

CORPORATE SPONSORSHIP PROGRAM

20
24



CANADIAN KINESIOLOGY ALLIANCE
ALLIANCE CANADIENNE DE KINÉSIOLOGIE

Canadian
Kinesiology
Alliance



Annual Corporate Sponsorship Program

SPONSORSHIP WITH IMPACT

Looking to increase your visibility and grow your network among Kinesiology professionals and the industry?

It's time to elevate your connection with the Kinesiology community. Partnering with the Canadian Kinesiology Alliance (CKA) provides your organization with a diverse audience amongst Canadian healthcare practitioners.

Great opportunity to elevate your visibility and showcase your products or services and increase your networking opportunities with Kinesiologists from across Canada.

WHO WE ARE.

WHAT WE DO.

WHY A SPONSORSHIP WITH THE CKA WORKS!

Kinesiologists are experts in human movement.

For over 20 years, the Canadian Kinesiology Alliance (CKA) has existed to support provincial Kinesiology Associations across Canada to advocate for and promote the advancement of the profession of Kinesiology in this country.

The CKA strives to be recognized as the unifying voice for Kinesiology in Canada. The CKA is comprised of 10 Provincial Kinesiology Associations and **represents over 5,000 Kinesiologists across Canada.** Kinesiologists are health professionals that use evidence-based research to treat and prevent injury and disease, and to improve movement and performance.

A sponsorship with CKA increases your visibility among key audiences and enables a broader outreach to Canadian Kinesiologists to put you top of mind with them.

OUR MISSION

To advance, promote and advocate for the Kinesiology profession in Canada through meaningful and strategic partnerships and alliances.

OUR VISION

To ensure Kinesiology is broadly recognized by all Canadians as a leading health profession and a valuable member of the Canadian Healthcare Team.



OUR VALUES

- To be progressive, proactive and be at the forefront of Kinesiology
- To promote diversity within the profession of Kinesiology
- To use evidence-based learning in decision-making
- To promote ethical and professional behaviours
- To be effective and efficient in collaborative initiatives



THE SPONSORSHIP PROGRAM

We offer several sponsorship opportunities to promote your brand to the largest and most diverse network of Kinesiologists nationally.

We offer a reach of over 5,000 CKA-affiliated Kinesiologists across Canada

Throughout the year we provide top tier visibility through CKA's marketing communications projects and campaigns – along with our annual virtual Kin Can Conference (cka.ca/KinCan).

Our audience includes Practicing Kinesiologists, health and fitness professionals, Kinesiology academics and Kinesiology students across Canada.



OUR REACH SPEAKS VOLUMES



Instagram



1,815
FOLLOWERS

ORGANIC
REACH:

1,512
MONTHLY

Facebook



4,260
FOLLOWERS

ORGANIC
REACH:

4,560
MONTHLY



LinkedIn



3,984
FOLLOWERS

ORGANIC
REACH:

11,162
MONTHLY

Email



SENT TO

4,405
RECIPIENTS

OPEN
RATE:

47%

THANK YOU FOR BEING PART OF OUR JOURNEY!
#CKASPONSOR #KINESIOLOGY

Kin Can Conference 2024

Each year in November, the CKA hosts a two-day virtual conference, bringing together Kinesiologists from across the country for professional Kinesiology education. **Our annual CKA Conference sponsors are recognized on the Kin Can Conference webpage.**

SPONSORSHIP LEVELS



GOLD \$5000

- Opportunity to host a 15-minute roundtable session about your brand at the annual Kin Can Conference
- Banner on CKA website homepage with direct link to sponsor's website
- 90-second video promotion addressing CKA affiliates on CKA Sponsors & Partners webpage, with video on CKA social media platforms and at Kin Can Conference launch
- Logo and link to website in all CKA marketing and communications materials
- 50% discount on all additional sponsorship opportunities beyond sponsor level



SILVER \$3000

- Logo on CKA website homepage with direct link to sponsor's website
- 45-second video promotion addressing CKA affiliates on CKA Sponsors & Partners webpage, with video on CKA social media platforms in addition to at the 2024 Kin Can Conference
- Logo and link to website in all CKA eblasts (digital newsletters)
- Monthly social media post on all CKA social media platforms
- 30% discount on all additional sponsorship opportunities beyond sponsor level



BRONZE \$2000

- 1 quarterly sponsored eblast to all 5000+ CKA affiliates
- 1 quarterly sponsored social media post on all CKA social media platforms (Instagram, Facebook, LinkedIn) to a total of approximately 10,000 followers
- 15% discount on all additional sponsorship opportunities beyond sponsor level



EACH SPONSORSHIP TIER ALSO RECEIVES:

- Recognition as an annual sponsor at virtual Kin Can Conference
- Company logo included on conference virtual background used by all speakers and moderators, and in Kin Can Conference promotional banner
- Branding included in virtual event lobby during the 2024 Kin Can Conference
- National Kinesiology Week, June 7-8, 2024, recognition in all promotional materials and social media posts
- Logo recognition on the CKA website homepage and Sponsors & Partners page
- Thank you and logo recognition in the CKA annual report

CKA Sponsorship Order Form

Indicate your level of sponsorship:

- Gold \$5000** – Includes a 50% discount on all additional CKA sponsorship opportunities
- Silver \$3000** – Includes a 30% discount on all additional CKA sponsorship opportunities
- Bronze \$2000** – Includes a 15% discount on all additional CKA sponsorship opportunities

Additional sponsorship opportunities

Item	Price	Quantity	Total (\$)
National Kinesiology Week Collaboration Sponsorship June 1-8, 2024 recognition with your logo and/or weblink on all promotional materials and social media posts for the week.	\$1000		
Logo and webpage link placement on all new/renewed membership package emails for one year.	\$1000		
Kin Can Conference Virtual Experience Open to development by sponsor(with the CKA,) game, commercial or video message. The sponsor must take into consideration limits and schedule.	\$750		
Kin Can Conference Break Sponsorship Logo and recognition included at break time during virtual conference, plus a CKA approved video provided by the sponsor (maximum two-minutes).	\$500		
Kin Can Conference Keynote Session Sponsorship	\$750		
Sponsored e-blast to all CKA affiliates	\$250		
One social media post on each CKA social media platform (Instagram, Facebook, LinkedIn) in advance of Kin Can Conference.	\$150		
Quarterly Social Media Posts Quarterly posts on each CKA social media platform for one year: Instagram, Facebook, LinkedIn.	\$500		

Sponsorship Contact Information

Company:

Contact Name:

Title:

Address:

City:

Province/State: **Postal code/Zip:**

Phone: **Email:**

Name

Signature

Thank you for your sponsorship! We look forward to working with you and helping you to elevate your brand and reach more Kinesiologists in Canada.

Return your order and contact form to Alyssa Sherlock, Association Coordinator, at alysa@cka.ca