

SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR OF THE ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS

Thank you for your interest in becoming a Sponsor. Our sponsorship program is a cost-effective way to give you maximum exposure to administrative professionals both locally and across the country. The various levels of sponsorship represent excellent opportunities to promote your business to appropriate contacts in industries and businesses. Your company will stand out as a supporter of continued education and professional development among office professionals.

As a non-profit organization, our National Board of Directors is composed of volunteers who donate time and expertise to maintain current professional services and activities for our members. By partnering with our Sponsors, we can offer a higher level of speakers at national events and meetings, as well as increased services and promotions to our members.

SPONSOR LEVELS AND BENEFITS (BASED ON A ONE-YEAR PERIOD)

PLATINUM SPONSOR

Benefits include a one-line link to your website under the “current sponsors”, a 300-character description of your company, four 1/2 page ads in our National Newsletters and four promotional emails sent to all of our members via our National Director-President. Your company can also post up to five complimentary job postings on our AAP website. As a Platinum sponsor, your donation will go directly to assist with our National Board and Annual General meeting events, so your company logo and link will also be featured in all communications and promotions.

GOLD SPONSOR

Benefits include: All benefits that Silver and Bronze receive (see below) plus a one-line link to your website under the “current sponsors” page, two 1/2 page ads in our National Newsletters and up to three job postings. As well, Gold sponsors can send two promotional emails to all of our members via our National-President. As a Gold sponsor, your donation will go directly to assist with our National Board and Annual General meeting events, so your company logo and link will be featured in all communications and promotions.

SILVER SPONSOR

Benefits include what the Bronze sponsor receives, plus a 300-character description of your company on our current sponsors page; two 1/4 page ads in our Newsletter over the year and one free job posting.

BRONZE SPONSOR

Benefits include a logo and one-line link (image size 181 x 94 in JPG or GIF format) to your website on our “current sponsors” page; a one-time, 1/4 page ad in our National Newsletter, “The Communiqué”, one introductory email to our members and one free job-posting.

PRODUCT SPONSOR

Benefits include a logo and one-line link (image size 181 x 94 in JPG or GIF format) to your website on our “current sponsors” page; a one-time, 1/4 page ad in our National Newsletter, “The Communiqué, and one introductory email to our members.

The Association of Administrative Professionals reserves the right to decline any sponsored link deemed unsuitable.

PARTNERSHIP PROGRAM

The Association of Administrative Professionals has developed a partnership program to encourage dialogue and promote professional development with other Associations to further engage our members through shared practices, continuous learning and training opportunities. Should your organization be interested in becoming a Partner with the Association, please contact us at aap.national.marketing@canadianadmin.ca.

2023 - Sponsorship Table

Sponsorship Tier System

Benefits	Platinum \$3,000	Gold \$2,000	Silver \$1,500	Bronze \$1,000	Partner Product
Logo, link to company website under current sponsors page, 300 character description of company and/or service	✓	✓	✓	Logo & link to company website under current sponsors	Logo & link to company website under current sponsors
Complimentary job postings on our AAP Website	✓ (5)	✓ (3)	✓ (1)	✓ (1)	
Banner Ads on AAP website	3 for the year (2 weeks per banner ad)	1 for the year (2 weeks per banner ad)			
Social blast promotion	4 for the year	2 for the year	1 for the year	1 for the year	1 for the year
E-Newsletter	2 for the year ½ page ads	2 for the year ½ page ads	2 for the year ¼ page ad	1 for the year ¼ page ad	1 for the year ¼ page ad