

**Associate your  
organization with  
research  
integrity and  
professionalism**

**Partner your organization  
with Canada's Insights  
Industry Professionals**

**CAIP**

CERTIFIED ANALYTICS AND INSIGHTS  
PROFESSIONALS OF CANADA

**PAIM**

PROFESSIONNELS AGRÉÉ EN ANALYTIQUE  
ET INTELLIGENCE MARKETING DU CANADA

Visit our [Certified Analytics and Insights Professionals](https://www.caip-paim.ca)  
website to learn more!

# Why Partner with CAIP Canada?

## Hire Top Talent

Gain preferential access to a vetted pool of professionals who have demonstrated mastery of technical research skills and enabling competencies like ethics, leadership and problem-solving.



## Be a Trusted Brand in the Industry

Corporate partnership with CAIP Canada positions your organization as committed to professional excellence and continuous learning. Your partnership demonstrates investment in industry-wide talent development, a powerful recruitment and retention tool that sets you apart.



## Demonstrate Commitment to Data Ethics

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.



## Put Canada on the Map

Your investment strengthens Canada's position as a leader in ethical, competency-based insights and analytics, benefiting our entire business ecosystem.



*"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

# Partnership Packages

## Platinum, \$5000

- Premier level of partnership with CAIP Canada.
- Receive priority logo placement across all major CAIP Canada platforms along with enhanced recognition in newsletters, annual reports, and social media. Benefits typically include speaking opportunities at CAIP events, the ability to host or co-sponsor educational webinars, featured profiles highlighting your organization's commitment to professional development, and priority access to job postings reaching the full network of certified professionals.
- Ideal for organizations seeking maximum visibility, influence, and strategic positioning as industry leaders.

## Gold, \$2500

- A strategic entry point to demonstrate support for professional excellence in Canada's research, analytics, and insights industry.
- Receive logo recognition on the CAIP Canada website and select communications, acknowledgment in digital channels and social media campaigns, and association with key CAIP initiatives throughout the year.
- Ideal for organizations establishing their commitment to the insights profession, mid-sized firms looking to build credibility within the professional community, or companies seeking to align their brand with ethical, competency-based certification.



*"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



**Contact us today to  
discuss partnership  
options!**

Maxime Bourbonnais, CAIP Partnerships Lead



[mbourbonnais@mbarecherche.com](mailto:mbourbonnais@mbarecherche.com)



[Certified Analytics and Insights Professionals](#)