



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

Virtual Professional Learning Days

Sponsorship Program

CASLT's [Virtual Professional Learning \(PL\) Days](#) provide a platform for teachers to connect with colleagues, engage in interactive professional learning opportunities, and share best practices. Sponsorship of one of these events offers opportunities to promote your products and/or services to active and motivated additional language (L+) teachers across Canada.

The next Virtual PL Day will be held on **Friday, November 20** from 10:00 a.m. to 3:15 p.m. ET.

Structure

- Two streams (one in English and one in French) of four 60-minute workshops
- Two registration options:
 - ▶ Full-day registration includes access to all four workshop blocks
 - ▶ Half-day registration (AM or PM) includes access to two workshop blocks

Start Time	End Time	Description	
10:00 a.m.	10:15 a.m.	Welcome and introduction (full-day and half-day AM participants)	
10:15 a.m.	11:15 a.m.	Workshop 1 (English)	Workshop 1 (French)
11:15 a.m.	11:30 a.m.	Break	
11:30 a.m.	12:30 p.m.	Workshop 2 (English)	Workshop 2 (French)
12:30 p.m.	1:00 p.m.	Break (full-day participants)	
12:45 p.m.	1:00 p.m.	Welcome and introduction (half-day PM participants)	
1:00 p.m.	2:00 p.m.	Workshop 3 (English)	Workshop 3 (French)
2:00 p.m.	2:15 p.m.	Break	
2:15 p.m.	3:15 p.m.	Workshop 4 (English)	Workshop 4 (French)



Participants

- 60 to 100 per event
- L+ teachers from kindergarten to Grade 12
- Education students - future L+ teachers

Visibility and Recognition

Before the Event

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

During the Event

- Two points of contact with participants - one in the morning and one in the afternoon
 - ▶ Examples: playing a video, having a representative speak at the beginning of a workshop, verbal recognition + information shared by the presenter, organizing a draw for participants, etc. (other options are available)

Sponsorship Options

\$750 per Virtual PL Day