

# 2026 CPRS NATIONAL

Annual Partnerships,  
Advertising and  
Promotion Prospectus

## About the Canadian Public Relations Society (CPRS)

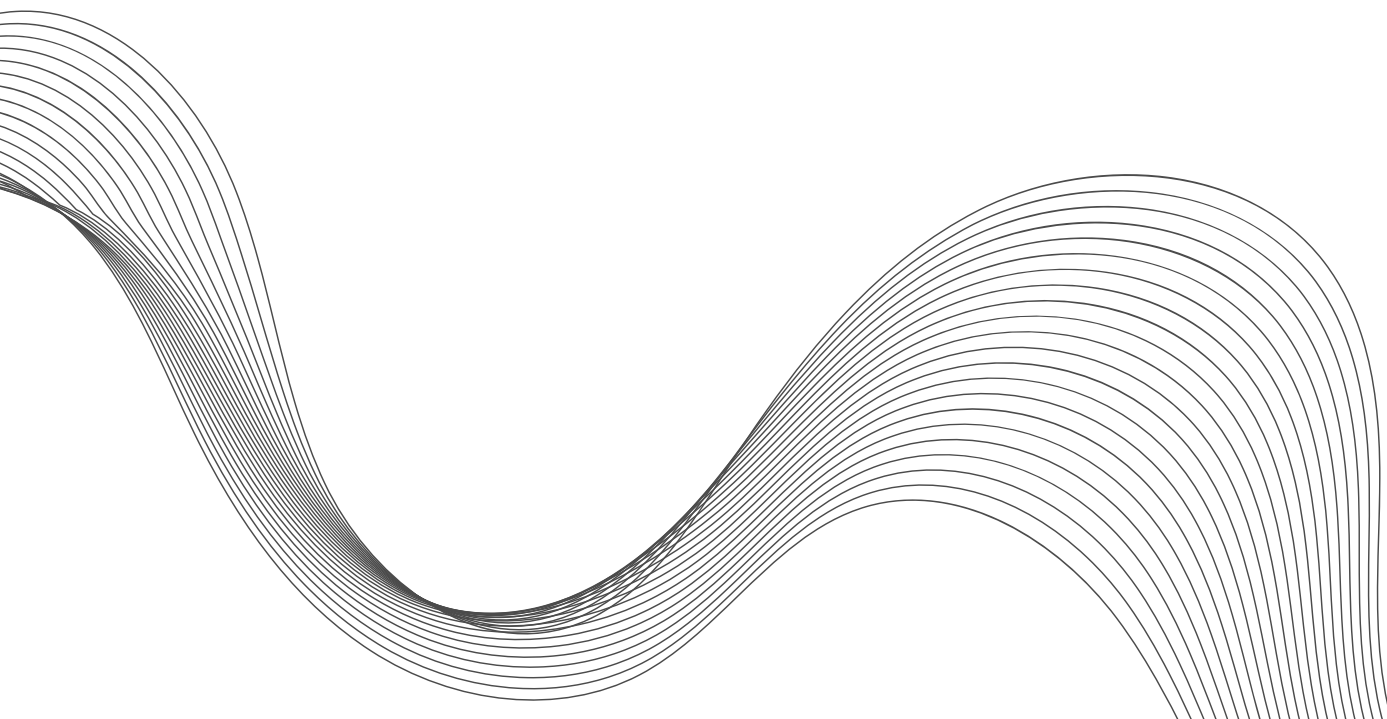
The Canadian Public Relations Society (CPRS) is the national organization and voice of the communications and public relations professional field, representing practitioners across Canada. CPRS is a federation of 13 member societies based in major cities or organized province-wide.

With more than 1,350 members, 6,500+ engaged email subscribers (with average open rates exceeding 70%), and a growing digital community of 17,000+ LinkedIn followers, CPRS connects organizations directly with professionals who shape reputation, trust, and decision-making across every sector of the Canadian economy.

CPRS advances the profession through ethical leadership, career development, professional learning, and national recognition. Our platforms offer sponsors and partners trusted, values-aligned access to a highly engaged professional audience through year-round programs rather than one-off events.

## Strategic Partnership Opportunities for 2026

CPRS's strategic partnership opportunities are designed for organizations seeking national reach, sustained engagement, and alignment with the advancement of the public relations and communications profession. These partnerships sit above a-la-carte advertising and may be customized using the advertising inventory outlined later in this prospectus.



## Why Partner or Advertise with CPRS?

Organizations partner with CPRS to:

- Reach Canada's largest national network of public relations and communications professionals
- Align with professional standards, ethical leadership and future-ready practice
- Engage professionals at key moments in their careers, learning journeys, and leadership development
- Leverage trusted national channels with demonstrated engagement
- Build sustained visibility through flexible, year-round partnership opportunities

CPRS partnerships are designed to deliver credible relevance and long-term value. We prioritize meaningful engagement over transactional exposure.

This prospectus reflects the **2026 CPRS Annual Partnerships, Advertising & Promotion Program**. Programs purchased during 2026 will run for a **12-month** term from the start date (or for another agreed-upon term).

All pricing is valid through **December 31, 2026**.

Rates and program structures are subject to change beginning **January 2027**.

All amounts are shown in **Canadian dollars**.

Applicable taxes apply to advertising and promotional placements.

Sponsorships are not subject to tax.

## CPRS NATIONAL SIGNATURE PARTNER

Indicative Annual Investment \$18,000-\$35,000

CPRS Week • Career Centre • National Digital Channel

The CPRS National Signature Partner is a year-round relationship that connects organizations with CPRS’s core national platforms. It is intentionally structured to provide sustained visibility, meaningful engagement, and alignment with the public relations and communications profession in Canada. This partnership is designed for organizations seeking ongoing relevance rather than short-term promotional placement.

### Partnership Components

- 1. CPRS Week:** CPRS Week is a national awareness and engagement campaign celebrating the public relations and communications profession in Canada. It recognizes CPRS members while inviting new professionals to engage with the Society and explore the value of national membership. The campaign blends thought leadership, storytelling, and professional development, delivered nationally and supported locally by CPRS societies across the country.
- 2. CPRS National Career Centre:** The CPRS National Career Centre is the Society’s hub for job postings, career resources, and employer engagement. It provides employers with direct access to communications professionals at moments of career transition and advancement and Career Centre eblasts are profiled.
- 3. National Digital Visibility:** National Platform Partners receive integrated visibility across CPRS’s digital communications drawing from the Society’s advertising inventory.

<p><b>CPRS Week 2026 (October Week 4)</b></p>	<p><b>Partner integration may include:</b></p> <ul style="list-style-type: none"> <li>• Recognition as a CPRS Week Partner</li> <li>• Logo placement on the CPRS Week landing pages and digital campaign toolkits</li> <li>• Inclusion in national CPRS Week email communications and social media promotion</li> <li>• Co-branded daily themes such as Careers, Ethics, Trust, or AI and the Profession</li> <li>• Optional sponsor-supported live or on-demand learning opportunities.</li> </ul>	<p>CPRS Week partnership is offered under two models, selected annually based on campaign goals and partner alignment.</p> <p>Limited Partner Model: Two to three aligned partners share visibility across the campaign. <i>Investment: 6,000–\$8,000 CAD per partner</i></p> <p>Exclusive Partner Model: One national partner receives primary recognition where exclusivity aligns with campaign objectives. <i>Investment: \$12,000 - \$15,000 CAD</i></p>
<p><b>CPRS National Career Centre</b></p>	<p><b>Partner integration can include:</b></p> <ul style="list-style-type: none"> <li>• Featured Employer designation (time-bound)</li> <li>• Priority or bundled job postings</li> <li>• Employer profile highlighting culture and opportunities</li> <li>• Inclusion in Career Centre e-blasts</li> <li>• Optional extensions: sponsored career webinars or featured employer spotlight distributed through CPRS channels</li> </ul>	<p>As selected from Section 2</p> <p><i>Provides employers with direct access to communications and public relations professionals at moments of career transition and advancement.</i></p>

<b>National Digital Visibility</b>	<p><b>These can include:</b></p> <ul style="list-style-type: none"> <li>• Sponsored placements in CPRS Communiqué</li> <li>• Sponsored national e-blasts</li> <li>• Website banner visibility on CPRS.ca</li> <li>• Sponsored postings or content amplification</li> <li>Logo recognition on CPRS.ca (where appropriate)</li> </ul>	<p>As selected from Section 3</p> <p><i>National Platform Partners receive integrated visibility across CPRS's digital communications drawing from the Society's advertising inventory.</i></p>
<b>Indicative Annual Investment</b>	<b>\$18,000–\$35,000 CAD</b>	<b>Scaled based on CPRS Week participation, and selected Career Centre visibility and digital visibility placements.</b>

## LEARNING, AI & CERTIFICATE PARTNERSHIPS

Indicative investment: \$22,000–\$30,000 CAD

Masterclass • AI Workshops • Credentialed Learning

CPRS Learning Partnerships support the Society's future-focused professional development portfolio, including:

- One (1) Masterclass Series
- Two (2) AI Workshops
- One (1) Certificate or Credential Stream
- One (1) Additional Learning Series

These partnerships position organizations as supporters of professional learning, standards, and capability-building, rather than content owners.

### Learning Portfolio Partner (PREMIUM) - \$22,000–\$30,000

The CPRS Learning Portfolio Partner supports multiple learning streams across the year and receives recognition across CPRS's full learning ecosystem.

<b>Learning Portfolio Partner- Recognition &amp; Participation</b>	<p><b>This partnership may include:</b></p> <ul style="list-style-type: none"> <li>• Logo placement on landing pages and registration confirmations</li> <li>• Logo placement on Learning Management System promotion where appropriate</li> <li>• Inclusion in an annual CPRS learning impact summary</li> </ul> <p>Speaker participation may be considered where expertise aligns with program objectives and is approved through CPRS governance processes. Speaking opportunities are not guaranteed.</p>	<p>Indicative Investment: <b>\$22,000–\$30,000 CAD</b></p> <p>One partner is preferred. A second partner may be considered only in exceptional alignment cases where roles are complementary and do not create overlap or perceived endorsement.</p>
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## Program-Specific Learning Partners

Organizations may also align with individual learning streams:

<p><b>Masterclass Partner -</b> Alignment with the 2026 Fall or Q1 2027 Masterclass series</p>	<ul style="list-style-type: none"> <li>• Program-level recognition on public promotional and course related materials and registration (during session and pre promotion)</li> <li>• Speaker / presenter / moderator consideration where appropriate</li> </ul>	<p>Investment range: <b>\$9,000–\$15,000 CAD</b></p>
<p><b>AI Program Partner -</b> Alignment with AI workshops and AI-related certificates</p>	<ul style="list-style-type: none"> <li>• Recognition on AI program pages and promotions</li> <li>• Speaker / presenter / moderator consideration where appropriate</li> </ul>	<p>Investment range: <b>\$8,000–\$15,000 CAD</b></p>
<p><b>Certificate Program Partner -</b> Alignment with a specific certificate or credential stream</p>	<ul style="list-style-type: none"> <li>• Recognition on certificate landing pages and digital certificates</li> <li>• Limited presenter participation where appropriate</li> </ul>	<p>Investment range: <b>\$5,000–\$12,000 CAD</b></p>

## One-Off Learning Sponsorships

Limited, standalone sponsorship opportunities are available for organizations or experts seeking targeted alignment with CPRS professional development programming – without a long-term or multi program commitment.

### 1. Single session workshop or learning session sponsorship

A one-time sponsorship aligned to a single CPRS professional development workshop or learning session. This option provides focused visibility and association with a defined topic, audience, and learning moment.

Sponsorship recognition may include:

- Logo placement in session-specific promotional and learning materials
- Verbal acknowledgement at the opening of the session
- Recognition in post-session participant communications
- Limited, non-promotional brand presence aligned with CPRS learning standards
- Possible presenter, speaker or moderator opportunity

## 2. Roundtable or Shared-Interest Access Sponsorship

Sponsorship of a facilitated roundtable or shared-interest discussion designed to convene peers around a defined topic area. This option aligns the sponsor with thought leadership, dialogue, and topic-based community engagement.

Sponsorship recognition may include:

- Logo placement on roundtable invitation and/or registration materials
- Verbal acknowledgement at the opening of the session
- Recognition in post-session communications to participants
- Limited, non-promotional brand presence aligned with CPRS learning standards

Investment ranges from **\$2,000–\$5,000 CAD**

**Governance and Content Integrity:** All CPRS learning programs are developed, reviewed, and approved through the CPRS National Thought Leadership Council and/or CPRS National Professional Development Committee and the National Office. Sponsorship supports delivery and access but does not direct curriculum, learning outcomes, or credential requirements.

### Advertising & A-La-Carte Opportunities

Advertising opportunities may be purchased on a standalone or bundled into strategic partnership for enhanced visibility and value. Member and non-member pricing shown.

[VIEW THE RATE CARD](#)

### Conference Participation & Bundled Enhancements

*The annual National Conference sponsorship and Awards of Excellence Gala opportunities are outlined in a separate prospectus [CLICK HERE](#). The 2027 prospectus will be released during the summer 2026. These events are complementary but separate from national partnerships.*

Organizations supporting CPRS through both national partnerships and conference sponsorship may be eligible for value-added bundled enhancements (additional visibility or placements), not fee reductions.

### In-Kind & Affiliate Opportunities

CPRS may consider limited in-kind partnerships where products or services provide direct operational or program value. Affiliate opportunities are performance-based and separate from sponsorship and advertising programs; inclusion does not imply endorsement and is subject to relevance and ethical review.

# Put Your Brand at the Heart of Canada's Communications and Public Relations Community

CPRS connects your organization with senior communications leaders, agency executives, in-house decision makers, accredited professionals and emerging talent across Canada. Through national conferences, professional development programs, research initiatives, awards and year-round digital channels, we create high-impact opportunities for:

- Brand visibility
- Thought leadership positioning
- Direct engagement with decision makers
- Lead generation and relationship building
- National credibility through trusted association

If your organization is ready to engage Canada's communications leaders in a meaningful way, we would welcome the conversation.

***Let's build visibility, credibility and  
long-term value together.***

## **Become a Member**

[www.cprs.ca/Join-us/Dues](http://www.cprs.ca/Join-us/Dues) [membership@cprs.ca](mailto:membership@cprs.ca)

Partner, Sponsor or Advertise Nationally

Email: [executivedirector@cprs.ca](mailto:executivedirector@cprs.ca) *Subject line: Partner or Advertise + Your Company Name*

## **CPRS NATIONAL**

**3-5 EDINBURGH ROAD SOUTH**

**GUELPH, ONTARIO**

**N1H 5N8**

**T: (416) 239-7034**

[www.cprs.ca](http://www.cprs.ca)