

intro  
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CAIF  
2025

The 14th Canadian Alternative Investment Forum [CAIF]

# SPONSORSHIP & BRANDING PROGRAM

**Thursday, April 3, 2025**

Vantage Venues | 150 King Street West, 27th Floor

**TORONTO, ON**

**INTROCAP.COM**

Presented by Introduction Capital Inc.



The logo for IntroCap, featuring the word "intro" above "cap" in white lowercase letters on a dark red square background.The logo for CAIF 2025, with "CAIF" in large white uppercase letters and "2025" in smaller white uppercase letters below it.

# SPONSORSHIP & BRANDING PROGRAM

## Canadian Alternative Investment Forum [CAIF]

Founded in 2011, CAIF is the premier alternative investment industry conference in Canada, connecting active allocators, including UHNW individuals, family offices, wealth managers and institutions, to their peers as well as to innovators, entrepreneurs and investment managers. CAIF offers delegates a full day of panel discussions, presentations and meaningful insights as well significant networking opportunities.

## Delegate Composition



## Sponsorship Opportunities

Sponsorship includes exposure to Introduction Capital's deep network of sophisticated allocators, alternative investment professionals, business leaders and entrepreneurs. All sponsor logos with links are included in our multiple CAIF broadcast emails that are sent to over 3,000 investors and industry professionals. The CAIF event guide forms part of Introduction Capital's marketing package for the year following and is widely distributed post-CAIF. The guide, sponsor logos and website links are permanently archived on Introduction Capital's site for visitors to access.

## Registration

- **Early Bird** \$1,895 until December 15, 2024
- **Regular** \$2,195 until April 3, 2025

**Seats for CAIF are in high demand and of limited availability.** Presenters put considerable effort and time into ensuring talks are relevant and of interest. The courtesy of limiting networking to the designated times is appreciated.

APRIL 3



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# SPONSORSHIP & BRANDING PROGRAM

## Partner Sponsor

**\$25K**



- One-hour educational keynote or spotlight panel followed by Q&A on a topic relevant to the industry
- Branded fixed slide on main screen during presentation
- Recognition from the podium during opening remarks
- Dedicated email campaign announcing Spotlight Speaker for CAIF
- Exposure in event publication includes prominent logo on front cover, a full-page advertisement on outside back cover, and a company profile
- Logo on main screen during networking breaks
- Logo and link to company site on all CAIF communications, including emails, marketing campaigns and Introduction Capital's CAIF web page
- Logo inclusion on thank you page in event publication
- Opportunity to invite a limited number of investor clients, subject to Introduction Capital's approval
- Link to spotlight presentation to share on social media
- Five delegate passes [includes speaker] [valued at \$10,975]



## Primary Sponsors

**\$17.5K**



- Invitation to moderate or speak at the conference
- Recognition from the podium during opening remarks
- Logo on main screen during networking breaks
- Exposure in event publication includes prominent logo on front cover, a full-page advertisement, and a company profile
- Logo inclusion on thank you page in event publication
- Dedicated email campaign announcing Spotlight Speaker for CAIF
- Logo and link to company site on all CAIF communications, including emails, marketing campaigns and Introduction Capital's CAIF web page
- Inclusion in post-CAIF survey
- Opportunity to invite a limited number of investor clients, subject to Introduction Capital's approval
- Link to speaker's presentation to share on social media
- Four delegate passes [includes speaker] [valued at \$8,780]



SPONSORSHIP OPPORTUNITIES



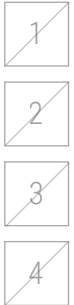
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# SPONSORSHIP & BRANDING PROGRAM

## Premium Sponsors

**\$12.5K**

- Recognition from the podium during opening remarks
- Exposure in event publication includes logo on front cover, and a company profile
- Logo and link to company site on all CAIF emails, marketing campaigns and Introduction Capital's CAIF web page
- Logo inclusion on thank you page in event publication
- Opportunity to invite a limited number of guests to the event, subject to Introduction Capital's approval
- Option to provide branded item in delegate bag
- Dedicated email campaign announcing Premium Sponsors for CAIF
- Three delegate passes [valued at \$6,585]



## Continental Breakfast Sponsors

**\$7.5K**

- Recognition from the podium during opening remarks
- Display sign with company logo in reception area during morning registration and breakfast
- Logo inclusion on thank you page in event publication
- Logo and link to company site on all CAIF emails, marketing campaigns and Introduction Capital's CAIF web page
- Two delegate passes [valued at \$4,390]



## Morning Break Sponsors

**\$5K**

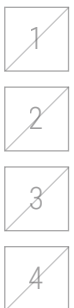
- Display sign with company logo in reception area during the morning break
- Logo inclusion on thank you page in event publication
- Logo and link to company site on all CAIF emails and Introduction Capital's CAIF web page
- One delegate pass [valued at \$2,195]



## Lunch Sponsors

**\$7.5K**

- Recognition from the podium during opening remarks
- Display sign with company logo in reception area during lunch
- Logo inclusion on thank you page in event publication
- Logo and link to company site on all CAIF emails, marketing campaigns and Introduction Capital's CAIF web page
- Two delegate passes [valued at \$4,390]



SPONSORSHIP OPPORTUNITIES



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# SPONSORSHIP & BRANDING PROGRAM

## Afternoon Break Sponsors

**\$5K**

- Display sign with company logo in reception area during the afternoon break
- Logo inclusion on thank you page in event guide
- Logo and link to company site on all CAIF emails and Introduction Capital's CAIF web page
- One delegate pass [valued at \$2,195]



## Cocktail Reception Sponsors

**\$10K**

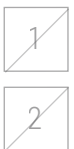
- Recognition from the podium during opening remarks
- Display sign with company logo during cocktail reception and option to offer promotional giveaways to delegates
- Company profile in event publication
- Logo and link to company site on all CAIF emails, marketing campaigns and Introduction Capital's CAIF web page
- Logo inclusion on thank you page in event guide
- Opportunity to invite a limited number of investor clients, subject to Introduction Capital's approval
- Three delegate passes [valued at \$6,585]



## Promotional Tables in Networking Area

**\$10K**

- Six-foot draped table in networking area
- Logo and link to company site on all CAIF emails and Introduction Capital's CAIF web page
- Logo inclusion on thank you page in event guide
- Company profile in the event guide
- Two delegate passes [valued at \$4,390]



## Important Notes

- Speakers who are also sponsors will have their delegate pass included as part of their package
- Sponsorships are offered on a first come basis
- Introduction Capital has full discretion over sponsors, speakers and content of CAIF
- All investor guests must be qualified and approved by Introduction Capital
- All dollars are Canadian dollars and applicable taxes apply on sponsorships and registration fees
- All sponsorships must be paid in full prior to the conference date
- Passes are transferable but not refundable

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