



# National Sponsorship Program

Inclusion Canada is a national federation of 13 provincial/territorial member organizations and over 300 local associations working to advance the full inclusion and human rights of people with an intellectual disability and their families. Inclusion Canada leads the way in building an inclusive Canada for people with an intellectual disability and their families by strengthening families, defending rights, and transforming communities into places where everyone belongs.

Inclusion Canada's National Sponsorship Program offers your organization the opportunity to champion meaningful change, gain national exposure, and align with a recognized leader in human rights and disability advocacy. Together, we can build an inclusive Canada where every child and adult with an intellectual disability is valued, supported, and included.



As a **Leading National Registered Non-Profit in Canada**, we can provide unparalleled exposure and recognition to a grassroots community audience that spans the country.

By becoming an Inclusion Canada **National Sponsor**, your organization will gain year-round visibility, align with a highly trusted brand, be seen as a community leader, and make a measurable impact in the lives of thousands across Canada.

# What You Gain as a Sponsor

## National Brand Recognition

- Your brand featured at official events (in-person and virtual), including:
  - Conferences, fundraising events, webinars, and community initiatives
- Logo placement on event signage, digital platforms, promotional materials, and live-stream graphics
- Verbal recognition during key moments at events

## Marketing & Media Exposure

- Inclusion in our email campaigns, social media, and press releases
- Co-branded opportunities in marketing materials
- Promotion via our website and partner networks

## Strategic CSR Alignment

- Demonstrate your commitment to Corporate Social Responsibility
- Align with a trusted organization that supports inclusion
- Fulfill stakeholder expectations around DEI initiatives

## Employee Engagement & Workplace Culture

- Opportunities for staff participation in events
- Enhance employee morale, retention, and pride in your company
- Access to team-building volunteering initiatives

## Tax & Financial Advantages

- Sponsorship may qualify as a marketing or promotional expense, eligible for tax deduction
- Long-term ROI through brand loyalty, trust, and goodwill

## Our Reach & Impact

- 2,000+ event participants annually and overall reach exceeding 250,000 across all platforms each year
- National presence with community roots
- Trusted by donors, media, and government bodies

**Partnering with us is more than a sponsorship. It's a statement about your company's values, priorities, and commitment to being a force for good in Canada.**

## Tier 1: Champion of Inclusion (\$50,000+)

### Benefits:

- **National Recognition** as a Champion Sponsor on all major Inclusion Canada events (virtual and in-person) including:
  - Annual Fundraiser
  - Inclusive Education Conferences & Webinars
  - Community Workshops and Advocacy Events
  - Inclusion Canada Federation Meetings and Annual General Meeting
- **Premier Logo Placement** across all event materials, signage, and main stage slides
- **Logo & Feature Article** in Inclusion Canada's national newsletter (distributed to 20,000+)
- **Custom Social Media Feature Campaign** (4x per year)
- **Logo on Homepage Banner** of new Inclusion Canada website
- Opportunity for **on-site Watch Party** of the National Inclusion Matters Fundraising Event
- **Personalized Annual Impact Report** showing reach and outcomes of your sponsorship
- **Use of Inclusion Canada's "Champion of Inclusion" digital badge**

## Tier 2: Agent for Change (\$25,000+)

### Benefits:

- Recognition as an Advocate Sponsor at all Inclusion Canada events and webinars
- **Logo on Event Materials**, signage, and conference platforms
- **Logo on new Inclusion Canada website** (Sponsors Page)
- **Recognition in quarterly e-newsletter**
- **Two Dedicated Social Media Mentions** per year
- Annual Sponsor **Impact Summary**

## Tier 3: Community Ally (\$10,000+)

### Benefits:

- **Recognition** as a Community Ally at select events and workshops
- **Name/Logo on Sponsor Acknowledgement Slides**
- **Listing on Inclusion Canada's website** (Sponsors Page)
- **One Social Media Mention** per year
- **Recognition** in annual report

# Your ROI for Sponsoring Inclusion Canada

## Exposure Across High-Impact Channels

As a national sponsor, your brand will be prominently featured across a wide range of Inclusion Canada's platforms and events that connect with thousands of Canadians annually, including:

- **Annual Fundraising Event** (audience: philanthropists, advocates, public and private sector leaders)
- **Policy & Education Conferences/Webinars** (educators, school boards, policymakers, families)
- **Workshops & Community Engagement Events** with people from every province and territory
- **Digital Channels:** Website (100,000+ annual visitors), newsletter (50,000+ sends), and social media (highly engaged followers across platforms)

**Estimated Total Annual Reach:** Over 250,000 impressions across events, digital platforms, and community outreach.

## Access to a Diverse, Cross-Sector Audience

Our audience spans:

- Corporate and Non-Profit Leaders
- Educators and School Administrators
- Government and Policy Makers
- Families, Self-Advocates, and Disability Community Leaders
- Researchers, Academics, Developers, Lawyers, Healthcare Professionals, and Media

Your brand won't just be visible, it will be seen by the people shaping **education, social policy, inclusive practices, and consumer behavior** across the country.

## Strategic Alignment With Community Values & Social Impact

An investment in Inclusion Canada isn't just a marketing expense, it's a **values-driven investment** in:

- **Inclusive education**
- **Equity and accessibility**
- **Empowering families and communities**
- **Creating long-term societal change**

Sponsoring us positions your company as a **leader in Corporate Social Responsibility (CSR)** strategy.

You're not just supporting a cause, you're contributing to a movement that aligns your brand with compassion, innovation, and measurable impact.

## Meaningful Reporting & Recognition

You'll receive a **custom impact report** each year showing:

- Reach and engagement numbers
- Campaign highlights
- Stories of lives changed through your support

Use this data to strengthen your CSR reporting, share impact internally and externally, and build loyalty with employees and customers.



## Get Involved

We'd love to create a customized partnership plan that aligns with your brand's values and goals. For more information, contact:

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