

SPONSORSHIP OPPORTUNITIES

CBA IMMIGRATION LAW

ONLINE SYMPOSIUM

JUNE 3, 10 & 17, 2022

PORTAL TO TOMORROW

Sponsor the country's most prestigious Immigration Law event and get your brand in front of the hundreds of legal professionals, immigration experts, and dignitaries taking part in this event. The [CBA Immigration Law's annual gathering](#), taking place virtually for what we hope is the last time over three dynamic days, is themed *Portal to Tomorrow*. Top Immigration Law professionals will delve into how their profession's been impacted by the two big P words: a Pandemic that won't go away, and the Portals that appear here to stay. Between today's reality and tomorrow's expectations, your brand will be highlighted along with the talented Immigration, Refugee and Citizenship Lawyers, Public Servants and Scholars sharing their knowledge, practice tips, and developments in our everchanging field of law. In-person or virtually, this is always *the* legal Immigration event of the year, and you don't want to miss having your brand attached to it!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,500

Taking a leadership role, your organization will receive regular acknowledgement throughout all three days of this online symposium. Your name will continually appear in the spotlight, as your brand will be mentioned throughout, including at all 11 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 three day, across 11** 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)

\$4,000

The sponsor of the simultaneous interpretation (SI) will ensure fair and equal access for those in need of English and French language interpretation options, and receiving recognition across all three (3) days and whenever SI is offered.

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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)
- Corporate logo displayed prominently during sponsor message
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **all** PD sessions where SI is available
- 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

VIRTUAL SOCIAL NETWORKING EVENING (EXCLUSIVE SPONSORSHIP)

\$3,000

All work and no fun makes for a boring virtual event! The sponsor of this virtual interactive social hour will support registrants mixing and mingling with colleagues, from the comfort and safety of their computer screen.

Sponsorship will provide the sponsoring company with the following:

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

PD SESSION SPONSOR (11 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 – preserving your message both live, and in the on-demand recordings.

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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 (8 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

REMINDER/ACCESS EMAIL (3 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

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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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