

# SPONSORSHIP OPPORTUNITIES

## CBA INTELLECTUAL PROPERTY SECTION ONLINE SYMPOSIUM

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MAY 20 & 31, 2021

### TECHNOLOGY PLATFORM SPONSOR (EXCLUSIVE SPONSORSHIP) MAY 20 & 31, 2021

**\$5,000**

*Taking on a leadership role, your organization will receive regular acknowledgement during 2 days of the online symposium, on May 20<sup>th</sup> and 31<sup>st</sup>, as the Lead Platform Sponsor (Zoom Webinar platform).*

***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 on May 20<sup>th</sup> (must be in line with conference theme and subject to approval by CBA)
- Recognition of the sponsor by the online coordinator during introductory platform instructions at the start of the sessions on May 20<sup>th</sup> and May 31<sup>st</sup>
- 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 WITH KEYNOTE SPEAKER (EXCLUSIVE SPONSORSHIP)

**\$3,500**

***MAKING EQUITY, DIVERSITY AND INCLUSION A SHARED RESPONSIBILITY: FROM CONCEPT TO APPLICATION:  
FEATURING KEYNOTE SPEAKER, TONI DE MELLO  
MAY 20, 2021 (11:00 ET – 12:30 ET)***

*Keynote professional development sessions are the core of any online event. Your participation as the Keynote PD Session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during this exclusive session. Please note: this session will not be recorded.*

***Sponsorship will provide the sponsoring company with the following:***

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the Keynote PD session (must be in line with conference 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
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### **BREAK SPONSOR** (3 SPONSORSHIPS AVAILABLE)

**\$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** (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

**SPONSORSHIP WILL NOT BE AVAILABLE FOR THE MAY 27<sup>TH</sup> DATE OF THIS SYMPOSIUM.**

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

**Dana Platias**

Director of Business Development, The Canadian Bar Association

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