

SPONSORSHIP

PROSPECTUS



ABOUT US

The Canadian Hard of Hearing Association (CHHA) was established in 1982 as the national voice for over 4 millions Canadians living with a hearing loss. Today, CHHA supports Canadians in areas of Hearing Health Care and Accessible Communication to ensure that every individual with hearing loss *has what they need to hear and to be heard*.

Through our pillars of Education, Programs, Resources, and Advocacy we are the nation's leading consumer interest organization focused on the needs of over 4 million Canadians who live with hearing loss. We delivery our services and mission through our 21 Regional Networks and Young Adults Network from coast to coast.



Our Mission

To create accessible, connected, and equitable communities for Canadians with hearing loss.



Our Purpose

To ensure every individual with hearing loss has what they need to hear and to be heard..

CHHA 2025 VIRTUAL CONFERENCE

May 29th - May 30th



WHY SPONSOR

The Canadian Hard of Hearing Association is bringing together consumers, members, professionals and stakeholders from across Canada to connect, learn, share and advocate around hearing health care and accessible communication issues. This opportunity will provide your company with a national position and profile as a lead stakeholder who supports our work to positively impact the lives of over 4 million Canadians living with hearing loss.

Making an Impact through your Brand Exposure

The Impact will be measured through data and analytics gathered from:

- CHHA's national website and online promotions impressions
- National-level social media posts and tags
- Conference platform web traffic and participant surveys
- Your profile on national promotion materials and resources
- Various media releases and sponsor recognitions
- Conference day events, announcements and recognition moments

Promote to over 5000 consumers connected from coast- to-coast

Connect with over 150 participants, vendors, and partners across
Canada

Brand recognition on national social media, consumer and sector platforms

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WHY SPONSOR

As a sponsor of the CHHA National Conference, we want to align with your values and work with you to achieve your corporate goals. Our participants are reflect diverse communities and demographe groups who are connected to hearing loss through personal, professional, or services experience so the opportunities are abundant to reach your target audience.

We have programs several levels of sponsorship opportunities that can align to your goals and level of impact you want to make..

We can also work with you to create a customized package.

Please have a look at the grid on the following page and contact us to discuss your sponsoring needs and interests.

You can also check out our social channels here:

Instagram



LinkedIn



Facebook





May 29th - May 30th





BENEFITS

	Signature Sponsor	Day Sponsor	Awards Sponsor	English Caption Sponsor	Session Sponsor	Break Sponsor	Friends of CHHA
Notes		One day sponsor per day of conference	Sponsor one of our Leadership Recognition Awards	One English caption sponsor per day of conference		One break sponsor per day of conference	
Cost	\$6000	\$3,000	\$2,000	\$2000	\$1500	\$1,000	\$500
Number of Opportunities Available	1	2	3	2	8	2	
1-minute video to be shown during the event Special feature in (1) one Listen enewsletter							
Logo and website link on conference promotional materials							
Logo and website link on conference communications to networks and members							
Lead positioning of company logo throughout virtual event							
Welcome message in virtual lobby							
Complimentary full conference registration	4	3	3	2	1	1	
Logo on rotating PowerPoint slides during breaks							
Inclusion and mention in CHHA's conference press release							
Logo and website link on CHHA's conference website							
Dedicated social media recognition via CHHA's social media channels							
Recognition of session sponsor for chosen session							
Logo on transitioning slide during session							
Mention in session during intro and/or closing							
Mention during conference closing messages							
Recognition and acknowledgement as a friend of CHHA on CHHA's conference website							

GET IN TOUCH...

If you are interested in more information on how you can become involved, please contact:

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CANADIAN HARD OF HEARING ASSOCIATION

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