

Looking for a Guaranteed Return on an Investment?

Be a part of the 27th
Canadian Student Leadership Conference

Hosted by

Corner Brook Regional High
2011

There may be only one place where a positive return can be guaranteed in these financial markets, and that is with our extraordinary youth. Many high school students simply do not fit the old cliché as 'the leaders of tomorrow' but are rather proving they are the very competent 'leaders of today'. Both the students involved in the steering committee and those delegates attending from across this country are developing skills needed to run businesses, communities, and countries.

CASE FOR SUPPORT

The Challenge

About 65% of our revenue will be raised through delegate registration fees; the remainder comes from our valuable sponsors, people, businesses, and organizations. Corporate and community sponsors have played an integral role in past conferences, and their involvement has ultimately led to a tradition of excellence and success. Without sponsors, we would be unable to host such a high calibre event that would be affordable to our youth. We are actively looking for partners who can share our vision and want to be part of the excitement!

The Market

Student delegates to the conference are Canadian youth who are responsible for running all the student activities within their home schools as well as within their

own communities. These responsibilities include volunteering within communities, organizing all spirit events, booking entertainment for school dances and proms, networking with local businesses, and advertising and promotion within the school. These are the students who make change happen and who follow through on their commitments.

Advisor delegates to the conference are Canadian educators who advise the student leaders on a daily basis. They have great influence within their school communities.

Our Vision

CSLC 2011 will inspire delegates to affect positive change in themselves, in their community and in the global environment by embracing the legacy of leadership.

Mission Statement

Our mission is to promote and develop student leadership activities within Canadian high schools. As such, the Canadian Association of Student Activity Advisors (CASAA) was born. The Canadian Student Leadership Conference (CSLC) is an annual event within the CASAA organization. The conference strives to bring the best student leaders within Canadian schools and their advisors together to explore the cultural diversity of Canada while gaining the skills and knowledge necessary to create the best school climates across the country.

CASAA Goals

- To facilitate the professional growth of Student Activity Advisors by helping to equip them with the resources, ideas, and support to become effective trainers of student leaders.
- To encourage, across Canada, the sharing of ideas pertaining to student activities.
- To actively promote the concept of student leadership.

A Quick History Lesson

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 Hon. Grant Devine challenged the Yorkton group to turn the 1985 provincial conference into a national conference. This would be one of Saskatchewan's contributions to the 1985 International Year of the Youth project.

The rest, as they say, is history! The challenge was accepted and on September 18-20, 1985, the first CSLC was held in Yorkton. Over 800 students and their advisors attended this conference to the theme Youth Leadership in Action. Not only did

people come from all across Canada, but there were strong delegations from five states and one delegate from Mexico City.

The Canadian Association of Student Activity Advisors has been addressing the leadership needs of high school students and student council advisors since 1985.

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 in providing leadership in their respective schools and beyond. Both the national and provincial organizations have helped to equip individual student leaders with the necessary tools to enable them to be effective leaders.

CSLC: A Leadership Legacy

The following is a list of conferences hosted in CSLC's history:

| | | |
|------|---|---------------------|
| 1985 | YOUTH LEADERSHIP IN ACTION | Yorton, SK |
| 1986 | SUCCESS THROUGH INVOLVEMENT | Sherwood Park, AB |
| 1987 | YOUTH LEADERSHIP IN ACTION | London, ON |
| 1988 | YOUTH CAN MAKE A DIFFERENCE | Lower Sackville, NS |
| 1989 | THE CHALLENGE OF LEADERSHIP | Pointe Claire, QC |
| 1990 | CREATING TOMORROW'S NEEDS BY LEADING TODAY | Burnaby, BC |
| 1991 | TNT: TOMORROW'S NEEDS TODAY | Brandon, MN |
| 1992 | THE FUTURE STARTS TODAY | Kitchener, ON |
| 1993 | YOUTH TODAY LEADING THE WAY | Bishop's Falls, NL |
| 1994 | TIP YOUR HATS TO OUR LEADERS | Yorkton, SK |
| 1995 | SET SAIL FOR NEW HORIZONS | Bathurst, NB |
| 1996 | LEADERSHIP IN MOTION | Edmonton, AB |
| 1997 | TAKE FLIGHT | Montreal, QC |
| 1998 | ONE NATION-ONE DREAM | Kamloops, BC |

| | | |
|-------------|--|-------------------------|
| 1999 | MAKING IT WORK! | Waterloo, ON |
| 2000 | YESTERDAY, TODAY, TOMORROW... FOREVER! | Winnipeg, MN |
| 2001 | CHARTING THE COURSE: A LEADERSHIP ODYSSEY | Lower Sackville, NS |
| 2002 | SPIRIT: Students Putting Imagination, Resources, & Ideas Together! | Saskatoon, SK |
| 2003 | UNLOCK THE FUTURE | St. John's, NL |
| 2004 | A RIVER RUNS THROUGH IT | Abbotsford, BC |
| 2005 | PLANT A NEW SEED | Lloydminster, AB |
| 2006 | ORDINARY YOUTH DOING EXTRAORDINARY THINGS | Fredericton, NB |
| 2007 | LEAD ON: Lead with Enthusiasm, Activism, Diversity, and Optimism Now | London, ON |
| 2008 | IT ALL STARTS HERE! | Summerside, PE |
| 2009 | LEAD THE STAMPEDE | Olds, AB |
| 2010 | BIG TOP - Canadian youth performing above and beyond | Montreal, QC |
| 2011 | A NEW FOUND ENERGY! | Corner Brook, NL |
| | Tuesday, September 27 – October 1, 2011 | |

CSLC 2011 Sponsorship Levels

The CSLC 2011 Steering Committee welcomes all corporate or community sponsors. Sponsorship can take a variety of forms and may be in cash or in product/materials/services. Five levels of sponsorship are available: Diamond, Platinum, Gold, Silver, and Bronze. Sponsorship levels determine the amount of

exposure during the conference.

Diamond Level Sponsorship

\$25,000 +

- Be acknowledged in the program book as Diamond sponsor.
- Be acknowledged as Diamond sponsor on the conference website and given a sponsor link on the conference website.
- Sponsor logo on conference flashcard housing all conference materials
- Sponsor logo placement on take away merchandise (backpack, portfolio, etc)
- Placement of logo on signage at key locations throughout conference site.
- No charge conference table during the trade show (seen by all conference delegates, advisors, and organizers).
- Receive a complimentary full-page advertisement in the conference program booklet.
- Business literature distributed to all advisors, delegates and conference organizers.
- Recognition during the opening ceremonies, sponsored event, and closing ceremonies.
- Highlighted as a “Day sponsor” in all correspondence related to conference.

Platinum Level Sponsorship

\$10,000 - \$24,999

- Be acknowledged in the program book as a Platinum sponsor.
- Be acknowledged as a Platinum sponsor on the conference website and given a sponsor link on the conference website.
- No charge conference table during the trade show (seen by all conference delegates, advisors, and organizers).
- Receive a complimentary full-page advertisement in the conference program booklet.
- Business card inclusion in advisor business card holder.
- Sponsor logo placement on take away merchandise (back pack, portfolio, etc)
- Recognition during the opening ceremonies and sponsored events.
- Placement of logo on signage at key locations throughout conference site.
- Ability to choose a session to sponsor and, therefore, be listed under the session description as a sponsor or you can choose to sponsor the “conference in general”

Gold Level Sponsorship

\$5,000 – \$9,999

- Be acknowledged in the program book as a Gold sponsor.
- Be acknowledged as a Gold sponsor on the conference website and given a sponsor link on the conference website.
- No charge conference table during the trade show (seen by all conference delegates, advisors, and organizers).
- Receive a complimentary half-page advertisement in the conference program.
- Business card inclusion in advisor business card holder.
- Sponsor logo placed on conference water bottle.

Silver Level Sponsorship**\$2,500 - \$4,999**

- Be acknowledged in the program book as a Silver sponsor.
- Be acknowledged as a Silver sponsor on the conference website and given a sponsor link on the conference website.
- No charge conference table during the trade show (seen by all conference delegates, advisors, and organizers).
- Receive a complimentary quarter advertisement in the conference program.

Bronze Level Sponsorship**\$1,000 - \$2,499**

- Be acknowledged in the program book as a Bronze sponsor.
- Be acknowledged as a Bronze sponsor on the conference website.
- Receive a complimentary business card ad in the conference program

Other Gifts and Contributions**Less than \$1,000**

- Be acknowledged in the program book for contribution.

Our Commitment

- ❖ Sponsors will be provided with comprehensive and current information regarding CSLC 2011 and its program
- ❖ Sponsors who support a particular portion of the program (e.g. a plenary speaker) will have their *CONTRIBUTIONS* used solely for such purposes
- ❖ All sponsors will receive exposure at the conference in alignment with their level of *CONTRIBUTION* 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.

Sponsorship Form

Thank you for your generous support. Your CONTRIBUTION to the 27th Annual Canadian Student Leadership Conference – **A New Found Energy** - will help us continue the legacy of quality leadership education for the youth in our country.

- Yes, we would like to sponsor CSLC 2011! Please have a member of the Steering Committee contact us at the number below.

- **Diamond Sponsorship \$25,000 +**
 - Yes, a representative will attend opening ceremonies
 - Yes, a representative will attend opening ceremonies and briefly speak
 - No, no one will be able to attend opening ceremonies
 - Yes, we require a trade show table
 - No, we do not require a trade show table
 - Yes, we would like TWO closing banquet tickets
 - Yes, we would like ONE closing banquet ticket
 - No, we are unable to attend the closing banquet

- **Platinum Sponsorship \$10,000 - \$24,999**
 - Yes, a representative will attend opening ceremonies
 - No, no one will be able to attend opening ceremonies
 - Yes, we require a trade show table
 - No, we do not require a trade show table

- **Gold Sponsorship \$5,000-\$9,999**
 - Yes, a representative will attend opening ceremonies
 - No, no one will be able to attend opening ceremonies
 - Yes, we require a trade show table
 - No, we do not require a trade show table

- **Silver Sponsorship \$2,500-\$4,999**
 - Yes, a representative will attend opening ceremonies
 - No, no one will be able to attend opening ceremonies
 - Yes, we require a trade show table
 - No, we do not require a trade show table

- **Bronze Sponsorship \$1,000-\$2,499**

- **Contributor Less than \$1,000**

(*Please make cheques payable to **CSLC 2011**)

We would like more information before making a decision. Please have a member of the Steering Committee contact us.

Company or Organization: _____

Contact Person: _____

Mailing Address:

Phone Number: _____

Fax Number: _____

E mail: _____

Please return this form to:

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