

# SYLLABUS PARTNERS

THE IN-SCHOOL MARKETING AGENCY

MEDIA KIT  
2025



[SYLLABUSPARTNERS.COM](https://www.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)**

**MICHAEL SHEASGREEN**  
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