

SPONSORSHIP OPPORTUNITIES

CBA ABORIGINAL LAW ONLINE SYMPOSIUM

June 10 & 18, 2021

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

*Taking a leadership role, your organization will receive regular acknowledgement throughout both days of the entire online symposium. Hope you've brought your sunglasses, because your brand will be continually in the spotlight, including at **all** PD sessions.*

Lead sponsorship will provide your organization with 2 full days of branding (the entire conference) with the following benefits:

- 2-3 minute speaking opportunity or pre-recorded video at the opening remarks on the beginning of the first day of the online symposium (must be in line with theme and subject to approval by CBA)
- Recognition of the sponsor during introductory platform instructions on **all** PD sessions throughout both days
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal recognition of the sponsors by the Program Chair(s) on the start of their first day and closing remarks on the last day
- 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

VIRTUAL SOCIAL NETWORKING EVENING (EXCLUSIVE SPONSORSHIP)

\$3,000

All work and no fun makes for a boring virtual event! The sponsor of this virtual interactive social hour will support registrants mixing and mingling with colleagues, from the comfort and safety of their computer screen.

Sponsorship will provide the sponsoring company with the following:

- This is your opportunity to enhance your sponsorship with a virtual or physical takeaway! A virtual takeaway could include an online promotion, or a physical takeaway could be something for registrant to show and share at the networking hour (think a branded glass, a snack or treats, etc.). Postage and item production is at the expense of the sponsor.
- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the session (must be in line with theme and subject to approval by CBA)
- Full colour digital banner advertisement on email registration confirmation.
- Corporate logo displayed prominently during sponsor message
- Recognition by the Moderator at beginning and end of the session
- 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

SPONSORSHIP OPPORTUNITIES

CBA ABORIGINAL LAW ONLINE SYMPOSIUM

June 10 & 18, 2021

PD SESSION SPONSOR (5 SPONSORSHIPS AVAILABLE)

\$2,000

Professional development sessions are the core of any online symposium. Your participation as a PD session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during an exclusive PD session.

Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the selected PD session (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- Recognition by the Moderator at beginning and end of the session
- 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

BREAK SPONSOR (5 SPONSORSHIPS AVAILABLE)

\$1,500

At the conclusion of each session, this Sponsor will have the opportunity to openly communicate with delegates at the start of each break before they prepare to connect to the next session or take a pause for lunch. Sponsorship engagement may include video, slides, polls, links and/or audio.

Sponsorship will provide the sponsoring company with the following:

- 1-2 minute speaking opportunity or pre-recorded video at the beginning of the break (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Recognition by the Online Coordinator before and after sponsor message
- 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

SPONSORSHIP OPPORTUNITIES

CBA ABORIGINAL LAW

ONLINE SYMPOSIUM

June 10 & 18, 2021

SPONSOR-A-STUDENT

\$500 - \$1,000+

We all know the rich value and incomparable experience of attending a conference or symposium. However, not everyone has the same ability to take advantage of these opportunities – that's where you come in. Your registration sponsorship will invest directly in the education of a deserving student, who might otherwise be unable to attend this online symposium.

Sponsor-A-Student provides the sponsoring company with the following benefits:

- **\$500 SPONSORSHIP – 10 STUDENTS**

Sponsorship in the amount of \$500 will cover the cost of 10 student registrations, and will provide the sponsoring company with the following:

- 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

- **\$1,000 SPONSORSHIP – 20 STUDENTS (OR UPGRADE TO THE INVESTMENT YOU LIKE)**

Sponsorship in the amount of \$1,000 will cover the cost of 20 student registrations and will provide the sponsoring company with the following:

- Verbal recognition at the end of the Conference Opening, acknowledging the company and their sponsorship
- 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

REMINDER/ACCESS EMAIL (2 AVAILABLE, 1 PER DAY)

\$500

A much-anticipated roadmap email delivered right to each registrant's inbox 1-2 business days prior to each webcast date. This email will serve as an event reminder and include instructions on how registrants can access the programs.

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

SPONSORSHIP OPPORTUNITIES

CBA ABORIGINAL LAW ONLINE SYMPOSIUM

June 10 & 18, 2021

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

Dana Platias

Director, Business Development / Directrice, prospection

The Canadian Bar Association / L'Association du Barreau Canadien

(613) 237-2925 ext. 118 | (800) 267-8860

danap@cba.org | cba.org