



## Workshop \*Add-On

*\$150 - 9 Available*

Provides a brief speaking opportunity (speaker/slides/video) ahead of the hour workshop sessions that participants choose to attend.



## Hotel Arts Downtown Calgary

119 12 Ave SW Calgary, Alberta T2R 0G8

Our full Conference, except our Social, takes place in our host Hotel. Please take advantage of our Conference rate!

CIAAA Conference: \$169/night. Free parking included.

**Reserve at Hotel Arts**



Save 5% off Econo\*, and 10% off EconoFlex & Premium Fares

Bookings made to Calgary, Alberta

Travel Period: April 3 - April 19, 2025

**Code: 6U1X4IF**

# Registration

## [Click Here for Sponsor Registration Form](#)

Invoice will follow once form is received if you have any questions, please reach out to Caleigh Wojcicki - caleigh@ciaaa.ca

## Rules & Regulations

It is the responsibility of all those registering to be aware and accept the following regulations.

### 1. Contract for Space

- Applicants are required to complete the application and full payment to confirm space reservations.

### 2. Cancellation

- A full refund (less \$50 for processing) will be granted if received in writing by Monday March 10, 2025

### 3. Admission Credentials

- An advance list of attending representative(s) and any changes shall be supplied to the CIAAA. Each attendee must checkin/register and credentials must be worn at all times.

### 4. Facility Rules & Regulations

- Nothing shall be nailed, stapled, hung or attached to ceilings, walls or columns, trim or other painted surfaces, nor will the penetration of floor, walls, columns, ceilings or trim be permitted in any portion of the building. Exhibitors and/or their agents shall not damage or deface equipment provided by the CIAAA or the hotel. When such damage occurs, resulting costs will be charged directly to liable party.

### 5. Insurance

- Exhibitors and any independent contractors they may employ must have comprehensive insurance. Neither CIAAA nor the Hotel maintains insurance covering the exhibitor's property. Although the CIAAA provides a secure space, be advised that displays and materials belonging to the exhibitor are sole responsibility of the exhibitor at all times, and insurance for any loss or damage shall be carried on these items.

### 6. Brand

- Use of the CIAAA name or logo for any purpose must be authorized in writing by the CIAAA

### 7. Part of Contract

- These rules and regulations constitute a bona fide part of the contract for space entered into by applying and providing payment. The CIAAA reserves the right to render interpretations and decisions to make such additional rules and regulations as deemed necessary to enhance the success of the conference or decline any exhibit which, in its judgement, is out of keeping with the character of the conference. The CIAAA's decision and interpretations shall be accepted as final in all cases.



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**CANADIAN INTERSCHOLASTIC ATHLETIC  
ADMINISTRATORS ASSOCIATION**