



Canadian Association of Second Language Teachers
Association canadienne des professeurs de langues secondes

FSL Fundamentals

Sponsorship Program

[FSL Fundamentals](#) is a series of eight online courses designed specifically for French as a second language teachers. Course sponsorship through this program offers opportunities to promote your products and/or services to active and motivated FSL teachers across Canada.

Structure

- Eight online courses per year
 - ▶ 4 focused on French language proficiency (fall)
 - ▶ 4 focused on FSL pedagogy and teaching strategies (winter and spring)
- Each course is eight weeks (75 minutes per week) and is led by an instructor

Participants

- 10 to 20 participants per course
- FSL and French immersion teachers from kindergarten to Grade 12
- Education students - future FSL teachers

Promotional Items

Before the Course(s)

- Mention in promotional texts for the courses in the CASLT Info ACPLS newsletter (3 times minimum - text only)
 - ▶ 9,400 subscribers
 - ▶ Open rate : 51.5%
- Inclusion in a targeted email to 10,750 contacts (2 times - text + logo)
 - ▶ Open rate: 35%
- Inclusion on course web pages (text + logo)
 - ▶ Individual course pages typically exceed 300 views
- Inclusion in CASLT's 2026-2027 Professional Learning Catalogue (text + logo in the FSL Fundamentals section)
 - ▶ The catalogue will be sent to approximately 10,000 email addresses in late August



During the Course(s)

- Two points of contact with participants in each sponsored course
 - ▶ Examples: playing a video, having a representative speak at the beginning of a lesson, verbal recognition + information shared by the instructor, organizing a draw for participants, etc. (other options are available)

Sponsorship Options

1. One course: \$500
2. Two French language proficiency courses: \$900 (\$450 per course)
3. Two pedagogy courses: \$900 (\$450 per course)
4. A combination of courses in these two streams (to be discussed)