

# 2022 VIRTUAL COUNCIL MEETING RÉUNION VIRTUELLE DU CONSEIL 2022

NOVEMBER 21—22, 2022

21-22 NOVEMBRE 2022

## 2022 Virtual Council Meeting Sponsorship Package

Canadian Association  
of Schools of Nursing

Association des écoles  
de sciences infirmières

CASN  
ACESI



## FACT SHEET

The **Canadian Association of Schools of Nursing (CASN)** is formally inviting sponsors for the **2022 CASN Virtual Council Meeting**. The Council Meeting is the annual general meeting of CASN, where representatives from member schools across Canada meet; give direction to the association; discuss issues and ideas regarding nursing education; and reflect on current and new activities. Your sponsorship gives your company/institution a unique opportunity to directly reach deans, directors, chairs, and faculty members of nursing programs from across Canada and promote your products, programs, and services.

**The CASN Virtual Annual General Meeting program this year includes:**

- Graduate Education Forum
- Undergraduate Education Forum
- Sessions to discuss current trending topics
- Awards Recognition Event.

**This year's education forum themes are:**

- Graduate Education Forum: *Promoting Equity, Diversity and Inclusion in Master's and Doctoral Nursing Education*
- Undergraduate Education Forum: *Rethinking Clinical Practice Models*

We are expecting approximately 200+ delegates, and it is shaping up to be an illuminating Virtual Council Meeting!

Register your company or institution now as a sponsor for the opportunity to directly reach key decision makers.

Dates: November 21-22, 2022

Website: [www.casn.ca](http://www.casn.ca)

**This year, a portion of your sponsorship will include a donation to the virtual silent auction to help us raise money for the [Dr. Pat L. Griffin Fund of CASN](#).** This fund acknowledges the leadership contribution Pat Griffin made to nursing education and nursing scholarship. The fund supports research in nursing education, including the Pat Griffin Research Grants and the Quality Advancement in Nursing Education - Avancées en formation infirmière (QANE-AFI) journal.

**BONUS—15% future discount:** Sponsors of the 2022 Virtual Council Meeting will be eligible for a 15% discount on sponsorship opportunities at our 2023 Nursing Education Conference. The conference will be held in St. John's, Newfoundland from May 29-30, 2023 (online option will also be available).

*Additional details about CASN may be found on the last page of this package.*

**For more information, please contact:**

Roxanne Nizio

Events Coordinator

Canadian Association of Schools of Nursing

E-mail: [rnizio@casn.ca](mailto:rnizio@casn.ca)

Telephone: (613) 235-3150 Ext 133 (currently working virtually, email is preferred)

**Bonus:  
15% future  
discount**

# 2022 VIRTUAL COUNCIL SPONSORSHIP OPPORTUNITIES

**Note:** The early bird rates are available up to and including September 16, 2022.

## CASN AWARDS RECOGNITION EVENT SPONSOR

**Early bird rate:** \$1,000.00 CAD **Regular rate:** \$1,075.00 CAD

(only one opportunity available)

- ◆ Company/institution name or logo posted on the CASN Council webpage and hyperlinked to your website.
- ◆ **Two-minute live speaking opportunity at event congratulating the award recipients.**
- ◆ Company/institution logo and name featured on the cover page of the awards booklet.
- ◆ Five minute pre-recorded video promoting your products/services to be played with other sponsors during the lunch break on both days and posted on CASN's YouTube channel.
- ◆ Company/institution listed as sponsor in the Council program, along with your website, representative's name, and contact information
- ◆ Logo featured on break slides .
- ◆ Inclusion of a one-page, colour or black and white ad (provided by your company/institution ) in the Council program. Ad placement on first-come, first serve basis.
- ◆ Social media posting advertising your company/institution as a confirmed sponsor.
- ◆ Receive a list of attendees who consent to sharing their contact information.
- ◆ \$200 of your sponsorship will be used to purchase an item or gift card for the Pat Griffin online silent auction. Your organization logo will be displayed as a Pat Griffin silent auction contributor on the Council webpage, lunch, and break slides.
- ◆ Three complimentary Council registrations.

## PRESTIGE SPONSOR

**Early bird rate:** \$600.00 CAD **Regular rate:** \$675.00 CAD

- ◆ Company/institution name or logo posted on the CASN Council webpage and hyperlinked to your website.
- ◆ Company/institution listed as sponsor in the Council program, along with your website, representative's name, and contact information.
- ◆ Logo featured on break slides.
- ◆ Inclusion of a one-page, colour or black and white ad (provided by your company/institution ) in the Council program. Ad placement on first-come, first serve basis.
- ◆ Social media posting advertising your company/institution as a confirmed sponsor.
- ◆ Receive a list of attendees who consent to sharing their contact information.
- ◆ \$150 of your sponsorship will be used to purchase an item or gift card for the Pat Griffin online silent auction. Your company/institution logo will be displayed as a Pat Griffin silent auction contributor on the Council webpage, lunch, and break slides.
- ◆ Two complimentary Council registrations.
- Optional add-on:** Five minute pre-recorded video promoting your products/services to be played with other sponsors during lunch break on both days and posted on CASN's YouTube channel: \$250.00 CAD

## PLATINUM SPONSOR

**Early bird rate:** \$500.00 CAD **Regular rate:** \$575.00 CAD

- ◆ Company/Institution name or logo posted on the CASN Council webpage and hyperlinked to your website.
- ◆ Company/institution listed as sponsor in the Council program, along with your website, representative's name, and contact information.
- ◆ Logo featured on break slides.
- ◆ Inclusion of a half-page, colour or black and white ad (provided by your company/institution ) in the Council program. Ad placement on first-come, first serve basis.
- ◆ Social media posting advertising your company/institution as a confirmed sponsor.
- ◆ Receive a list of attendees who consent to sharing their contact information.
- ◆ \$100 of your sponsorship will be used to purchase an item or gift card for the Pat Griffin online silent auction. Your company/institution logo will be displayed as a Pat Griffin silent auction contributor on the Council webpage, lunch, and break slides.
- ◆ One complimentary Council registration.
- Optional add-on:** Five minute pre-recorded video promoting your products/services to be played with other sponsors during lunch break on both days and posted on CASN's YouTube channel: \$250.00 CAD

# 2022 VIRTUAL COUNCIL SPONSORSHIP OPPORTUNITIES

**Note:** The Early bird rates are available up to and including September 16, 2022.

## GOLD SPONSOR

**Early bird rate: \$400.00 CAD Regular rate: \$475.00 CAD**

- ◆ Company/institution name or logo posted on the CASN Council webpage and hyperlinked to your website.
- ◆ Company/institution listed as sponsor in the Council program, along with your website, representative's name, and contact information.
- ◆ Logo featured on break slides.
- ◆ Inclusion of a quarter-page, colour or black and white ad (provided by your company/institution ) in the Council program. Ad placement on first-come, first serve basis.
- ◆ Social media posting advertising your company/institution as a confirmed sponsor.
- ◆ Receive a list of attendees who consent to sharing their contact information.
- ◆ \$50 of your sponsorship will be used to purchase an item or gift card for the Pat Griffin online silent auction. Your company/institution logo will be displayed as a Pat Griffin silent auction contributor on the Council webpage, lunch, and break slides.

## SILVER SPONSOR

**Early bird rate: \$300 CAD Regular rate: \$375.00 CAD**

- ◆ Company/institution name or logo posted on the CASN Council webpage and hyperlinked to your website.
- ◆ Company/institution listed as sponsor in the Council program, along with your website, representative's name, and contact information.

**Note: NCLEX exam related advertising is not permitted.**



**2022 CASN Virtual Council Meeting  
Virtual Sponsor Registration Form  
November 21-22, 2022**

We would like to be a:

- CASN Awards Recognition Event Sponsor** (one opportunity) \$1,000.00 CAD  
**early bird rate until September 16, 2022** (\$1,075.00 reg rate)
- Prestige Sponsor:** \$600.00 CAD **early bird rate until September 16, 2022** (\$675.00 reg rate)
- Platinum Sponsor:** \$500.00 CAD **early bird rate until September 16, 2022** (\$575.00 reg rate)
- Gold Sponsor:** \$400.00 CAD **early bird rate until September 16, 2022** (\$475.00 reg rate)
- Silver Sponsor:** \$300.00 CAD **early bird rate until September 16, 2022** (\$375.00 reg rate)
- Optional add on:** (for Prestige, Platinum and Gold sponsors): Five minute pre-recorded video promoting your products or services to be played on a loop slide with other sponsors' videos during lunch break on both days and posted on CASN's YouTube channel: \$250.00 CAD

**Note: NCLEX exam related advertising is not permitted.**

Company/institution name to be used for sponsor recognition purposes:

\_\_\_\_\_

Contact person name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date (yy/mm/dd): \_\_\_\_\_

Please provide the following credit card information\*:

Name on credit card: \_\_\_\_\_ Type of card (check one)\*: "MasterCard "Visa

Credit Card number: \_\_\_\_\_ Expiry date (mm/yy): \_\_\_\_\_ CVS #: \_\_\_\_\_

*\*Please note: we do not accept American Express.*

**Please remit this completed form with payment information by Friday, October 21, 2022 to:**

Roxanne Nizio—Email: [rnizio@casn.ca](mailto:rnizio@casn.ca)

**SPONSORS POLICIES:**

- ◆ Sponsorship opportunities are granted on a first-come first-served basis.
- ◆ Sponsorship registration form must be received via email, fax, or mail with full payment by **Friday, October 21, 2022**. Logo, website, ad, optional video, and representative's name/email and phone number must also be emailed (to Roxanne Nizio) by this date.
- ◆ Cancellations must be received in writing (via email) to Roxanne Nizio. Cancellations received by **Friday, October 21 2022** are subject to a 25% cancellation fee. No refunds are available after this date.
- ◆ No refund will be given for cancellations received on or after **Friday, October 21, 2022**.



## ABOUT CASN

Founded in 1942, the Canadian Association of Schools of Nursing (CASN) is the national voice for nursing education and nursing research and represents nursing programs in Canada. With 95 member schools, CASN speaks for Canadian nursing education and scholarship. CASN works to establish and promote national standards of excellence for nursing education; promote the advancement of nursing knowledge; facilitate the integration of theory, research and practice; contribute to public policy; and provide a national forum for issues in nursing education and research.

CASN's mission is to lead nursing education and nursing scholarship in the interest of healthier Canadians.

CASN prides itself on being a bilingual, voluntary organization; representative of universities and colleges that offer part or all of an undergraduate or graduate degree in nursing; a registered charitable organization; the official accrediting agency for degree nursing programs in Canada; and associated with national nursing, health, academic accreditation, and research organizations.

The CASN Council is composed of heads of member nursing schools, chairpersons of standing committees, and members of the Board of Directors.

CASN's programs and services include:

- **Representation and advocacy:** CASN represents academic nursing and member schools to governments, funding agencies, international agencies, and other nursing and health organizations. CASN advocates support for nursing education and research.
- **Liaison and collaboration:** CASN liaises with other national nursing and health organizations to promote the interests of academic nursing and member schools.
- **Education, research and scholarship:** CASN offers courses, projects, workshops, and a biennial conference for nursing educators and researchers.
- **Accreditation:** CASN grants accreditation to qualified nursing education programs at member institutions. The CASN accreditation program is recognized provincially, nationally, and internationally.
- **Leadership:** CASN is the premier source of information on current, quality nursing education and research. CASN facilitates leadership through committees and task forces.
- **Information exchange:** CASN produces a monthly newsletter for faculty at member institutions, and various reports.

Information about CASN is available on its website: [www.casn.ca](http://www.casn.ca).



## QUICK FACTS ABOUT CASN'S SOCIAL MEDIA NETWORKS

CASN maintains a dedicated social media network following that include CASN members, project partners, deans, directors, chairs, faculty members of nursing program, and government policy makers from across Canada. Through sponsored content on CASN's networks you can present your nurse education solution or services to 4,000+ followers.

### Quick facts:

- 1,952 Twitter Followers
- 1,712 Facebook Followers
- 255 LinkedIn Followers
- 229 Instagram Followers

Click on the icons below to follow the Canadian Association of Schools of Nursing:

