



**SUPPLY CHAIN
CANADA**

PROFESSIONALS ADVANCING THE FUTURE.

NATIONAL PARTNERSHIP PROGRAM



WHO WE ARE

SUPPLY CHAIN CANADA IS A NATION-WIDE ASSOCIATION, IN EXISTENCE FOR MORE THAN 104 YEARS.

We are the principal source of supply chain training, education, and professional development.

We create critical networking opportunities, provide valuable engagements for member feedback and professional input.

We advocate for members and their careers with governments and businesses across the country.

Our member-centered approach is focused on advancing the needs and interests of supply chain professionals working across the end-to-end supply chain.

Through our 10 Provincial and Territorial Institutes, Supply Chain Canada grants the Supply Chain Management Professional (SCMP) designation, the highest achievement in the field and the mark of strategic leadership.



WHY PARTNER WITH US

PARTNERING WITH US ENABLES YOU TO UNLOCK NEW OPPORTUNITIES AND GROW.

Reach your audience. By having direct access to Canada's largest community of supply chain professionals from a wide range of industries and functions, you can nurture relationships and build your community.

Enhance your brand. Improve brand awareness through our website, social media platforms, and our well-regarded Supply Chain Canada magazine. Engage decisionmakers with significant purchasing power and connect with supply chain audiences that can help you drive business results.

Establish thought leadership. Position your organization as a leader in the industry and expand your influence among our members by sharing your expertise, technology and insights.





AS A NATIONAL PARTNER WITH SUPPLY CHAIN CANADA, THE OWL SOLUTIONS HAS BEEN SUBJECT TO HIGH INDUSTRY EXPOSURE THROUGH MEMBER EVENTS, YEAR-ROUND BRANDING ACROSS DIGITAL PLATFORMS AND THE OPPORTUNITY TO ENGAGE WITH OVER 7,500 SUPPLY CHAIN PROFESSIONALS NATION-WIDE. THE OWL SOLUTIONS VALUES OUR RELATIONSHIP WITH SUPPLY CHAIN CANADA AND LOOKS FORWARD TO CONTINUING OUR PARTNERSHIP IN THE FUTURE.”

OLIVIA SANTUCCI

MARKETING MANAGER, THE OWL SOLUTIONS



MEMBERSHIP BREAKDOWN BY INDUSTRY.

	% of Membership
Entry & Mid-level	32.76%
Executive	3.28%
Middle Management	21.59%
Senior Management	6.85%



Contribute to our members-only Resource Centre, include your blog posts, articles, infographics, podcasts, videos, white papers, and original research papers to a repository of knowledge used by thousands of supply chain professionals.

Get in front of our 44,000 followers on LinkedIn

Advertise and publish in our Supply Chain Canada magazine.

- 4,000+ print circulation
- 8,000+ digital distribution
- 24,000 or 3.4 readers per copy (pass along rate)

Collaborate with us on a national webinar that garners an average attendee rate of 200+ attendees.

More than 50,000 supply chain professionals engage with us through social media, events, education, training and professional development and advocacy.

PARTNERSHIP BENEFITS

	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
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BUILDING YOUR COMMUNITY

Brand Awareness

Year-Round Website Promotion on Supply Chain Canada National Website
Partnership Announcement on Social Media
End of Year Thank You on Social Media

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Supply Chain Canada Magazine Advertising

Access to advertising credit*

\$750 per issue	\$500 per issue	\$250 per issue	
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ESTABLISHING THOUGHT LEADERSHIP

Sponsored Content

Contribute content (podcasts, videos, case studies, research reports, etc.) to members-only resource centre**

5 per year	2 per year	1 per year
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Editorial Contributions

Opportunity to work with editorial team and contribute to Supply Chain Canada magazine (topics must align with issue theme)

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Community Engagement

Present thought leadership content through a live national webinar

1 per year	1 per year
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Contact **Janelle Eisler**, Events and Sponsorship Coordinator at jeisler@supplychaincanada.com to learn more about our National Partnership Program.

* The credit can be applied to any insertion in any single magazine.

**Please note all content will be reviewed and approved by our content/marketing team to ensure it is not a 'sales related piece'.



AS A LONGSTANDING NATIONAL PARTNER WITH SUPPLY CHAIN CANADA, ANAPLAN HAS HAD THE ABILITY TO CONNECT WITH INDUSTRY PROFESSIONALS ON A MORE PERSONAL LEVEL WHILE INCREASING OUR PROFILE WITHIN THE BROADER SUPPLY CHAIN COMMUNITY. THIS PROGRAM HAS PROVIDED ANAPLAN WITH EXPOSURE AND THE OPPORTUNITY TO HIGHLIGHT OUR UNIQUE OFFERINGS THROUGH SHARING THOUGHT LEADERSHIP AND ENGAGING WITH SUPPLY CHAIN CANADA'S MEMBERS ACROSS THE COUNTRY."

SARAH THWAITE

SENIOR FIELD MARKETING MANAGER, ANAPLAN

