

Sponsorship

Sutherland-Chan takes pride in our relationships with our alumni and community partners.

As a school, we frequently receive requests for access to our students. They come from potential employers, vendors, and organizations who would like our students' participation in their events.

This demand has led us to create meaningful opportunities designed to work for both parties, since one of our guiding principles is that the students must always benefit.



You are invited to partake in any or all of our initiatives that are mutually beneficial for your clinic, business or organization and our students as soon-to-be RMTs.

You can contact the coordinator of these events, Matthew Chu, Student Services Coordinator, at matthew@sutherland-chan.com.

Thank you!



**Sutherland-Chan School
of Massage Therapy**
sutherland-chan.com

Job Fair

At a time when employers struggle to meet the demand for therapists, our Job Fair provides an opportunity for networking between our highly-sought-after student population and clinic owners. It gives you access to the student body (125-175 depending on time of year), of which more than half are in their final year of study.

We also market the fair to our alumni database. This invitation includes a list of the participating employers along with their logos.



The Job Fairs are held twice a year at the school (330 Dupont Street, 4th Floor). They take place during the students' lunch hour: 11:45 a.m. – 1:15 p.m. There is a 30 minute set-up time (11:15 a.m. – 11:45 a.m.)

The 2019 Job Fair dates are:

- Wednesday, June 26
- Friday, October 25

Sutherland-Chan will provide the following for participating sponsors:

- A massage table (28" x 73") on which to display promotional material, sign-up sheets, snacks, swag, etc.
- Two chairs (optional)
- In Real Life (IRL) social media coverage
- Visibility in the school reception area with sponsor logos displayed



All Job Fair proceeds go to the graduation committee. The funds are used to enhance the graduation ceremony and experience.

To register, or if you have any questions please contact [Matthew \[link\]](#).

Potluck and Sponsored Tuition Prize Draw

The Potluck is a time to celebrate a much-valued component of Sutherland-Chan – our school community. It is a fun lunchtime event that is also a graduation fundraising initiative. Students bring in dishes and the student body, faculty and staff eat well for \$5.00!

The Potlucks take place three times a year.

The 2019 Potluck Lunch dates are:

- Friday, April 26
- Friday, August 30
- Friday, November 29

The culmination of this event is the **\$500 Tuition Prize** given to a lucky student thanks to your donation!

Nearing the end of the Potluck, when excitement is high, the \$500 donor is invited to speak for 5-10 minutes to the sizeable student audience. They speak about their business, the benefits of working, purchasing, or participating there, and any other information meaningful to the students. They then draw the name of the lucky winner and present the symbolic big cheque! The money is deducted from the winning student's tuition balance.



Anzadin Somani from Silvermile Linens and happy student winner Amanda Oades.



If this opportunity excites you as much as it does our students, you are welcome to join and become part of the group of sponsors with big-time student recognition and appreciation.

To sign up, or if you have any questions please contact [Matthew \[link\]](#).

School Newsletter Advertising

The school's online newsletter, *The FingerPrint*, is produced once a month and goes out to current students, faculty and staff, and the Sutherland-Chan alumni database.

We welcome advertising from sponsors and community partners.

<i>FingerPrint</i> Ad Specs	Alumni Rate	Non-Alumni Room Renter Rate	Other Rate
1/3 Horizontal 8.5" x 3.29"	\$200	\$250	\$300
1/4 Horizontal 8.5" x 2.435"	\$150	\$200	\$250

Circulation: approx. 2,000

Publication Cycle: monthly, first day of the month

Deadlines: 7th day of each month

Format: please submit high resolution (300 dpi) CMYK/RGB images in PNG or JPEG format

Design Aid: add \$150 if you prefer to send content and have the ad designed by us

Book Ads, Contract: contact Robert Rodbourne 416.924.1107 ext. 19

Submit Ads: by email to robert@sutherland-chan.com

Sample Ad (shows a page fragment with a 1/4 pg ad at the bottom)

moving forward to foster stronger relationships with alumni and be better equipped and informed to support alumni needs. "In the next five years, I hope that the networking and mentorship events gain more buzz and increased attendance and that alumni recognize that massage therapy does not need to be a solo job," says Matt. Sutherland-Chan wants to be a bigger part of your future.



The master class

We value your input. To contact the Alumni Relations Committee call: 416.924.1107 x 20.

TRIMESTERS
MASSAGE THERAPY EDUCATION

416.803.7092

cmcpicton@sympatico.ca

[https://www.facebook.com/
www.trimsters.on.ca/](https://www.facebook.com/www.trimsters.on.ca/)

Social Media Coverage: Instagram, Facebook and Blog

Social media continues to reign as a platform to advertise, educate and share knowledge about your business, your products, and the great therapists/employees who work with you.

When your company participates in any of the sponsorship opportunities Sutherland-Chan School provides, you are automatically featured in our coverage – Instagram, Facebook, FingerPrint, and the Blog. We will showcase your clinic/business before an event, during the event, and in a post-event feature on one or more of our platforms. At the end of each year, an acknowledgement piece is generated to thank everyone who has been a sponsor.



It is our way of saying **Thank You!**

A La Carte Sponsorship Menu

Job Fair	\$150.00
Potluck	\$500.00
Newsletter Ad	\$150.00-\$300.00
Social Coverage	FREE

Sponsorship Packages

PACKAGE ONE: \$850

Designed with the clinic/spa owner in mind, this is the best package for providing visibility with our students. With access to both job fairs and an opportunity to present the Tuition Prize, your company will be a part of the S-C community at optimal points through the year. Including the newsletter ad brings more visibility to our alumni as well. What is in this package?

- Job Fair (2)
- Potluck (1)
- Newsletter Ad (1/4 pg)
- Social Media Coverage

PACKAGE TWO: \$850

Designed for companies who offer massage therapy supplies and equipment or would otherwise benefit from advertising to our alumni and students. This is the best package for showcasing your products/services. What is in this package?

- Potluck (1)
- Newsletter Ad (3 x 1/4 pg)
- Social Media Coverage