

# SPONSORSHIP OPPORTUNITIES

# CBA DISPUTE RESOLUTION ONLINE SYMPOSIUM

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MAY 17, 2024

## [CBA Dispute Resolution Online Symposium](#)

### ***Mediation as a Critical Tool in the Legal Practice***

Friday, May 17, 2024 | 11:00 AM–4:30 PM ET

Sponsor the CBA's Dispute Resolution virtual symposium to uncover a cost-effective way to have your brand associated with this group of legal professionals. As they discuss the value of mediation to all legal professionals, including improving access to justice and helping with court backlogs post-pandemic, your brand will shine through at a variety of effective sponsorship options. This Online Symposium will be recorded and available on-demand following this live broadcast, multiplying your return on investment.

Sponsorship is limited, book today.

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## **LEAD SPONSOR** (EXCLUSIVE OPPORTUNITY)

**\$4,000**

*Taking a leadership role, your organization will receive regular acknowledgment throughout the entire day of the online symposium. Your name will be continually in the spotlight, as your brand will be mentioned throughout, including at all PD sessions.*

### ***Lead sponsorship will provide your organization with the following benefits:***

- 2-3 minute speaking opportunity or pre-recorded video at the Welcoming Remarks at the start 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
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal recognition of the sponsors at the Welcome and the Closing remarks
- 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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### PD SESSION SPONSOR (3 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. Since PD Sessions will be recorded and available as on-demand recordings, the sponsor's message will be preserved long after the live virtual event.*

***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
- 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 (2 SPONSORSHIPS AVAILABLE)

**\$1,000**

*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. 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
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### PROMOTIONAL EMAIL BLAST (3 SPONSORSHIPS AVAILABLE)

**\$750**

*Email messaging promoting the Symposium and its content to potential delegates is instrumental in the marketing of this event. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.*

***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

### REMINDER/ACCESS EMAIL (EXCLUSIVE OPPORTUNITY)

**\$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
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## POST-CONFERENCE EMAIL (EXCLUSIVE OPPORTUNITY)

**\$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 webcast date. This email will have the perfect banner advertising space for you to showcase your brand.*

### ***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

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

**Alice An**

***Sales Coordinator, Sponsorship & Partnerships***

The Canadian Bar Association

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