

SPONSORSHIP OPPORTUNITIES

CBA WILLS, ESTATES AND TRUSTS, ELDER LAW AND PENSIONS AND BENEFITS LAW ONLINE SYMPOSIUM

OCTOBER 1, 2024

CBA WILLS, ESTATES AND TRUSTS + ELDER LAW + PENSIONS AND BENEFITS LAW ONLINE SYMPOSIUM

International Older Persons Day: Power of Attorney Across Canada

Friday October 1, 2024 | 10:00 AM–4:00 PM ET | Virtually

Presented by the [CBA Elder Law Section](#), the [CBA Pensions and Benefits Law Section](#) and the [CBA Wills, Estates and Trust Law Section](#)

Join three renowned CBA Sections as they collaborate on this one-of-a-kind Symposium to address the latest challenges related to Powers of Attorney. This unique event will cover crucial topics, including interprovincial drafting differences, the intricacies of Quebec's Civil Code, utilizing powers of attorney for investments, litigation and enforcement issues, and best practices in advising an appointed power of attorney. Sponsor to have your brand aligned with this key event. Opportunities for sponsorship are limited—secure your spot today!

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

PD SESSION SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$2,000

SPONSORSHIP OPPORTUNITIES

CBA WILLS, ESTATES AND TRUSTS, ELDER LAW AND PENSIONS AND BENEFITS LAW ONLINE SYMPOSIUM

OCTOBER 1, 2024

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
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA WILLS, ESTATES AND TRUSTS, ELDER LAW AND PENSIONS AND BENEFITS LAW ONLINE SYMPOSIUM

OCTOBER 1, 2024

PROMOTIONAL EMAIL BLAST (3 SPONSORSHIPS AVAILABLE)

\$750

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 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 (EXCLUSIVE OPPORTUNITY)

\$500

A much-anticipated roadmap email delivered right to each registrant's inbox 1-2 business days prior the 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

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

SPONSORSHIP OPPORTUNITIES
CBA WILLS, ESTATES AND TRUSTS,
ELDER LAW AND PENSIONS AND
BENEFITS LAW ONLINE SYMPOSIUM

OCTOBER 1, 2024

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

Salim Benothmane

Sales Coordinator, Sponsorship & Partnerships

The Canadian Bar Association

(613) 237-2925 ext. 157

salimb@cba.org | cba.org