ignite

Today for a Brighter Future

CANADA'S LARGEST SCHOOL AGE CARE CONFERENCE

2027

SPONSOR & VENDOR PACKAGE

Saturday, March 6, 2027

Calgary TELUS Convention Centre · Downtown Calgary, AB

Applications close January 31, 2027

Tables go fast — apply early to reserve your spot

Presented by the School Age Care Directors Association

SCAN TO APPLY TODAY

CALL FOR SPONSORS & VENDORS

Apply today at calgarysacda.com

Dear business leaders and sponsors,

As part of our commitment to building a strong sector for Out of School Care professionals and the families who use these services, we are hosting our 10th annual IGNITE! School Age Care Conference at the Calgary TELUS Convention Centre on Saturday, March 6, 2027. This milestone conference gives Early Childhood Professionals the chance to develop creativity, share best practices, and network with leaders from across Canada.

This event is for professionals, owners, purchasers, and directors of child care organizations locally and across the country. We are looking for both vendors and sponsors to display products or services that benefit our sector and open your business up to the wider child care market — we want child care programs to know about you!

The theme of this year's event is

IGNITE TODAY FOR A BRIGHTER FUTURE

We are looking for partnerships with local businesses and personalities keen to support youth development through on-site presentations, activities, monetary sponsorships, or product sponsorships. Your involvement would make a world of difference to our sector and the families we serve.

10th	700+	1,300+	25
Annual conference	Delegates expected	Programs invited	Exhibition tables

Thank you for considering supporting the school-age care community.

Cody Topp
Chair of SACDA
schoolagecareconference@gmail.com

Sponsorship Opportunities

Become a partner in the one day a year the sector gathers in person — your brand in front of 700+ leaders and decision-makers, before, during, and long after the day.

Who you'll reach

700+ directors, owners and purchasers — the people who choose what their programs run on — leading a 1,300+ program sector caring for an estimated 50,000+ children across Canada.

The market nationally, 40% of school-age children use before- or after-school care, and 88% of their parents work.

Statistics Canada, Survey on Before and After School Care in Canada, 2022. Children-reached figure is an IGNITE! estimate.

	PLATINUM $1300+	GOLD $1000	SILVER $500	BRONZE / TABLE $250+
Logo on all printed sponsor media & banners	Largest	Medium	Medium	In program
Featured on website & event banner	Main sponsor	Lunch sponsor	✓	✓
Pre-made web ads (1 year, linked)	3	2	1	1
Social media promotion (pre-made posts)	IG x2 / FB	IG / FB	IG or FB	✓
Exhibition table (extra tables $250 each)	2	1	1	1
Chairs at your table	2	2	2	2
Main Hall access · WiFi · Power	✓	✓	✓	✓

Only 25 exhibition tables — they go fast. Applications close January 31, 2027. All vendors donate a door prize (min. $50 value).

Up to 3 Platinum sponsors · swag-bag inserts (incl. Platinum): supply 700 units to SACDA by February 15, 2027.

Why sponsor?

Unmatched reach

Your brand in front of 700+ leaders from 1,300+ programs across Canada.

The right room

Directors, owners and decision-makers — the people who choose what programs run on.

Year-round value

Website, social and program visibility that lasts well beyond conference day.

Sector goodwill

Show the sector you stand behind the people caring for children after the bell.

Who you'll reach

Every sponsor dollar puts you in front of the people who run Canada's out-of-school programs.

700+	1,300+	50,000+	10th
Delegates	Programs	Children reached*	Annual year

Who's in the room

46%	Program directors, owners & operators
32%	Front-line educators & program staff
22%	Coordinators, supervisors & room leads

Delegate mix is an IGNITE! estimate based on past attendance and SACDA's directors-first membership.

The market they lead

Over a million Canadian children are in before- and after-school care — and demand keeps outpacing supply.

- **40%** of Canadian school-age children (4-12) use before- or after-school care
- **88%** of their parents are in the workforce — steady, year-round demand
- **28%** of families struggle to find a spot — the sector is growing fast
- **45%** attend a school-based program — exactly who's at IGNITE!

Source: Statistics Canada, Survey on Before and After School Care in Canada, 2022; children figure is an IGNITE! estimate from national participation rates.

Ways to stand out — à la carte

Own a single high-visibility moment, on top of or instead of a tier. Example pricing — final rates confirmed on request.

- **After the Bell Marketplace** — from $2,500 — SOLD OUT
- **Lunch sponsor** — Included with Gold
- **Opening welcome** — from $1,000
- **Coffee break** — from $500
- **Delegate-bag insert** — from $250

Ready to claim your spot?

Pick your tier or à la carte add-ons, then apply on the last page — before January 31, 2027.

After the Bell Marketplace

The IGNITE! 2027 exhibitor hall · Saturday, March 6, 2027

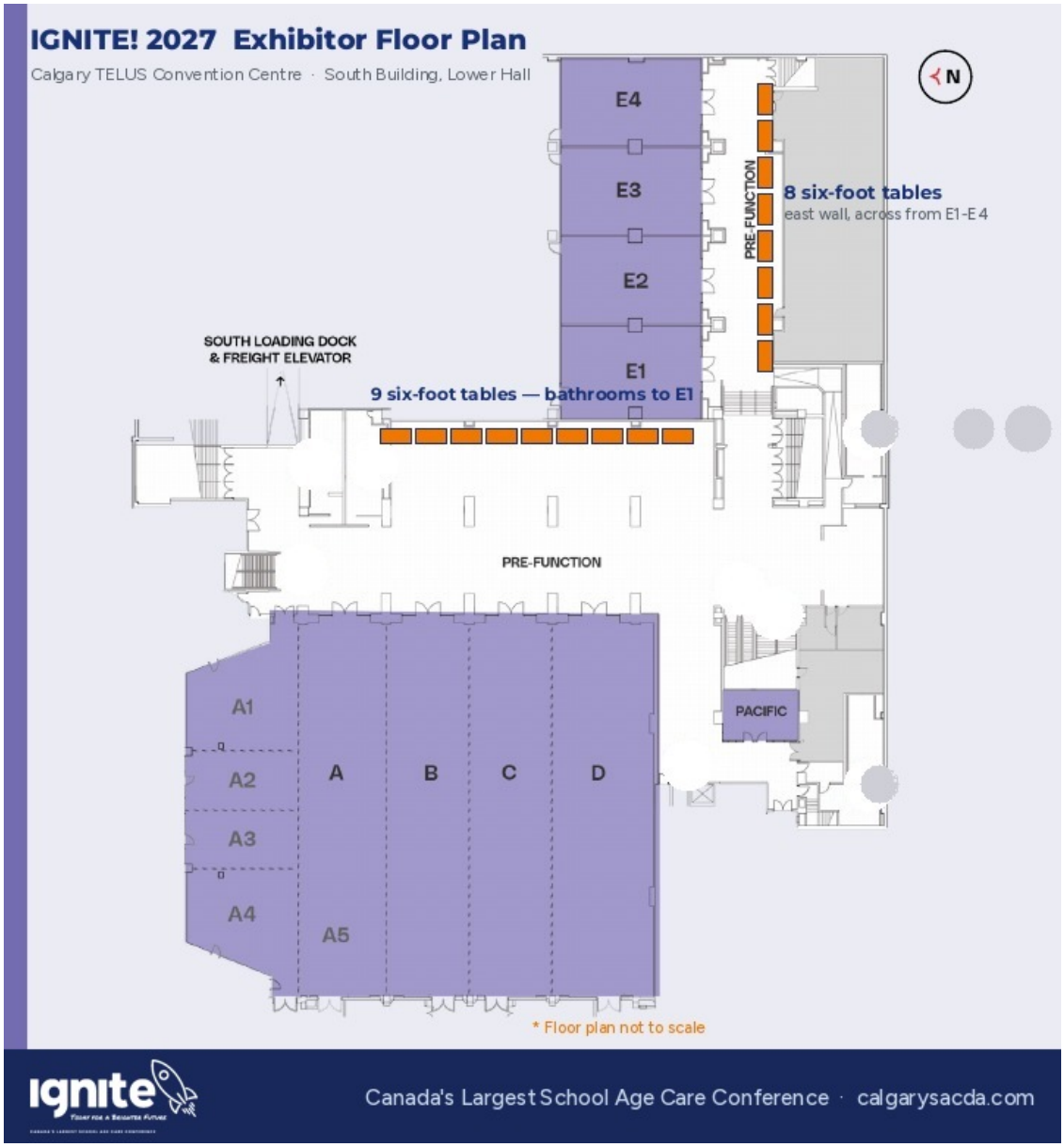
Calgary TELUS Convention Centre

Canada's most established convention centre — downtown Calgary, connected to three hotels by the +15 skywalk and steps from the river valley.

Vendor day schedule

6:30 – 7:15 am	Vendor load-in & booth setup
7:30 – 8:30 am	Hall opens · Registration, breakfast & Vendor Fair
8:45 – 11:15 am	Keynote & Session 1 · hall open between sessions
11:30 – 12:30 pm	Lunch & Vendor Fair (peak traffic)
12:45 – 3:30 pm	Sessions 2 & 3 · delegates visit between sessions
3:45 – 4:15 pm	Closing & final prize draws
4:15 – 5:00 pm	Teardown & load-out

8 six-foot tables against the east wall (across from E1–E4) · 9 along the north wall, bathrooms to E1 · load-in/teardown confirmed with acceptance.



Ready to join us?

A submitted application with payment in full reserves your spot. Submitting does not guarantee acceptance — due to limited spaces, all applications are reviewed by our board and evaluated on the value they bring to our community. If successful, you will be notified by email with confirmation and payment instructions. Materials are due before the conference so we can include your name and logo in the program and online.

Applications close Sunday, January 31, 2027 — tables go fast, reserve early!

Vendor door-prize information

- Each vendor brings a door prize valued at approximately $50.
- Vendors organize their own giveaway (a draw, sign-up sheet, or another method of your choosing).
- It is the vendor's responsibility to give the door prize to the winner, preferably at the end of the day.

Terms & conditions

1. Vendor location is determined by SACDA.
2. Load-in timing is communicated by SACDA; setup times are strict, with no load-in after the event starts.
3. Vendors remain open for business until the event closes, unless otherwise arranged.
4. No distribution, canvassing, flyers, or vending by roaming through the venue.
5. No consumption of alcohol by employees or volunteers during event hours or in uniform.
6. Each vendor is responsible for all costs to operate, including transport, supplies, and taxes.
7. SACDA is not liable for loss, stolen, or misplaced merchandise or equipment.
8. All products sold are subject to prior approval of SACDA and shall be of high quality.
9. No generators. Booths keep a clean exterior and are returned in the condition received.
10. You agree to indemnify and hold SACDA harmless from any claims, losses, injuries, or damages from your use of the space.

Ignite

Today for a Brighter Future

CANADA'S LARGEST SCHOOL AGE CARE CONFERENCE

APPLY HERE

Scan the code to become a sponsor or vendor at IGNITE! 2027

Applications close January 31, 2027 · tables go fast

calgarysacda.com

schoolagecareconference@gmail.com

Presented by the School Age Care Directors Association