



# Sponsorship Prospectus

## About Leading Spas of Canada

Leading Spas of Canada is a not-for-profit trade association representing the top spas and wellness centres in the country, their suppliers and education partners. Our individual members are spa owners and spa directors who make buying decisions on every aspect of products and services purchased by spas.

Leading Spas membership focuses on spas and wellness centres with a focus on excellence. Our Quality Assurance program certifies members who have undergone a rigorous audit that certifies their commitment to safety, quality, cleanliness, and overall excellence.

Leading Spas hosts monthly professional development webinars, and provides resources and information in regular communication with members.

A sponsor partnership with Leading Spas gives you the choice of the exclusive Presenting Partner option, the Brand Partner option or you can customize a package of deliverables that is perfect for your company.

[Leading Spas Members](#)

[Featured Spas](#)

[Mission, Vision](#)

## Presenting Partner - \$5,000 (Exclusive, one year)

- Acknowledgement as Presenting Partner on all member communications and LSOC website
- Deliver 2 educational webinars<sup>1</sup>
  - “Reward” webinar attendees with a free gift product
  - Run a contest for members<sup>2</sup>
- Include 2 samples in a beauty box sent to members once per quarter from LSOC<sup>3</sup>
- Contribute blog posts on LSOC website<sup>4</sup>
- Acknowledgement as Presenting Partner on 3 scheduled webinars
  - Introduce and thank the speaker(s)
  - Sponsor recognition on all webinar communications
- 4 targeted emails to members<sup>5</sup>
- Complimentary membership in Leading Spas of Canada
- 25% discount on advertising in Spa Inc. Magazine
- Use “Presenting Partner for Leading Spas of Canada” and LSOC logo on your marketing/branded materials

---

<sup>1</sup> Sponsor provides the speaker and content. Topic and timing to be approved by LSOC.

<sup>2</sup> Terms to be approved by LSOC

<sup>3</sup> Sample to be shipped by sponsor to LSOC

<sup>4</sup> Content to be approved by LSOC.

<sup>5</sup> Content provided by Sponsor, distribution by LSOC

### **Brand Partner - \$2,000 (one year)**

- Deliver 2 educational webinars<sup>6</sup> explaining how to use/benefits of the product/service
  - “Reward” webinar attendees with a free gift product
  - Run a contest for members<sup>7</sup>
- Include a sample in a beauty box sent to members once per quarter from LSOC<sup>8</sup>
- Choose one:
  - Sponsor recognition on 3 scheduled webinars
    - Introduce and thank the speaker(s)
    - Sponsor recognition on all webinar communications
  - OR 2 targeted emails to members<sup>9</sup>
- Complimentary membership in Leading Spas of Canada
- 25% discount on advertising in Spa Inc. Magazine
- Use “Brand Partner for Leading Spas of Canada” and LSOC logo on your marketing/branded materials

### **Create Your Own Package**

Choose from any of these deliverables to customize a sponsor package specifically designed for you.

- Include a sample in the quarterly beauty box - \$500 each<sup>10</sup>
- Targeted emails to members - \$500 each<sup>11</sup>
- Deliver an educational webinar<sup>12</sup> - \$750 each
- Sponsor recognition on 3 scheduled webinars - \$1,000
  - Introduce and thank the speaker(s)
  - Sponsor recognition on all webinar communications

---

<sup>6</sup> As above

<sup>7</sup> Terms to be approved by LSOC

<sup>8</sup> Sample to be shipped by sponsor to LSOC

<sup>9</sup> Content provided by Sponsor, distribution by LSOC

<sup>10</sup> Sample to be shipped by sponsor to LSOC

<sup>11</sup> Content provided by Sponsor, distribution by LSOC

<sup>12</sup> Content to be approved by LSOC