

CBA CHARITY LAW ONLINE SYMPOSIUM

MAY 9, 2024

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Important Updates and In-Depth Discussion of Sources of Charity Laws

Thursday, May 9, 2024 | 11:00 AM–4:35 PM ET

Elevate your brand by sponsoring this dynamic online symposium, showcasing the latest insights and discussions in charity law. Engage with rich sessions, presentations, and panel discussions covering the regulatory landscape for charities. Gain exclusive updates from the Canada Revenue Agency Charities Directorate, explore the new qualifying disbursement rules, and delve into the legislative drafting process with a presentation from The Department of Finance Canada. The event also includes in-depth discussions on Case Law, AMT, and CRA audit updates – it's a comprehensive experience!

By sponsoring this symposium, you align your brand with the Charity Law Sector, emphasizing your commitment and expertise. Secure an unparalleled return on investment with sponsorship packages starting at just \$500, offering cost-effective opportunities for all. Act swiftly, as sponsorships are limited – reserve yours today!

LEAD SPONSOR (EXCLUSIVE OPPORTUNITY)

\$5,000

Seize a leadership role and bask in continuous recognition throughout the entire day of our online symposium. As a key leader, your organization will enjoy regular acknowledgment, ensuring your name remains in the spotlight. Experience pervasive brand exposure with mentions during all PD Sessions, as well as at the Opening and Closing remarks. This prime sponsorship opportunity guarantees your brand a prominent and sustained presence throughout the symposium. Elevate your organization's visibility and impact – become a standout leader in this dynamic event!

Lead sponsorship will provide your organization with a full day of branding with the following benefits:

- 2-3 minute speaking opportunity or pre-recorded video at the Welcoming Remarks (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 by the Program Chair(s) at the Welcome and at the Closing Remarks
- Branding on online symposium website acknowledging company as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SESSION SPONSOR (8 SPONSORSHIPS AVAILABLE)

\$2,000

Become a vital supporter of the conference by sponsoring a Panel or Professional Development (PD) Session – the backbone and essence of delegate attendance. As a sponsor, enjoy the spotlight with your brand prominently recognized by the session moderator and showcased through branding during the exclusive PD session. Your impactful sponsorship not only enhances the overall conference experience, but also ensures lasting visibility among engaged professionals. Elevate your brand by aligning with the core educational component of the event – sponsor a Panel or PD session for unparalleled exposure and recognition. For a list of options, please refer to the [Agenda](#).

Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the selected 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 (2 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. 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

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PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)

\$1,000

Email messaging promoting the Conference 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 SPONSORSHIP)

\$500

As the sponsor of the much-anticipated roadmap email delivered right to each registrant's inbox 1-2 business days prior to each webcast date, your brand is sure to stand out. 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

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

Alice An

Sales Coordinator, Sponsorship & Partnerships

The Canadian Bar Association

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