



Exclusive Partnership Opportunities



Why partner with I4PL?

The Institute for Performance and Learning (I4PL), is Canada's only professional association for workplace performance and learning professionals. Partnering with I4PL gives your business the advantage of being able to target the performance and learning community across Canada using tactics that work for you.

Supported by a rapidly growing membership with 16 chapters from coast to coast, I4PL exists to elevate the performance and learning profession by setting the standard for excellence in professional practice through a competency framework, code of ethics, and sought-after professional designations.

Our members come from a diverse range of sectors and are united by the knowledge that their skills are critical to the health and prosperity of Canadians.



I4PL by the Numbers

[Weekly News Brief Subscribers](#): 10,000+

[LinkedIn Followers](#): 3,686

[Twitter Followers](#): 2,921

[Facebook Followers](#): 851

[Instagram Followers](#): 161

Performance & Learning Month E-blast List: 10,000+



Banner Ads on I4PL's Performance & Learning Month Page

Have your logo prominently on a banner or big box displayed on the home page of performanceandlearning.ca until October 31st. The website has over 4200 page per month. This page is the go-to resource for Performance & Learning Month as it holds all the resources and tools for Chapters, members and businesses celebrating this rich month of workplace performance and learning and is linked in all national communications for Performance & Learning Month. This page also holds the summary for the month and will be referenced after the month of celebrations finish.

Your business will be noted as a supporter and sponsor of Performance & Learning Month and thanked on social media channels.

This opportunity is exclusive to three sponsors.

COST: \$350



Exclusive Webinar

Webinars are one of the most loved and utilized benefits by I4PL members. With only twelve webinars offered a year, this is an amazing opportunity to present a best practice or skill to a group of highly targeted performance and learning professionals.

This offering includes:

- Weekly inclusion in the I4PL newsletter
- One dedicated e-blasts promoting your webinar
- One on one support with a staff member during the live broadcast as well as a run-through
- One social media post on each platform I4PL utilizes (Instagram, Twitter, LinkedIn and Facebook)

This opportunity is exclusive to one partner.

COST: \$600



Logo Inclusion on Performance & Learning Month Posters

The Performance & Learning Month posters are available to Chapters, members and businesses celebrating Performance & Learning Month. The PDF posters are linked in all e-blasts and newsletters that include Performance & Learning Month content.

The posters are available in both French and English, and in two sizes, 8.5 by 11 inches, and 11 x 17 inches.

With four posters in total, this is a great opportunity to be recognized as a supporter of Performance & Learning in the workplace.

COST: \$350



Sponsored Blog Post with Newsletter and Social Media Inclusion

Position you or your company as a thought leader with a guest post on the I4PL blog. Your article or video will also be included in one edition of the weekly newsletter. Social media posts linking to your piece will be executed on LinkedIn, Facebook and Twitter.

COST: \$1000



THE INSTITUTE
FOR PERFORMANCE
AND LEARNING

Pricing

1. Website banner on Performance & Learning Month's Page: \$350 (limit of three sponsors)
2. Sponsored Webinar: \$600 (exclusive to one partner)
3. Performance & Learning Month pdf Poster (Fr. and Eng., two different sizes; 4 posters in total): \$350
4. Sponsored blog with newsletter inclusion: \$1000 (limit of 4)

Buy more and save:

Sponsor three opportunities and receive a 20% discount off of the total price!

Sponsor ALL FOUR opportunities and receive a 30% discount off of the total price!

[Email Sarah Cooper](#) or call at 416-367-5900 Ext. 233 to book or for more information.