

SYLLABUS PARTNERS

THE IN-SCHOOL MARKETING AGENCY

MEDIA KIT
2024



SYLLABUSPARTNERS.COM

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ABOUT US

SYLLABUS PARTNERS CREATES IN-SCHOOL MARKETING AND COMMUNICATION CAMPAIGNS FOR BRANDS AND ORGANIZATIONS THAT ARE USED IN CLASSROOMS ACROSS NORTH AMERICA.

WHEN WE COMBINE OUR COMMITMENT TO EDUCATION WITH OUR EXPERTISE IN BRAND MARKETING, MEDIA AND COMMUNICATION, MAGIC HAPPENS. OUR CLIENTS ARE WELCOMED INTO SCHOOLS AND INVITED TO BECOME PARTNERS IN LEARNING AND SCHOOL LIFE.

OUR SCHOOL NETWORKS

CANADA

PRESCHOOLS AND DAYCARES

11,715 LOCATIONS
83 AVERAGE SPACES PER
972,345 TOTAL ENROLLMENT

ELEMENTARY

10,100 PUBLIC SCHOOLS
210 PRIVATE/INDEPENDENTS
331 AVERAGE PER
3,420,000 TOTAL ENROLLMENT

MIDDLE AND HIGH SCHOOL

3,418 PUBLIC SCHOOLS
1,340 PRIVATE/INDEPENDENTS
480 AVERAGE PER
2,280,000 TOTAL ENROLLMENT

USA

PRESCHOOLS AND DAYCARES

108,065 LOCATIONS
62 AVERAGE SPACES PER
6,700,000 CHILDREN TOTAL
ENROLLMENT

ELEMENTARY

67,625 PUBLIC SCHOOLS
19,875 PRIVATE/INDEPENDENTS
348 AVERAGE PER
32,800,000 TOTAL ENROLLMENT

MIDDLE AND HIGH SCHOOL

30,145 PUBLIC SCHOOLS
7,680 PRIVATE/INDEPENDENTS
510 AVERAGE PER
15,100,000 TOTAL ENROLLMENT

HOW WE DO IT

WE HAVE STRONG RELATIONSHIPS WITH THE SCHOOLS IN OUR NETWORK. THEY TRUST US TO PROVIDE THEM WITH CONTENT AND SUPPORT MATERIALS THAT ARE USED IN THE CLASSROOM AND CONNECT TO EDUCATIONAL OUTCOMES. THIS ENABLES CLIENTS TO TELL THEIR STORY, AND EXCEED THEIR MARKETING AND COMMUNICATION OBJECTIVES, IN AN AUTHENTIC AND CREDIBLE WAY.

OUR SERVICES

SYLLABUS IS A FULL-SERVICE AGENCY THAT INTEGRATES BRANDS AND ORGANIZATION INTO CLASSROOMS. WE CREATE AND MANAGE SCHOOL CAMPAIGNS IN COLLABORATION WITH OUR CLIENT PARTNERS.

- STRATEGY
- CONSULTING
- CONTENT CREATION
- SCHOOL RECRUITMENT
- PRODUCTION AND DISTRIBUTION
- SHIPPING AND FULFILLMENT
- DIGITAL AND SOCIAL
- MONITORING
- REPORTING

CLIENT PARTNERS

NETFLIX, MATTEL, NATIONAL GEOGRAPHIC, OXY, SKIN CARE, P&G, PLAYMOBIL, PLAYTEX, SONY PICTURES, FISHER-PRICE, HEALTH CANADA, KLEENEX, TVO, LADY SPEED STICK, PARAMOUNT PICTURES, LEAP FROG, MOTTS, DAIRY FARMERS OF ONTARIO, PEDIASURE, DARE FOODS AND MORE.

PRICING

SYLLABUS CREATES CUSTOMIZED AND UNIQUE SCHOOL ACTIVATIONS, PRICING FOR SCHOOL ACTIVATIONS VARIES DEPENDING ON THE PROGRAM ELEMENTS AND THE NUMBER OF SCHOOLS REQUESTING THE PROGRAM. CAMPAIGNS TYPICALLY RANGE FROM \$50 TO \$450 PER SCHOOL.

CONTACT US

EXPLORE AN INNOVATIVE APPROACH THAT MAKES A DIFFERENCE.

VISIT US AT [SYLLABUSPARTNERS.COM](https://syllabuspartners.com)

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