



SUMMARY

Sponsorship and
Partnership
Committee

Date of report

04/22/2025

COMMITTEE UPDATES

The newly established committee has held two meetings to date in December 2024 and March 2025. The December meeting primarily focused on reviewing and approving the committee's terms of reference.

The March meeting began with a discussion of CAAA's upcoming strategic review in the fall emphasizing the importance of aligning the sponsorship and partnership strategy with CAAA's long-term goals. A clearly defined value proposition, coupled with specific financial goals, is essential to identify high potential sponsorship prospects and ensure effective allocation of resources.

Carina Hackett then provided a review of the current sponsorship and partnership portfolio, highlighting:

- The status of existing sponsorships and research grants – predominantly Wiley and CPA Canada; CPA Canada and CAAA have initiated discussions regarding the future of their partnership as the current contract is set to expire in November 2025.
- Revenue contributions from current partnerships; current partnerships and sponsorships have a considerable impact on both the Association and the conferences.
- Resource requirements to support and manage these relationships; time and connections are the main resources required. Many CAAA sponsorships begin with a professional connection of a CAAA member. Software: Historically, the association's workflow has been fairly manual for the grants process, which is currently being improved to automate many of these tasks
- Successes and operational challenges; CAAA has built a great partnership with CPA Canada, as well as some publishers that return annually to our events. Challenges - the current economy offers a unique set of challenges for fundraising. In terms of events, it provides an opportunity to look for financial alternatives, especially with universities, as many can give "in kind" gifts of space, av, etc.

The final portion of the meeting focused on new sponsorship and partnership opportunities specifically the Canadian Accounting Hall of Fame as a potential flagship initiative. The CAHF relies heavily on volunteer support and would benefit from additional financial support and



resources. A range of possible partners were identified, including:

- Industry and corporate sponsors (e.g., accounting software firms)
- Professional bodies (e.g., FEI, ICD)
- Public accounting firms and their charitable foundation arms
- Government and regulatory agencies
- Standard-setting boards
- Academic and research institutions

Given the calibre of individuals recognized in the Canadian Accounting Hall of Fame, it was suggested that an alumni network be established to provide strategic advice and support sponsorship efforts. Leveraging their influence and expertise, this network could serve as a valuable resource in identifying prospective sponsors and offering insights on positioning, outreach, and long-term engagement strategies.

The committee also discussed the potential value of appointing a CAAA "chancellor" or "ambassador" from the CAHF network - this ambassadorial role could serve to enhance CAAA's profile with key stakeholders.

Next Steps

It was recommended that management:

- Engage with other academic associations to benchmark sponsorship strategies and partnership models
- Consult with sponsorship and fundraising specialists to obtain expert advice on structuring a scalable and strategic sponsorship program – Kim Trottier to invite a relevant contact to join the next meeting as a guest speaker.

Committee update: In April 2025, Rosemary McGuire, CAAA Board Member and Chair of the Sponsorship and Partnership Committee, informed the CAAA President and Vice-President of her departure from CPA Canada and her intention to step down from the Board in June 2025. CPA Canada will nominate another representative as a candidate to fill the vacant Board position.