

CBA ABORIGINAL AND ENVIRONMENTAL ENERGY & RESOURCES LAW SUMMIT

APRIL 18-19, 2024 | MONTREAL, QC

CBA ABORIGINAL AND ENVIRONMENTAL, ENERGY & RESOURCES LAW SUMMIT

Changing Times:

Intersections between Aboriginal, Energy, and Environmental Law

April 18-19, 2024 | Montreal, QC | Le Centre Sheraton Montréal Hôtel

Agenda

For the first time ever, the CBA Aboriginal Law Section and the CBA Energy, Environment, and Resources Law Section are joining forces to present a groundbreaking combined event. This summit will delve into the complex and evolving legal terrain where Aboriginal and Indigenous rights intersect with the realms of environmental, energy, and resource development. The collaboration between these two popular Sections provides a unique platform for timely and engaging discussions on essential Section-specific topics, as well as facilitating an opportunity for addressing pivotal shared considerations.

Sponsoring this combined summit is like doubling your audience and outreach! Starting at just \$500, there are sponsorship opportunities to fit every budget. Whether you want the exclusive benefits of sponsoring a noteworthy networking event, a productive professional development (PD) session, or even an affordable advertising platform, our summit sponsorship guarantees a substantial return on investment.

Don't miss out on the chance to elevate your brand visibility, connect with a targeted audience of sought-after legal professionals, and make a lasting impact in the industry. Act now to ensure your place among the leaders in this dynamic summit!

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LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$10,000

Position your organization at the forefront of the Conference as the Lead Sponsor, commanding unparalleled attention and value. Your brand will take centerstage throughout the entire conference, enjoying continuous verbal and visual recognition. To further elevate your presence, a representative from your organization is invited to the stage to welcome the delegates, ensuring all eyes are on your brand during the conference's kickoff.

Lead Conference Sponsorship will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to provide a greeting at the Welcoming Remarks (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks
- Corporate logo displayed prominently during the Welcoming, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Welcoming Remarks
- Opportunity to include a promotional item on the CBA Swag Table
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

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DINNER WITH KEYNOTE SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)

\$8,000

Sponsor an unforgettable Dinner featuring distinguished Keynote Speaker, Chief Mandy Gull-Masty, Grand Chief of the Cree Nation Government. This dinner offers more than just networking opportunities; it's a pivotal learning experience during the conference. As attendees gather at the conference hotel, eager to connect, dine, and discover - the Dinner Sponsor will receive prominent recognition, including the exceptional privilege of addressing the delegates. This is an extraordinary opportunity for brand exposure and connection. Don't miss out on this chance to leave a lasting impression at this influential event.

Sponsorship of this evening will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to give a toast and speak about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the complete conference
- Two (2) complimentary tickets to the Dinner, with sponsor representatives seated at a VIP table
- Prominent signage with corporate logo at the Dinner venue
- Verbal recognition of the sponsor at the end of the Dinner
- Opportunity to provide a branded gift at each seat at the Dinner
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Dinner with Keynote Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Dinner with Keynote Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

WELCOME RECEPTION (EXCLUSIVE SPONSORSHIP)

\$7,000

The Welcome Reception is poised to be a truly memorable event, marking the commencement of the summit with attendees converging from across the country to kick it off in style. As a sponsor, you will have the unique opportunity to take the stage and deliver a toast to the delegates – an extraordinary chance to prominently showcase your brand before this diverse and engaged audience.

Sponsorship of this event will provide the sponsoring company with the following:

- 2–3-minute minute toast at the Welcome Reception (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representatives to attend the complete conference
- Two (2) complimentary tickets to the Welcome Reception
- Prominent signage with corporate logo at the Reception venue
- Verbal recognition of the sponsor at the end of the Reception
- Opportunity to provide a branded gift to delegates at the Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Welcome Reception sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Welcome Reception sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

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NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$7,000

The Networking Reception in the Ballroom of Le Sheraton Montreal promises to be a lively affair. It provides a valuable opportunity for attendees, guests, and speakers to connect and engage in a relaxed way following a day of serious learning. You'll have a unique and captive opportunity for a delegate address – an excellent return on investment! Make the most of this exclusive platform to share your insights, connect with the audience, and leave a lasting impression during this dynamic gathering.

Sponsorship of this evening will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to give a toast about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representatives to attend the conference
- Two (2) complimentary tickets to the Networking Reception
- Prominent signage with corporate logo at the Reception venue
- Verbal recognition of the sponsor at the end of the Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Networking Reception Sponsor
- Prominent positioning of corporate logo on the onsite printed agenda as the Networking Reception Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

The sponsor of Simultaneous Interpretation (SI), which will be featured at all sessions, holds a key role in fostering an inclusive conference environment. By generously supporting this service, the sponsor ensures fair and equal access for all participants, enabling them to actively engage in the conference's diverse discussions. The provision of English and French language interpretation services not only facilitates comprehension but also enriches the overall experience, making the event accessible and welcoming to a broader audience.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the end of the Welcoming Remarks, announcing SI availability (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- One (1) complimentary conference registration for sponsor representatives to attend the full conference
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **ALL** Sessions offering SI
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Immerse your brand in the spotlight as the exclusive Wi-Fi Sponsor, ensuring your company name is not just seen throughout the entire conference – but also felt at everyone’s fingertips as your brand seamlessly connects every delegate. With the unique privilege of crafting a personalized Wi-Fi password, you’ll not only provide a valuable service for attendees but also establish a memorable and engaging presence. Capitalize on this opportunity to extend your brand’s reach to all registrants while enhancing their overall conference experience.

Sponsorship of this item will provide the sponsoring company with the following:

- Prominent signage with corporate logo throughout the entire conference venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider (if confirmed by March 1)
- Acknowledgment of your sponsorship by the Conference Chair through the event, whenever Wi-Fi access is mentioned
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Wi-Fi sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LUNCHEON SPONSOR WITH SPEAKER (EXCLUSIVE SPONSORSHIP)

\$5,000

Indigenous Governance in Relations with Land and Water

Elevate your brand with the pinnacle of the conference by securing a prominent position during one of the event's highlights - the Lunch with a Guest Speaker. As a sponsor of this pivotal Lunch session, which will feature a thought-provoking discussion led by Professor Aimée Craft on Indigenous Governance in Relations with Land and Water, your brand will be intricately woven into this significant moment. By aligning your brand with such a profound topic, you won't just be present; you'll become an integral part of the conversation that is shaping the future. Your sponsorship will leave a lasting imprint on the minds of attendees as they explore the crucial intersections of indigenous governance and our planet.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent corporate branding at the lunch venue
- Verbal recognition and branding of the sponsor at the start of the Luncheon
- Opportunity to provide a branded gift at each place setting at the Luncheon
- Verbal recognition thanking the sponsor at the end of the Luncheon session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

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LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Boost your brand visibility to unprecedented levels with the Lanyard sponsorship opportunity – transforming every conference delegate, VIP, and speaker into a walking billboard for your company. With your logo prominently showcased, your brand will be the leader leaving a lasting impression that resonates throughout the entire conference. This sponsorship is not just about participating; it's about being a vital and visible element, ensuring your logo becomes a lasting part of each attendee's conference experience. Elevate your brand from mere presence to an unforgettable, integral component of the conference's visual identity.

Sponsorship of this product will provide the sponsoring company with the following:

- Each registrant will be provided sponsor's branded lanyard upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor will work with the CBA on developing the design of the lanyard, and will be responsible for the production and shipping costs

DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Conferences are all about the swag, and delegates will need a place to carry their goodies - that's where you come in. Your brand will not only be emblazoned on every bag, but also ingrained in the minds and on the shoulders of all attendees. This sponsorship is your ticket to reaching a captive audience, as your logo becomes an integral part of their conference experience, ensuring lasting visibility and positive associations with your brand throughout the event.

Sponsorship of this product will provide the sponsoring company with the following:

- Opportunity to provide one (1) branded bag with company logo for each delegate and speaker. Design is subject to CBA approval. Sponsor is responsible for the production and shipment of bags.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Picture your brand at the forefront, making a lasting impression as attendees, VIPs, and speakers check in and collect their materials. This sponsorship ensures that your company's name and presence are etched into the memory of every participant, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you'll need it after speaking with all of those legal professionals!

Sponsorship of this item will provide the sponsoring company with the following:

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor's products and services (must be tactful and registrant initiated)
- Ability for sponsor to have two pop-up banners flagging either side of Registration area (sponsor to provide all signage, abide by timelines, and pay for shipping expenses)
- Opportunity to provide a branded item to each registrant as they register
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Registration Desk sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

BREAKFAST SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$4,000

They say breakfast is the most important meal of the day, and this sponsorship gives you the opportunity to be the most important sponsor - key to fueling up delegates ahead of a successful day of learning. All delegates and presenters are invited to partake, so your brand will be seen by an extensive audience. This is an EGG-straordinary opportunity!

Sponsorship of this event will provide the sponsoring company with the following:

- Corporate logo displayed prominently during the Breakfast
- Opportunity to provide a branded gift at each place setting
- Verbal recognition thanking the sponsor at the Breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
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NETWORKING BREAK SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$3,000

Seize the opportunity to connect, network, and recharge with delegates during the networking breaks. Sponsors providing attendees with their much-needed caffeine and snack break not only keep energy levels elevated, but also tend to enjoy an elevated reputation. It's not just about offering refreshments, it's about becoming a memorable part of the networking experience and ensuring your brand is associated with the positive energy that fuels engaging conversations during the break.

Sponsorship of this event will provide the sponsoring company with the following:

- Recognition of the Health Break sponsor at the end of the session, ahead of the Break
- Onsite signage at sponsored Break featuring the company's brand
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor may also provide branded napkins, drink cups, coffee sleeves, etc. with company logo to increase visibility (sponsor is responsible for production and shipment of these items)

SPONSOR-A-STUDENT (LIMITED SPONSORSHIPS AVAILABLE)

\$2,500

Recognizing the rich value and incomparable experience that attending a conference brings, we understand that not everyone has the same ability to seize these opportunities. This is where your impactful contribution comes into play. By sponsoring a student, you will directly invest in the education of deserving students who might otherwise be unable to attend this online symposium. Your sponsorship will make it possible for five (5) students to register, providing them access to valuable insights, networking opportunities, and the chance to broaden their educational horizons. Your commitment to supporting these aspiring individuals not only enhances their educational journey but also contributes to the overall diversity and inclusivity of our symposium. Your generosity will create a lasting impact on the lives of these students, opening doors to knowledge and professional growth that they might not have otherwise encountered.

Sponsorship will cover the cost of 5 student registrations, and will provide the sponsoring company with the following:

- Branding on conference registration website acknowledging company as a sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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EXHIBITOR DISPLAY TABLE (LIMITED AVAILABILITY)

\$2,500

Consider this your temporary office space, only instead of a waiting room full of potential clients to speak with, you'll have a conference center full of them! Table-top Expo displays are a cost-effective way opportunity to meet and educate participants one-on-one about your products and services during the conference.

Expo Display Table exhibitors will receive the following:

- One skirted, eight-foot table and two chairs. The onus for any extras, including signage, is up to the exhibitor
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

JOINT PD SESSION SPONSOR (8 SPONSORSHIPS AVAILABLE)

\$2,000

Become an integral part of the conference's mainstay by sponsoring one of the eight innovative Joint Professional Development (PD) Sessions – the very essence of delegate attendance. Secure your position as a vital contributor to the educational core of the event, ensuring your company's visibility among engaged professionals as your brand will be acknowledged by the session moderator, along with prominent branding at the session. These collaborative sessions will discussion topics intersecting both Sections, and therefore have all registrants in attendance. For a list of the Joint PD Session topics and descriptions, please refer to the [Agenda](#) to choose the one that resonates best with your brand.

Sponsorship of a Joint PD Session will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Joint PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Recognition by the Moderator at the end of the session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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CONCURRENT PD SESSION SPONSOR (6 SPONSORSHIPS AVAILABLE)

\$1,500

Maximize your company's visibility among engaged professionals by sponsoring one of the six concurrent professional development sessions. These sessions provide delegates from each Section with the invaluable opportunity to delve into topics directly relevant to their area of practice. As a sponsor, your brand will be prominently acknowledged by the session moderator, creating a direct and lasting connection with the audience. Additionally, your company's logo will enjoy prominent visibility within the session, further enhancing your brand recognition. For detailed information on the special Concurrent PD Session topics and descriptions, please refer to the [Agenda](#).

Sponsorship of a Session will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the Concurrent PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Recognition by the Moderator at the end of the session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)

\$1,000

Email messaging promoting the Forum to potential delegates is instrumental in the marketing of this event. Leverage the extensive reach of our email messaging to showcase your sponsorship prominently and leave a lasting impression on the legal community. Elevate your brand with this targeted promotion and position yourself as a key player in the upcoming Forum, reaching a wide and influential audience of CBA members.

Sponsorship of this item will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement to be included in one email blast, which will be sent to the CBA members and legal professionals in our database (CASL law respected). Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission are to be provided by the CBA.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP)

\$750

Take this opportunity to stand out before the conference even begins! Feature your brand prominently in the much-anticipated "Know Before You Go" email – a comprehensive roadmap for the onsite event sent to all registered delegates. Your clickable digital banner ad will not only enhance brand visibility, but also provide a direct link to your offerings. Capture the attention of delegates as they prepare for the event, ensuring that your brand becomes an integral part of their pre-conference anticipation and planning. This is your chance to make a lasting impression before delegates even set foot onsite.

Sponsorship of this item will provide the sponsoring company with the following:

- Opportunity to provide a custom-designed, digital banner ad to be placed in this final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission to be provided by the CBA
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

POST-CONFERENCE EMAIL (EXCLUSIVE SPONSORSHIP)

\$500

The CBA wants to ensure we are doing our best, and how to become better, from our registrant's perspective. As such, we send a post-conference survey to each registrant's inbox following the live Forum. This email will have the perfect banner advertising space to not only reinforces your brand presence, but also demonstrates your support for the CBA's dedication to delivering an exceptional conference experience.

Sponsorship of one of these emails will provide the sponsoring company with the following:

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SWAG TABLE BRANDED ITEM

\$500

Make your brand an essential part of the conference experience by contributing a branded gift or promotional item to the swag table. More than just a giveaway, this is an opportunity to engage delegates with a creative, interactive, and fun expression of your brand. Ensure your logo is not only seen, but touched and remembered! By providing a standout item, you not only enhance your brand visibility, but also create a positive and lasting association with the conference. Be the talk of the event with a memorable addition to the conference swag for delegates to remember long after the event ends.

Sponsorship will provide the company with the following:

- Opportunity for company to provide delegates with one (1) promotional item each at the conference swag table (could be a way of providing delegates with information about your business or services or branded items such as pens, mints, mugs, charging devices, etc.). We welcome the opportunity to discuss having more prestigious items as a giveaway.
- Sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included

TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:

Alice An

Sales Coordinator, Sponsorship & Partnerships/ Coordonnateur des Ventes, Commandites

The Canadian Bar Association / L'Association du Barreau Canadien

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