

SPONSORSHIP OPPORTUNITIES

CBA CHARITY LAW

ONLINE SYMPOSIUM

MAY 5, 2022

IMPORTANT UPDATES AND IN-DEPTH DISCUSSION OF CHARITABLE RESEARCH AND RELATED ISSUES

Thursday, May 5, 2022 | 11:00 AM – 5:00 PM ET

Be “charitable” and sponsor this virtual day of powerful accredited sessions and fun networking for all Charity and Not-for-Profit legal professionals. Leading experts, specialists and practitioners in these sectors will lead a motivating day of learning about both the important issues that have emerged over the last year, as well as how to navigate the complexities these industries are grappling with now and into the future.

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

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

Lead Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the conference opening remarks (must be in line with conference theme and subject to approval by CBA)
- Recognition of the sponsor during introductory platform instructions at **all** PD sessions
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- Corporate logo displayed prominently during all introductory platform instructions
- Verbal recognition of the sponsors by the CBA or Program Chair during both the opening and 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

PD SESSION SPONSOR (2 SPONSORSHIPS AVAILABLE)

\$2,000

Professional development sessions are the core of any online event. 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 conference theme and subject to approval by CBA)

SPONSORSHIP OPPORTUNITIES

CBA CHARITY LAW

ONLINE SYMPOSIUM

MAY 5, 2022

- 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

VIRTUAL SOCIAL NETWORKING EVENT (EXCLUSIVE SPONSORSHIP)

\$2,000

All work and no fun makes for a boring virtual event! The sponsor of this virtual event will support registrants reuniting with old colleagues and making new networking connects - all from the comfort and safety of their computer.

Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the session (must be in line with conference 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

BREAK SPONSOR (2 SPONSORSHIPS)

\$1,500

At the conclusion of each session, the Break Sponsor will have the opportunity to openly communicate with delegates at the start of a 30-minute 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 conference 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 CHARITY LAW

ONLINE SYMPOSIUM

MAY 5, 2022

REMINDER/ACCESS EMAIL (EXCLUSIVE SPONSORSHIP)

\$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

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