CAND

2026

CORPORATE SUPPORTERS & AFFINITY PROGRAMS

Rooted in History

Driven by Evidence

Supporting Naturopathic Doctors Since 1955

cand.ca | info@cand.ca

ABOUT THE CAND

The CAND is the national non-profit professional association representing regulated (or, in unregulated jurisdictions, those who meet the criteria for regulation) naturopathic doctors. Incorporated in 1955, the CAND's membership consists of over 2,500 Canadian naturopathic doctors (NDs) and naturopathic medical students. All are graduates of, or students in, an accredited four-year, post-graduate level, naturopathic medical program.

CORPORATE SUPPORTERS AND AFFINITY PROGRAMS:

The Canadian Association of Naturopathic Doctors (CAND) wants to see our members thrive. We understand the critical work our members, naturopathic doctors (ND), do to support Canadians' health and well-being. We develop relationships with Corporate Supporters and explore Affinity Programs to make life a little bit easier for our members.

THE OPPORTUNITY

Companies and individuals with commercial product(s) and/or services that support naturopathic doctors and the practice of naturopathic medicine in Canada will appreciate the opportunity to become a CAND Corporate Supporter and enhance their reach and visibility amongst Canadian NDs.

The CAND seeks Affinity Programs that provide benefits to members. Discounts, product enhancements, customized offerings, and dedicated support characterize our Affinity Programs.

ELIGIBILITY

Interested in becoming a Corporate Supporter or offering an Affinity Program to CAND members?

- Complete the application form – acceptance is at the sole discretion of the CAND.
- Complete the acknowledgment of the CAND Advertising Policy.
- Complete the acknowledgment of the CAND Corporate Supporter Policy.

THE SMALL PRINT

- Acceptance is at the sole discretion of the CAND.
- Opportunities are available on a non-exclusive basis.
- The CAND Corporate Supporter program is an annual fee per calendar year, with no-proration.
- All program benefits must be used within the calendar year; there is no carryover.
- All content is the responsibility of the Corporate Supporter (including, but not limited to: logos, graphics, copy, and links)
- All fees are subject to applicable tax.
- Fees may apply to content/copy/other changes not included in your program package.

THE CAND ADVANTAGE

REACH

Over **2,500** Canadian naturopathic doctors and students

ENGAGE

76% Open Rate*
E-Link is sent to all members

9.7k Followers
Facebook: 6.7k
Instagram: 2.7k
LinkedIn: 296

*Data from emails sent from January 1, 2025 to September 30, 2025

	CATALYST Entry level package $1,000	ADVOCATE Mid-tier package $5,000	NURTURER Premium package $10,000	DISTINGUISHED Top-Tier $15,000 *Limited opportunities*
ANNUAL MEMBER MEETING				
Logo recognition in presentation	●	●	●	●
Annual Report feature	–	⅛ page	¼ page	½ page
Attendee address	–	–	–	30 second video
SOCIAL MEDIA				
Monthly recognition on social media*	–	Logo	Logo	Logo
In-feed post for event promotion	–	$$	1	2
LinkedIn interview article*	–	–	$$	1
E-LINK (MEMBER MONTHLY NEWSLETTER)				
Monthly thanks to our supporters banner	Logo	Logo	Logo	Logo
Supporter feature (200 words plus graphic)	–	–	$$	1
Advert for product or event (additional spots available)	1	2	3	4
CAND JOURNAL ADVERTISEMENT* (OPTION TO UPDATE AD QUARTERLY)				
Banner/Leader Board placement	–	–	–	6 Months
Vertical 1 placement	–	–	6 Months	–
Vertical 2 placement	–	6 Months	–	–
Vertical 3 placement	3 Months	–	–	–

All CAND Corporate Supporters get a 25% discount on 6 and 12 month rates.

ND PORTAL (MEMBER ONLY SITE)				
Event listing access*	Self-Serve Access	Self-Serve Access	9 Concierge Service	Unlimited Concierge Service
Dedicated profile on member dashboard	●	●	●	●
Ad space on Member Dashboard	–	–	$$	6 Months
Logo recognition on member portal	●	●	●	●
CAND.CA (PUBLIC WEBSITE)				
Logo on our Corporate Supporters page	●	●	●	●
Clickable link in logo	–	●	●	●
Top row visibility	–	–	–	●

*See page 4 for details

$$ - Available for purchase, please see our à la carte section

SOCIAL MEDIA

Our monthly recognition on socials will include our supporter logos and a naturopathic medicine tip, and it will be shared on our Instagram and Facebook stories for 24 hours.

Have your brand recognition shared on our LinkedIn with an article that features your brand's latest innovations, industry trends, or awareness campaign. The CAND team will meet with you and provide the draft of the article, and Corporate Supporters must provide final approval one week prior to the scheduled posting.

E-LINK NEWSLETTER

The CAND's monthly newsletter is sent to all members, including students. The E-Link is sent on the last business day of the month, with the exception of no emails being sent in December. Our marketing emails boast a 76% average open rate, with high engagement on links.

Supporter features allow brands to reach the CAND members in a unique and direct way. With a word count of 200 words and graphics, supporters can share their message of who they are and how they can make an impact with Canadian NDs.

Have an event or a product you want to promote? Share ads created by you to over 2,500 NDs and students. All adverts require a link for the ad to point to.

CAND JOURNAL

In 2025, the CAND Journal became open access, meaning all articles are open to all for reading and sharing. This is a monumental step for naturopathic medicine as it removed the barriers to evidence-based research. Allowing the public and other healthcare professionals to access information on naturopathic medicine.

For pricing on additional ad space, please see the CANDJ Media Kit for options and ad dimensions.

All positions are sold on a share-of-voice (SOV) model, split into a minimum of 25% shares. Placements will be invoiced on the first of the month, the impressions begin being served.

*Quarterly ad switch date determined by CAND; all other changes/late content incur a $500 admin fee.

ND PORTAL

The ND Portal is a tool for CAND members to access a variety of resources, events, and updates from the CAND. The CAND launched a new member portal in the fall of 2025 which allows Corporate Supporters access to upload profiles, submit events, and share updates on the dashboard. Our Nurturer and Distinguished Corporate Supporters can share their event details with the CAND, and we will post the event details to the portal. For our Catalyst and Advocate supporters, posting events can be done by logging into the ND Portal and filling out the event form.

Our Distinguished level supporters have access to promote their brand and products on the dashboard of the ND Portal, the first page members see when logging in. This can also be purchased from the a la carte option for Nurturer supporters.

A LA CARTE

In-feed post for event promotion | $500
LinkedIn interview feature (written) | $2,000
E-Link supporter feature (200 words plus graphic) | $2,000
E-Link advert for product or event | $500
Ad space on Member Dashboard (badge) | $1,500 for 3 months

Some items are only available for Nurturer and Distinguished levels.
Please contact the CAND team with any questions.

AFFINITY PROGRAMS:

To be considered as an affinity program your offering must meet the following criteria:

- Offer a product or service of value to naturopathic doctors across Canada
- Include savings or benefits that are not offered to the general consumer of your product/service
- Include savings and benefits that apply to any CAND members who are existing consumer/customers as well as new customers.
- Provide either a dedicated portal, landing page, or one-pager tailored specifically for the partnership.
- A direct contact that CAND members can reach for support.

GUIDELINES FOR CORPORATE SUPPORTER APPLICANTS

GENERAL CRITERIA

The CAND recommends the following standards for Corporate Partners:

- Promote and advocate the goals, mission and values of the CAND.
- Promote environmental responsibility, sustainability and recycling through manufacturing processes and advocate for the protection of the environment.
- Ensure that products and raw materials are GMO-free.
- Promote ecologically friendly, inert materials in packaging and labels.
- Discourage the use of heavy metals, toxic chemicals and/or other real or potential contaminants.
- Promote fair trade practices and ethical sourcing of resources and labour.
- Encourage and promote product research and the publication of said research.
- Provide educational seminars to health care professionals about the use of the company's products.
    - ◊ Companies are encouraged to contact appropriate provincial naturopathic regulatory boards and apply for Continuing Education credits that may be applicable to the company's seminars.
- Do not provide 'multi-level or network marketing' products or services.
- Provide comprehensive telephone support and written and/or electronic information to health care professionals on their products and/or services.
- Disclose all parent companies and offshore trading Members.

CRITERIA FOR PRODUCT MANUFACTURERS/DISTRIBUTORS:

- Adhere to the General Criteria, plus:
- Natural Health Product (NHP) manufacturers and distributors must provide proof of compliance with all aspects of the Natural Health Product regulations.
    - ◊ Non-NHP companies must provide proof of compliance with all applicable Canadian government standards and regulations.
- Ensure that endangered plants and animals are not used in products.
- Support ethical and environmentally responsible harvesting and the use of organic or wild crafted plants.
- Ensure third party testing on all products.

CRITERIA FOR MANUFACTURERS/DISTRIBUTORS OF MEDICAL DEVICES AND EQUIPMENT

- Adhere to the General Criteria, plus:
- Encourage and support research of their medical devices or equipment.
- Follow ISO 9000, or higher standards.
- Comply with all current federal or provincial government standards and regulations for medical devices and/or equipment.

CRITERIA FOR SERVICE PROVIDERS

- Adhere to the General Criteria, plus:
- Encourage and support Services training exclusive to CAND membership.

CAND MAY REQUIRE YOUR COMPANY TO:

1. Provide written proof of compliance with relevant criteria.
2. Provide documentation that products and/or services can be legally sold in Canada.
3. Provide product and/or service specifications.

Upon approval, applicants will be notified by e-mail.

CAND

ABOUT THE CAND

Rooted in History

Driven by Evidence

We honour our profession's history in the context of ever emerging research and evidence.

We hold space for traditional wisdom and diverse cultural views.

MEMBER FOCUSED

EFFECTIVE ADVOCACY

COLLABORATIVE & CONNECTED

BUILDING ON A SOLID FOUNDATION

VISIT & LEARN MORE AT:

CAND.CA

CONTACT US:

INFO@CAND.CA