

SPONSORSHIP OPPORTUNITIES

CBA CHARITY LAW

ONLINE SYMPOSIUM

MAY 14, 2021

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Taking a leadership role, your organization will receive regular acknowledgement throughout the entire day of the online symposium by supporting the webinar platform (Zoom Webinar) and the online production team, which hosts all PD sessions.

Sponsorship of the platform 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 **both** PD webinars
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal recognition of the sponsors by the Program Chair(s) during both the opening and 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

PD WEBINAR 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)
- 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

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VIRTUAL WINE & CHEESE NETWORKING (EXCLUSIVE SPONSORSHIP)

\$2,000

All work and no fun makes for a boring virtual event! The sponsor of this virtual wine & cheese, featuring an award presentation and break out rooms, will support registrants networking with colleagues from the comfort and safety of their computer.

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 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

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REMINDER/ACCESS EMAIL (2 SPONSORSHIPS AVAILABLE)

\$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:

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The Canadian Bar Association / L'Association du Barreau Canadien

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