

Partner with CAIP Canada

Champion Professional Excellence in Canada's Insights Industry

When your organization partners with CAIP Canada, you're aligning with the gold standard in analytics and insights certification. You're joining a community of forward-thinking companies that recognize the value of rigorous methodology, ethical practice, and continuous professional development.

CAIP (Certified Analytics and Insights Professional) is Canada's only competency-based designation for research, analytics, and insights practitioners. Our certified members have demonstrated proficiency across both technical disciplines and essential professional competencies including ethics, leadership, and strategic problem-solving.

The Strategic Value of Partnership

Access Canada's Most Qualified Talent

CAIP certification represents a verified commitment to excellence. When you partner with CAIP Canada, you gain preferential access to professionals who have proven their abilities through rigorous assessment. These are practitioners with demonstrated expertise in data collection, analysis, and insights communication, reducing your hiring risk and ensuring you're connecting with candidates who can deliver from day one.

Position Your Brand as an Industry Leader

Partnership with CAIP Canada sends a clear message: your organization invests in professional excellence and believes in the ongoing development of research practitioners. This commitment differentiates you in a competitive marketplace, serving as a powerful signal to prospective employees, clients, and industry peers that you hold yourself to the highest standards.

Align with Ethical Data Practice

CAIP Canada has adopted the CRIC Standards that includes requirements that go beyond the requirements of Canadian and global privacy laws. CAIP requires all CAIPs to comply with these world class standards. By supporting CAIP Canada, you are investing in an industry-wide culture of ethical data use, protecting both your organisation's reputation and the public trust.

Strengthen Canada's Position in the Global Data Economy

Your partnership helps establish Canada as a leader in competency-based, ethically grounded analytics and insights work. As the global demand for qualified data professionals grows, organizations with access to CAIP-certified talent gain a meaningful competitive advantage. Your investment benefits not just your own business, but the entire Canadian insights ecosystem.

Partnership Packages

Platinum Partnership - \$5,000

Platinum partnership represents the highest level of engagement with CAIP Canada, designed for organizations seeking significant visibility and influence within the insights profession.

Recognition and Visibility

Platinum partners receive premier logo placement across all major CAIP Canada platforms, including our website, event materials, and member communications. Your organization will be prominently featured in newsletters, our annual report, and social media campaigns throughout the year.

Engagement Opportunities

Platinum partners are invited to take an active role in CAIP Canada's programming. This includes opportunities to speak at CAIP events, host or co-sponsor educational webinars, and contribute thought leadership content. Your organization will also receive a featured profile highlighting your commitment to professional development in the insights industry.

Talent Access

Enjoy priority access to job postings that reach our full network of certified professionals, connecting you directly with Canada's most qualified analytics and insights practitioners.

Platinum partnership is ideal for organizations seeking maximum visibility, strategic influence, and positioning as champions of professional excellence.

Gold Partnership - \$2,500

Gold partnership offers a meaningful way to demonstrate your organization's support for professional standards in Canada's insights industry.

Recognition and Visibility

Gold partners receive logo recognition on the CAIP Canada website and in select communications. Your organization will be acknowledged across our digital channels and social media campaigns and associated with key CAIP initiatives throughout the year.

Industry Alignment

Gold partnership positions your organization alongside others who value rigorous, ethical research practice. It's a credible way to signal your commitment to the profession while building relationships within Canada's insights community.

Gold partnership is ideal for organizations establishing their commitment to professional excellence, mid-sized firms building credibility within the community, or companies seeking to align their brand with competency-based certification.

What Our Partners Say

"As a proud supporter of CAIP Canada, The Logit Group has seen first-hand the positive impact of advancing certification and professional standards in our industry. Partnering with CAIP aligns perfectly with our focus on quality, trust, and the ongoing development of research professionals."

— Sam Pisani, Managing Partner, The Logit Group

"I support CAIP because our industry is at a crossroads: methodologically rigorous, ethical research led by CAIPs—or biased, unchecked outputs driven by unregulated AI and DIY tools in inexperienced hands."

— Majid Khoury, Principal, Majid Khoury

Let's Talk

We'd welcome the opportunity to discuss how partnership with CAIP Canada can serve your organization's goals.

Maxime Bourbonnais

Acting CAIP Partnerships Lead

mbourbonnais@mbarecherche.com