

150 Gladstone Avenue North
Yorkton, Saskatchewan S3N 2A8
Phone (306) 786-5560
Fax (306) 786-5599



Yorkton Regional High School

Principal: M. Haczekwicz
Vice-Principal: J. McBride
Vice-Principal: D. Nesseth

Canadian Student Leadership Conference 2020 *“From the Roots Up!”*

Dear Sponsors,

In 2020 the Canadian Student Leadership Conference (CSLC) is coming home to the place where it all began: Yorkton, Saskatchewan and the Yorkton Regional High School. Enthusiastic student representatives and their teacher supervisors from across Canada will gather from September 22nd to 26th in the building that hosted the first ever CSLC in 1985 to develop leadership skills, tools, and abilities that will help them become tomorrow’s leaders, today.



Geared around the theme *“From the Roots Up!”* the Canadian Student Leadership Conference will provide seminars, presentations, tours and activities not only for students across the nation but also to local high school students right here in our community.

Your sponsorship will help us make this possible while also showcasing our beautiful Parkland area and local attractions. Corporate and community sponsors have been integral to the success of past conferences and have contributed to a tradition of excellence. Without our sponsors, we would be unable to host such a high-caliber event.

CSLC is the longest running national student leadership conference in Canada, and Yorkton Regional High School is proud to host the 36th annual gathering. CSLC continues to be Canada’s leading educational conference for secondary schools and continues to provide student leaders from across the country with an invaluable opportunity to develop leadership tools and skills to help them make a difference in their schools and communities. However, as we continue to grow, we must adapt to meet increasing expenses with regards to travel, food, and venues. While 45% of CSLC’s revenue will be raised through delegate registration fees, the remainder comes from valuable sponsors like you.

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Our Commitment

- Sponsors will be provided with comprehensive and current information regarding CSLC 2020 and its program
- Sponsors who support a particular portion of the program (e.g. a plenary speaker) will have their donation used solely for such purposes
- All sponsors will receive exposure at the conference in alignment with their level of donation as outlined in the previous section
- The Steering Committee will communicate with the sponsor to ensure that all aspects of the sponsorship levels are carried out to the highest possible standard and in a manner satisfactory to the sponsor's expectations.

Thank You

Thank you for considering a sponsorship to help support the Canadian Student Leadership Conference. Your support will help build a strong community of secondary school students from across the country and help them develop the skills and tools necessary to be positive and engaged leaders in their schools and communities.



Yours in education,

CSLC2020 Chairs and CSLC2020 Sponsorship Committee:

Mr. Haczkevicz (Principal)
Mrs. McBride (Vice-Principal)
Mr. Nesselth (Vice-Principal)
Mr. Roby Sharpe (SRC Advisor)

Mr. Michael Chapman (Sponsorship Committee Chairperson)
michael.chapman@gssd.ca



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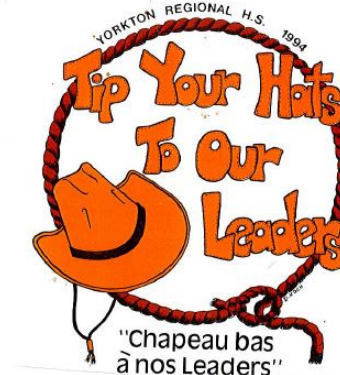
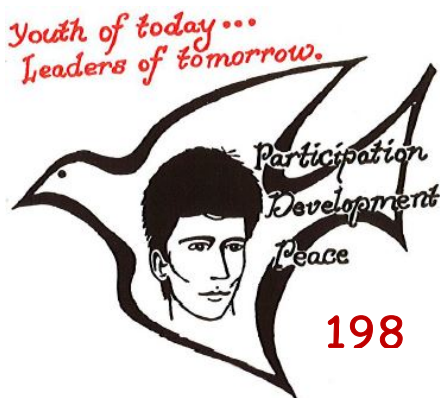
Background

About the Canadian Student Leadership Conference (CSLC):

In 1983, the students and staff of Yorkton Regional High School in Yorkton, Saskatchewan were invited to host the annual provincial student leadership conference of 1985. The Honorable Grant Devine challenged the Yorkton group to turn the 1985 provincial conference into a national conference as one of Saskatchewan's contributions to the 1985 International Year of the Youth project.

The challenge was accepted and on September 18-20, 1985, the first CSLC was held in Yorkton. Over 800 students and their advisors from across Canada and the United States (and even one delegate from Mexico) attended this conference. The theme of this conference was "Youth of today ... Leaders of tomorrow", and so, the Canadian Student Leadership Association was founded. "Tip Your Hats to our Leaders" celebrated the tenth anniversary of CSLC 1994 in Yorkton, Saskatchewan.

In recent years, we have also witnessed an increasing number of schools developing and offering leadership courses to high school students. These courses have helped individual participants become more knowledgeable and stronger, providing them with leadership skills to take to their respective schools and beyond. The national and provincial organizations have helped to equip individual student leaders with the necessary tools to enable them to be effective leaders.



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The Market:

The 750 student delegates who attend CSLC are the decision makers at their respective schools. Those selected to attend are generally the students responsible for booking entertainment for school events, ordering school clothing and accessories, and networking with local businesses to help promote school programs and events. They also promote engagement and participation within their schools and communities. They are the student leaders invested in making a difference in their schools and communities. The majority of our delegates are poised to pursue post-secondary education or training, and are interested in learning more about what opportunities are out there for them when they graduate. As future employees, these reliable, self-motivated, enthusiastic students already exude many of the characteristics employers look for in their staff.

Likewise, the advisors who bring students to CSLC are educators committed to developing and helping their students create strong, positive communities. These advisors are advocates for student activities, are active volunteers, and have positive influence within their schools.

About the Canadian Student Leadership Association (CSLA):



Canadian Student
Leadership Association

Vision: 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 while contributing to the betterment of society.

Mission Statement: To help educate and encourage Student Leadership by providing secondary school students and educators from across the country with top-quality and relevant student leadership training, resources, programs, and events, including an annual national leadership conference.

Goals:

- Enable students to participate in national student leadership events and programs, including an annual national leadership conference.
- Train secondary school educators to help guide student leaders in a variety of meaningful activities.
- Create and distribute timely resources for students and educators to foster the development of student leadership.
- Support and promote other student leadership organizations, events, or programs.

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CSLC Sponsorship Levels

The CSLC Steering Committee welcomes all corporate or community sponsors. Sponsorship levels determine the amount of exposure during the conference.

PREMIER SPONSOR: \$20,000+

Standard Top-Tier Benefits

- Be acknowledged as a Premier sponsor on CSLA and CSLC websites with Sponsor's logo/image, direct links to Sponsor's website, and brief sponsor bio
- Be acknowledged as a sponsor on a scrolling sponsorship banner on front page of conference website
- Be acknowledged on the sponsorship page of the conference program as Premier Sponsor
- Opportunity for sponsorship contribution will be split between CSLC and a travel bursary for schools wanting to attend CSLC, or to be a named sponsor for an entire day of CSLC (4 available)
- Opportunity for a booth during the CSLC tradeshow (attended by all CSLC conference delegates, advisors, and organizers)
- Tickets to CSLC opening and closing ceremonies, including closing ceremonies banquet

Premier Sponsor Added Benefits

- Be acknowledged in 2 social media posts with direct links to Sponsor's social media sites
- Name inclusion in any CSLC media release
- Opportunity to contribute to CSLC "swag bags"
- Sponsor logo placement on select CSLC T-Shirts
- Sponsor logo placement all key CSLC signage
- Business material present on CSLA table at CSLC
- Full-page advertisement in CSLC program
- Recognition as Premier Sponsor at CSLC (opening ceremonies, AGM, and closing ceremonies of CSLC)
- Advertisement opportunity in "Above and Beyond" mail-out to every school in Canada (3,500 schools)
- Special recognition from the CSLA and CSLC Conference Committee (plaque, presentation, etc)

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Major Sponsor: \$10,000

Standard Top-Tier Benefits

- Be acknowledged as a Major sponsor on CSLA and CSLC websites with Sponsor's logo/image and direct links to Sponsor's website
- Be acknowledged as a sponsor on a scrolling sponsorship banner on front page of conference website
- Be acknowledged on the sponsorship page of the conference program as Major Sponsor
- Opportunity for sponsorship contribution will be split between CSLA and a travel bursary for schools wanting to attend CSLC, or be the named sponsor for a CSLC evening event (3 available)
- Opportunity for a booth during the CSLC tradeshow (attended by all CSLC conference delegates, advisors, and organizers)

Major Sponsor Added Benefits

- Be acknowledged in 2 social media posts with direct links to Sponsor's social media sites
- Opportunity to contribute to CSLC "swag bags"
- Sponsor logo placement on select CSLC backpack or bag
- Sponsor's sign or banner displayed at key CSLC locations
- Business material present on CSLA table at CSLC
- Complimentary advertisement in CSLC program
- Advertisement opportunity 3 times a year with our "Above and Beyond" mail-out to every school in Canada (3,500 schools)

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Major Supporters: \$5,000

Standard Benefits

- Be acknowledged as a Major supporter on CSLA and CSLC websites with Sponsor's logo/image and direct links to Sponsor's website
- Be acknowledged as a sponsor on a scrolling sponsorship banner on front page of conference website
- Be acknowledged on the sponsorship page of the conference program as Major Supporter
- Opportunity for a booth during the CSLC tradeshow (attended by all CSLC conference delegates, advisors, and organizers)

Major Supporter Added Benefits

- Be acknowledged with other major sponsors in 2 social media posts
- Sponsor logo on small carry items (notebooks, water bottles)
- Business cards available at CSLA table at CSLC
- Complimentary advertisement in conference program
- Opportunity to contribute small item for CSLC "swag bags"

Official Sponsors: \$2,500

- Be acknowledged on the sponsorship page of the conference program as an Official sponsor
- Be acknowledged as an Official sponsor in the sponsorship section of the conference website with Sponsor's logo/image and direct link to Sponsor's website
- Be acknowledged as a sponsor on a scrolling sponsorship banner on front page of conference website
- Opportunity for a booth during the trade show (seen by all conference delegates, advisors, and organizers)
- Business cards available to advisors at conference
- Complimentary advertisement in conference program

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Supporting Sponsors: \$1,000

- Be acknowledged on the sponsorship page of the conference program as an Official sponsor
- Be acknowledged as an Official sponsor in the sponsorship section of the conference website with Sponsor's logo/image and direct link to Sponsor's website
- Be acknowledged as a sponsor on a scrolling sponsorship banner on front page of conference website
- Opportunity for a booth during the trade show (seen by all conference delegates, advisors, and organizers)

Contributing Sponsors: up to \$1,000

- Be acknowledged on the sponsorship page of the conference program as a Contributing sponsor
- Be acknowledged as a Contributing Sponsor in the sponsorship section of the conference website with Sponsor's logo/image and direct link to Sponsor's website

In-Kind Sponsorship

The Canadian Student Leadership Conference also welcomes in-kind sponsorship in product, materials, and/or services. If you are interested in contributing an in-kind sponsorship, please contact **Mr. Michael Chapman** at: michael.chapman@gssd.ca for more details. The following are examples of In-Kind Sponsorship opportunities available:

- Food Sponsor (Evening Meals), overall value of \$15,000
- Venue Sponsor (Evening Activities), overall value up to \$10,000
- Refreshment Sponsor (daily snacks), overall value of \$6000

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