



# CAPSI PARTNERSHIP PROSPECTUS 2023



# WHO WE ARE

The Canadian Association of Pharmacy Students and Interns (CAPSI) represents over 4,000 future pharmacists from across all ten (soon to be eleven!) Canadian pharmacy schools and provides a platform for students and interns to exchange innovative ideas. Our association is a cornerstone of the pharmacy learner experience, offering a strong and united voice on matters concerning education, pharmacy practice, and healthcare overall.

Since its formation in 1968, CAPSI continues to expand. From coast to coast to coast, our association is led by thirty-six pharmacy student leaders, each volunteering their time to ensure we build valuable opportunities that further complement pharmacy school curriculums. By partnering with CAPSI, you'll be expanding your reach to thousands of future professionals in the first chapter of their pharmacy journeys.

As a CAPSI partner, you'd be part of the lifeblood that energizes our association, and allows CAPSI to continue its long history of building strong healthcare and business leaders. The support from our sponsors is foundational to the types of opportunities we provide our members, from awards and recognitions to year-round webinars to sessions and events at our national conferences. Partnership also elevates your brand to a new and pronounced level of exposure among pharmacy students and interns.

We would be delighted to embark on a partnership with you that encompasses the goals you have in mind and empowers Canada's future pharmacists to create a better and brighter tomorrow for our patients and communities, nationwide. Should you have any inquiries, please reach out to our **Vice President, Communications, Marianna Pozdirca** at [vpcom@capsi.ca](mailto:vpcom@capsi.ca).



**CHRISTINE VACCARO**

CAPSI National President (2022-23)

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# WHAT WE DO



## CONNECT THE FUTURE OF PHARMACY

Professional Development Week (PDW) is an annual conference hosted by a different Canadian pharmacy school each year. This four-day conference brings together pharmacy students from across the country to network, learn outside of the classroom, and develop relationships with other future pharmacists! PDW is also an opportunity for students to compete in professional development competitions, participate in the “PharmaFacts” bowl, and meet inspirational pharmacists who are leaders in their field. We are proud to have held our 2023 PDW in Saskatoon, SK (our first in-person PDW since 2020!) and to announce our **next PDW in 2024 in Toronto, ON!**



# WHAT WE DO



## CELEBRATE STUDENT SUCCESS

Many of our current partners sponsor CAPSI Awards or Competitions. For example, the Over-the-Counter (OTC) Competition allows students to compete locally in simulated patient cases where they practice their OTC Counselling skills. CAPSI is grateful to **Pyrls** for their support of this award. The **Medisca** Compounding Competition allows student teams of four to compete locally, then challenge each other nationally for a Canadian prize to find which school has trained the nation's best compounding champions! **Loblaw** sponsors CAPSI's Patient Interview Competition, which challenges students' information gathering skills on the local and national stages. These are just three of the many ways CAPSI's partners help us recognize student success in learning and professional development.

## CONTRIBUTE TO NATIONAL ADVOCACY

Our mission is to advocate for the interests of pharmacy students in all Canadian pharmacy schools. CAPSI partners with the **Canadian Pharmacists Association (CPhA)** to advocate for the future of our profession and for our patients' access to pharmacist expertise and services. Most recently, we've partnered on projects related to workforce wellness and mental health, as well as student loan forgiveness for those pursuing practice in Canada's rural and remote areas.



# THANK YOU TO OUR 2022-23 PARTNERS



CAPSI is tremendously grateful that over the course of 2022, we could partner with so many wonderful associations and companies to return many beloved CAPSI activities to their in-person format, from our competitions and awards to Professional Development Week (PDW) 2023. As we reflect on these amazing opportunities, we recognize we could (and should) be doing so much more to reduce barriers and connect pharmacy students from underserved and marginalized communities. The connection students feel at PDWs is unparalleled but also, often, unfortunately unaffordable, when students are at their most vulnerable financial positions. In light of this, CAPSI is embarking on a mission to raise a **community endowment fund of \$100,000** to be used for pharmacy students who demonstrate financial need and leadership in breaking down longstanding barriers in our field.

## AND WE NEED YOUR HELP!

CAPSI is presenting two new partnership package options specifically dedicated to this fund; however, we welcome and will recognize any contribution towards this goal.



## CAPSI COMMUNITY FUND

OUR NEXT FRONTIER.  
OUR RESPONSIBILITY.

# PATHWAYS TO PARTNERSHIP



## PACKAGE OPTIONS

\$500	\$1,500	\$2,500	\$5,000	\$25,000	\$50,000	
Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor	Community Fund Title Sponsor	Community Fund Core Partner	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Logo Recognition in CAPSI Newsletter
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Logo Recognition on CAPSI website (capsi.ca)
	<input checked="" type="checkbox"/>	2 issues, 500 words <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2 issues, 1000 words <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Publication space for articles in CAPSI Newsletter
1 post/yr	1 issue, 500 words 2 post/yr	3 post/yr	3 issues, 500 words 4 post/yr	3 issues, 1000 words 5 post/yr	5 post/yr	Posts on all CAPSI Social Media
	5% off	10% off	25% off	35% off	50% off	Discount on PDW Health Fair
			2 VIP passes	2 VIP+ passes	3 VIP+ passes	VIP Passes to PDW
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Hosting one (1) webinar with CAPSI
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Hosting one (1) Lunch-and-Learn at a selected school
				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Company name listed in CAPSI Community Fund name
					<input checked="" type="checkbox"/>	Involvement in Community Fund strategy and direction



# PATHWAYS TO PARTNERSHIP

## À LA CARTE

The following two pages present singular options for connecting with pharmacy students through the avenues CAPSI offers. These may be of particular interest to groups seeking to advertise to pharmacy students directly, thereby engaging with future pharmacists from across Canada.

**\$125**

### **CAPSIL Article (<500 words)**

A 500 word opportunity to share your message with over 4000 CAPSI members through one edition of the CAPSIL

**\$250**

### **CAPSIL Article (<1000 words)**

A 1000 word opportunity to share your message with over 4000 CAPSI members through one edition of the CAPSIL

**\$500**

### **VIP Pass to PDW 2024 (Toronto, ON)**





Access to all educational sessions, including keynote speakers and AGM (not including galas) at Professional Development Week 2024

**\$750**

### **VIP+ Pass to PDW 2024 (Toronto, ON)**

Access to all educational sessions, opening and closing galas at Professional Development Week 2024, CAPSI's annual conference

# À LA CARTE CAPSI ADVERTISING

<b>Social Media Post*</b>  	<b>\$50</b>
<b>Social Media Post (all platforms)*</b>	<b>\$100</b>
<b>Social Media Re-Post*</b>  	<b>\$25</b>
<b>Social Media Re-Post (all platforms)*</b>	<b>\$75</b>
<b>Website Front Page Ad (one term)</b>	<b>\$100</b>
<b>Website Front Page Ad (full year)</b>	<b>\$250</b>

\*Social media posts and re-posts are limited to one per term per social media platform (except Twitter and LinkedIn posts, which are capped at three per term) and subject to the approval of CAPSI's Past President, Webmaster, and VP Communications. Please reach out to [vpcom@capsi.ca](mailto:vpcom@capsi.ca) with any questions.



# CUSTOMIZABLE CAPSI PARTNERSHIP OPTIONS

Each organization and company we partner with has unique goals for the pharmacy learner audience they are trying to reach. We are committed to collaborating with you to ensure you get the best exposure and return on your involvement with CAPSI. While this partnership package presents many options for engaging with pharmacy students, CAPSI has always found additional and innovative ways to build upon and customize its options to best fit the unique, shared goals of each partner. We look forward to your ideas and would love to work with you this year!



**FOR MORE INFORMATION ABOUT BECOMING A CAPSI NATIONAL PARTNER, PLEASE CONTACT:**



**MARIANNA POZDIRCA**

VP Communications, CAPSI

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