

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

[CBA Tax Law Conference](#)

Pillar and Post | Niagara-on-the-Lake, ON

May 28 – June 2, 2023

[Agenda](#) | [About](#) | [Venue](#)

Now in its 29th year, you'll want your brand associated with the infamous CBA Tax Law for Lawyers Conference and be seen by this affluent group of up-and-comers. This boutique conference was developed by senior tax law specialists to assist junior tax specialists and non-specialists in the practical applications of Canadian tax law with hands-on training sessions for professionals interested in expanding their understanding of corporate and personal taxation, and estate planning concepts.

With six enthralling days of learning and networking, your organization can be part of this iconic event by sponsoring a plenary, a panel discussion, small group workshops led by tax experts, various meals, refreshment breaks, or even a wine tour at the breathtaking Château des Charmes.

Sponsor the CBA Tax Law Conference and get your brand in front of tomorrow's leaders in tax and estate law, as well as established general practitioners, corporate lawyers and in-house counsel seeking a background in tax law issues. With sponsorships starting as low as \$500, there is something for everyone's budget. Book now!

LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$10,000

The center of attention, your organization will receive unsurpassed value as the Lead Sponsor. This sponsor will be in the spotlight for the entire conference, frequently acknowledged throughout, including regular verbal recognition and branding efforts over all SIX (6) conference days. All eyes will also be on you when a representative from your organization is invited to take the stage and welcome delegates at the conference opening.

Lead Conference Sponsorship will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to provide a greeting at the Welcome & Introduction on Day 1 (must be in line with conference theme and subject to approval by CBA)
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks on Day 6
- Corporate logo displayed prominently during the Welcome gathering message, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Welcome & Introduction
- Opportunity to include a promotional item on the CBA Swag Table
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

DINNER & WINERY TOUR SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

Château des Charmes – MAY 29

The meaningful networking opportunities is a key to this Conference, and none more so than the Dinner and Winery Tour at the classic Château des Charmes. There will be many “cheers” to the celebrated sponsor who allows the attendees to connect and unwind at this beautiful winery after an intense day of learning. All delegates are invited to attend free of charge, thanks to your generous sponsorship. Bask in the glory as a representative from your organization is invited to give a toast to the delegates – an extraordinary opportunity to get your brand, and message, in front of this coveted audience!

Sponsorship of this event will provide the sponsoring company with the following:

- 2–3-minute speaking opportunity to give a toast (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary tickets to the dinner and winery event, with sponsor representatives seated at a VIP table
- Prominent sponsor branding at the dinner venue
- Verbal recognition of the sponsor at the end of the dinner
- Opportunity to provide a branded gift at each seat at the dinner
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Dinner & Winery Tour Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Dinner & Winery Tour Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

DINNER SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$5,000

After a full day of learning, it's always nice to break bread with new friends and familiar faces. Sponsor one of the three available Dinner sponsorships, attended by all participants and presenters, and ensure your message is well heard. To add to your return on investment, a representative from your organization will be allowed to say a few words at the start of your sponsored Dinner.

Sponsorship of a dinner will provide the sponsoring company with the following:

- Sponsor representative will have the opportunity to speak at the start of their sponsored Dinner (subject to approval by CBA)
- Prominent sponsor branding at the Dinner venue
- Two (2) complimentary tickets for sponsor representatives to attend the Dinner and network with registrants
- Verbal recognition and branding of the sponsor at the start of the Dinner
- Opportunity to provide a branded gift at each place setting at the Dinner
- Verbal recognition thanking the sponsor at the end of the Dinner
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

We hope you like hearing and seeing your company name, as your brand will be broadcasted literally everywhere throughout the conference – and even be at everybody’s fingertips, as the much sought-after Wi-Fi Sponsor. Everywhere Wi-Fi can be found, in all conference session rooms and common areas, your brand will follow. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, access the Conference App, trade digits, and check their emails, the Wi-Fi sponsor will even have the privilege of choosing a Wi-Fi password unique to their brand. Take this opportunity to get your name out to registrants, while providing them with a valued service.

Sponsorship of this item will provide the sponsoring company with the following:

- Prominent signage with corporate logo throughout the entire conference venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Acknowledgment of your sponsorship by the Conference Chair through the event, whenever Wi-Fi access is mentioned
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Wi-Fi sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

The Lanyard sponsorship opportunity is akin to a walking billboard, with every conference delegate, VIP, and speaker wearing your company’s brand, front-of-mind for everyone to see — all conference long!

Sponsorship of this product will provide the sponsoring company with the following:

- Each registrant will be provided sponsor’s branded lanyard upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- sponsor will work with the CBA on developing the design of the lanyard, and will be responsible for the production and shipping costs

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will have to interact with your brand. This sponsor will receive prime positioning, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you'll need it after speaking with all those tax lawyers!

Sponsorship of this item will provide the sponsoring company with the following:

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor's products and services (must be tactful and registrant initiated)
- Ability for sponsor to have two pop-up banners flagging either side of Registration area (sponsor to provide all signage, abide by timelines, and pay for shipping expenses)
- Opportunity to provide a branded item to each registrant as they register
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Registration Desk sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

LUNCH SPONSOR (6 SPONSORSHIPS AVAILABLE)

\$3,000

A key networking and nutrition break in a full day of learning, conference luncheons are attended by all participants and presenters. They will be sure to know you are the reason for their delicious meal, as they come face-to-face with your brand while they refuel.

Sponsorship of this event will provide the sponsoring company with the following:

- Prominent corporate branding at the lunch venue
- Verbal recognition and branding of the sponsor at the start of the Luncheon
- Opportunity to provide a branded gift at each place setting at the Luncheon
- Verbal recognition thanking the sponsor at the end of the Luncheon session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

BREAKFAST SPONSOR (5 SPONSORSHIPS AVAILABLE)

\$3,000

They say breakfast is the most important meal of the day, and this gives you the opportunity to be the most important sponsor - key to fueling up delegates ahead of a successful day of learning. All delegates and presenters are invited to partake, so your brand will be seen by a wide audience. This is an EGGstrordinary opportunity!

Sponsorship of this event will provide the sponsoring company with the following:

- Corporate logo displayed prominently during breakfast
- Opportunity to provide a branded gift at each breakfast place setting
- Verbal recognition thanking the sponsor at the start and end of the breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$2,000

Conferences are all about the swag, and delegates will be needing a place to carry their goodies - that's where you come in. Be on the minds, and shoulders, of all attendees by providing the branded delegate bags. This sponsorship allows you to brand all the bags with your logo and share corporate materials with all attending delegates. Each person will receive a bag at the registration desk as they enter.

Sponsorship of this product will provide the sponsoring company with the following:

- Opportunity to provide one (1) branded bag with company logo for each delegate and speaker. Design is subject to CBA approval. Sponsor is responsible for the production and shipment of bags.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

REFRESHMENT BREAK SPONSOR (20 SPONSORSHIPS AVAILABLE)

\$2,000

Refreshment breaks are a wonderful way for delegates to connect, network, and caffeinate throughout the conference. Sponsors associated with providing delegates with their coffee and snack fix also tend to be highly favoured!

Sponsorship of this event will provide the sponsoring company with the following:

- Recognition of the Refreshment Break is displayed at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment break featuring the company's brand
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- sponsor may also provide branded napkins, drink cups, coffee sleeves, etc. with company logo to increase visibility (sponsor is responsible for production and shipment of these items)

PD SESSION SPONSOR (26 SPONSORSHIPS AVAILABLE)

\$1,500

Professional development sessions, workshops, and plenaries are the backbone of the conference and the very essence of delegate attendance. Sponsor one of the 26 innovative sessions, and have your brand recognized by the session moderator, along with prominent branding. For complete PD Session topics, please see the [Conference Agenda](#).

Sponsorship of a Session will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Recognition by the Moderator at the end of the session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

PROMOTIONAL EMAIL BLAST (3 SPONSORSHIPS AVAILABLE)

\$1,000

Email messaging promoting the Conference and its content to potential delegates is instrumental in the marketing of this event. Let us help promote you, with a digital banner ad included in one of our promotional eBlasts going to all CBA members.

Sponsorship of this item will provide the sponsoring company with the following:

- A custom-designed digital banner advertisement to be included in one email blast, which will be sent to the CBA members and legal professionals in our database (CASL law respected). Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission are to be provided by the CBA.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP)

\$750

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the in-person conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will help your brand stand out.

Sponsorship of this item will provide the sponsoring company with the following:

- Opportunity to provide a custom-designed, digital banner ad to be placed in this final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission to be provided by the CBA
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

SPONSORSHIP OPPORTUNITIES

CBA TAX LAW FOR LAWYERS

CONFERENCE

May 28 – June 2, 2023

POST-CONFERENCE EMAIL (EXCLUSIVE OPPORTUNITY)

\$500

The CBA wants to ensure we are doing our best, and how to become better, from our registrant's perspective. As such, we send a post-conference survey to each registrant's inbox following the live webcast date. This email will have the perfect banner advertising space for you to showcase your brand.

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

SWAG TABLE BRANDED ITEM

\$500

A conference just wouldn't be a conference without the swag! Get your brand (literally) into the hands of conference delegates by providing a branded gift or promotional item for the conference swag table. The more creative, interactive, or fun the better!

Sponsorship will provide the company with the following:

- Opportunity for company to provide delegates with one (1) promotional item each at the conference swag table (could be a way of providing delegates with information about your business or services or branded items such as pens, mints, mugs, charging devices, etc.). We welcome the opportunity to discuss having more prestigious items as a giveaway.
- sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included

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

Alice An

Sales Coordinator, Sponsorship & Partnerships/ Coordonateur des Ventes, Commandites

The Canadian Bar Association / L'Association du Barreau Canadien

(613) 237-2925 ext. 121

alicea@cba.org | cba.org