

NATIONAL ATHLETIC DIRECTORS CONFERENCE



SPONSORSHIP OPPORTUNITIES

APRIL 16-18, 2026

KELOWNA, BRITISH COLUMBIA

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 16

12:00 PM - 4:30 PM

Registration
Leadership Training Courses
Workshops

6:00 PM - 9:00 PM

Welcome & Awards Banquet
Keynote Speaker: Kasia Gruchalla-Wesierski

FRIDAY APRIL 17

8:30 AM - 12:30 PM

Leadership Training Courses
Workshops

12:15 PM - 4:30 PM

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

SATURDAY APRIL 18

8:30 AM - 12:30 PM

Workshops

12:15 PM - 4:30 PM

Lunch
Leadership Training Courses

Vendor Exhibition Timeline

FRIDAY APRIL 16

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

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

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

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

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

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

\$2000 - 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

\$100 - 9 Available

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



TRAVEL

Delta Hotels Grand Okanagan Resort

1310 Water Street, Kelowna, BC

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

CIAAA Conference: \$229/night

Reserve Today



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

Bookings made to Kelowna, BC

Use Coupon Code: 9Z4Y1OL

**between April 8 - 26*

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 9, 2026

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.



**CANADIAN INTERSCHOLASTIC ATHLETIC
ADMINISTRATORS ASSOCIATION**