

PARTNERSHIP FRAMEWORK

	Partner Tier		
	Global	Major	Core
Multi-Year Agreement	✓		
Financial Commitment \$100k+	✓		
Financial Commitment \$50k+		✓	
Financial Commitment \$10k+			✓
Category Exclusivity	✓		
1 Major Partner/Brand Activation*	✓		
Global Partner Status includes high touch, custom partnership activation with recap and result reporting. Featured with Global Partners on CAF homepage, in all email communications, joint marketing and PR plan with message integration, designated social media, blog posts and employee engagement opportunities. Featured across all CAF programs, events, Heroes of Sport interview and podcast series and on social and digital channels.	✓		
Custom Partner Content Development includes co-branded videos, athlete brand ambassador, podcasts, digital campaign, virtual grant presentation or panel series*	✓	✓	
Complimentary Sponsorship for CAF Signature and Virtual Events where sport/market/geography connection matches to include separate activation and recognition deck	✓	✓	
CAF Live includes choice of: CAF athlete to speak at company virtual event, Executive paired with CAF athlete to deliver virtual content session with inspiring stories, resonating culture theme, CAF athlete to lead inclusive 5k runs, yoga sessions, and meditative moments at conference or event.	✓	✓	✓
In-Kind Product/Services considered in financial commitment	✓	✓	✓
Partner Content Share on CAF channels and appropriate media promotions	✓	✓	✓
*Major brand/partner activation and custom content expenses will be negotiated after scope is agreed upon.			

