

# SPONSORSHIP AS A RECRUITMENT LEVER IN A CHANGED MARKET

## Context

Canada's reduction in new international-student study permits has tightened the international pipeline. Institutions that relied on higher-yield international cohorts now face increased competition for domestic students, rising digital acquisition costs, and softer conversion at inquiry, application, and yield stages.

## Why Sponsorship Matters

Sponsorship allows institutions to build relevance and preference earlier in the student decision journey, well before traditional channels begin to influence behaviour.

- Differentiate your institution in a competitive domestic market where digital messaging increasingly looks the same.
- Increase brand relevance at emotionally charged, high-attention moments.
- Build trust and authenticity through values-aligned visibility.
- Create belonging and community presence through meaningful experiences.
- Reach both students and parent influencers.
- Extend reach digitally via TikTok, IG, YouTube, Twitch.
- Shift consideration, not just awareness.

## What Lumency Delivers

- Workshop: A structured, low-lift starting point mapping recruitment goals to passion points and student decision moments.
- Strategy: Identify right-fit partners and build a recruitment-led activation plan.
- Implementation: Secure partnerships, activate, measure, and optimize against recruitment outcomes.

## Next Steps

Let's explore how this could support your 2026–27 recruitment goals.

Book time:

<https://app.usemotion.com/meet/k5cgbpd/30min>

Or reach out to [rebecca.shanks@lumency.co](mailto:rebecca.shanks@lumency.co) and we'll take care of the booking.