

SPONSORSHIP OPPORTUNITIES

CBA-FLSC

ETHICS ONLINE SYMPOSIUM

APRIL 8, 2022

Friday, April 8, 2022 | 11:00 AM – 5:00 PM ET

Lawyers need to regularly refresh their thinking on legal ethics and professional responsibility with the lens of reflecting changes on both their professional, and regulatory landscape. The Canadian Bar Association (CBA) teams up with the with the Federation of Law Societies of Canada (FLSCO) to bring the profession this inspirational online symposium to do just that.

Bringing together legal academics, regulators and legal professionals for a day of intense discussion, debate, and review, the [CBA-FLSC Ethics Symposium](#) will leave attendees feeling inspired, focused, challenged and ready to make a positive difference.

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

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 3 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 3** 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

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,000

The sponsor of the simultaneous interpretation (SI) will ensure fair and equal access for everyone and anyone to participate in this virtual symposium, offering English and French language interpretation options at all PD Sessions, across all three (3) days.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the Opening Plenary announcing SI availability (must be in line with theme and subject to approval by CBA)

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- Corporate logo displayed prominently during sponsor message
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **all** PD sessions
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Recognition as SI sponsor whenever SI accessibility is mentioned
- Branding on post-session survey email sent to all session registrants

PD WEBINAR SPONSOR (3 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

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 (1 SPONSORSHIP 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:

Dana Platias

Director, Business Development

The Canadian Bar Association

(613) 237-2925 ext. 118 | (800) 267-8860

danap@cba.org | cba.org