

# SPONSORSHIP OPPORTUNITIES | CBA ACCESS TO INFORMATION AND PRIVACY LAW ONLINE SYMPOSIUM

NOVEMBER 5, 12, 19, 2021

## LEAD SPONSOR (EXCLUSIVE OPPORTUNITY)

\$6,000

*Taking a leadership role, your organization will receive regular acknowledgement throughout all three (3) days 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 3 full days of branding with the following benefits:**

- 2-3 minute speaking opportunity or pre-recorded video at the Welcoming Remarks on the first day 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 by the Program Chair(s) at the Welcome on the first day and at the Closing remarks on the last day
- 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

## KEYNOTE ADDRESS SPONSOR (EXCLUSIVE OPPORTUNITY)

\$4,000

**Mark Kelley: "Public Disclosure of Police Oversight Agency Findings and Recommendations"**

*Perhaps no one better to speak on matters of access to information and privacy, the CBA welcomes Mark Kelley, CBC journalist and co-host of *The Fifth Estate*, as this year's Keynote speaker. In an era when the public is demanding more accountability and more transparency from police departments, are our law enforcement institutions keeping pace? And what price will those institutions pay if they fail to meet the public's expectations? Hear his insights on one of the key issues that face police departments across Canada and the United States.*

**The Keynote sponsorship will provide your organization with the following benefits:**

- 2-3 minute speaking opportunity or pre-recorded video at the start of the Keynote Address (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal thank you to the sponsors by the Program Chair(s) at end of the Keynote session
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
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## **SIMULTANEOUS INTERPRETATION (SI) SPONSOR** (EXCLUSIVE SPONSORSHIP)

**\$3,500**

*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 some 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 remarks of Day 1, 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 applicable PD sessions offering SI
- 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 NETWORKING ACTIVITY** (2 SPONSORSHIPS AVAILABLE)

**\$2,500**

*At the core of any conference is the desire to connect with other delegates. The sponsor of the virtual networking activity will support registrants connecting with colleagues in free-flowing conversation in a moderated setting, via the safety of their computer. The virtual social event is included in the cost of registration.*

### **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 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

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## PD SESSION SPONSOR (7 SPONSORSHIPS AVAILABLE)

\$2,000

*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

## BREAK SPONSOR (8 SPONSORSHIPS AVAILABLE)

\$1,500

*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

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## REMINDER/ACCESS EMAIL (3 AVAILABLE, 1 PER DAY)

**\$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**

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