

SPONSORSHIP OPPORTUNITIES

CBA LABOUR AND EMPLOYMENT LAW ONLINE SYMPOSIUM

NOVEMBER 9, 2021

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Taking a leadership role by supporting the webinar platform (Zoom Webinar) and the online production team, your organization will receive regular acknowledgement throughout the entire day of the online symposium, and at 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's Welcome & 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 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 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 at all of the PD Sessions.

SI sponsorship will provide the sponsoring company with the following:

- 2-minute speaking opportunity or pre-recorded video at the Welcoming & Opening Remarks 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
- 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

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VIRTUAL SOCIAL NETWORKING EVENT (EXCLUSIVE SPONSORSHIP)

\$2,000

At the core of any conference is the desire to connect with other delegates. The sponsor of the virtual interactive social event will support registrants mingling with colleagues, from the comfort and safety of their computer screen. The virtual networking is included with registration, but exclusive to delegates only.

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 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 (3 SPONSORSHIPS AVAILABLE)

\$1,500

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.

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
- 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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BREAK SPONSOR (3 SPONSORSHIPS)

\$1,000

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 (EXCLUSIVE SPONSORSHIP)

\$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 this email 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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