

# SPONSORSHIP OPPORTUNITIES

# CBA TAX LAW FOR LAWYERS

# CONFERENCE

MAY 26 - MAY 31, 2024 | NIAGARA-ON-THE-LAKE, ON

## CBA Tax Law Conference

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

May 26 – May 31, 2024

### ***Celebrating 30 Years of Excellence in Tax Law Education***

Join us in commemorating three decades of excellence as the CBA Tax Law for Lawyers Conference marks its 30th anniversary. Designed by senior tax law specialists, this conference serves as a comprehensive Tax Law boot camp, providing invaluable insights and practical applications for tomorrow's leaders in Tax Law, along with established general practitioners, corporate lawyers, and in-house counsel seeking a profound understanding of legal Tax issues.

With six enthralling days of learning and networking at the historic five-star Pillar & Post Hotel, your organization can be part of this boutique conference by sponsoring an expert lead panel discussion, hands on breakout sessions, an exciting networking event, or even the spectacular Winery Tour.

Sponsorship packages start as low as \$500, ensuring there's an opportunity for every budget. You don't want to miss the chance to be a vital part of shaping the future of tax law education. Book today and position your brand at the forefront of this milestone event.

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### **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

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### NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$6,000**

*The Networking Reception at the historic Pillar & Post Hotel promises to be a fun affair. Sponsoring the Networking Reception provides a valuable opportunity for attendees, guests, and speakers to connect and engage in a relaxed way following a day of rigorous learning. You'll have a unique and captive opportunity for a delegate address – an excellent return on investment! Make the most of this exclusive platform to share your insights, connect with delegates, and leave a lasting impression during this dynamic gathering. It's not just networking; it's an experience crafted for meaningful connections and impactful interactions.*

**Sponsorship of this evening will provide the sponsoring company with the following:**

- 2–3-minute speaking opportunity to give a toast about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representatives to attend the conference
- Two (2) complimentary tickets to the Networking Reception
- Prominent signage with corporate logo at the Reception venue
- Verbal recognition of the sponsor at the end of the Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Networking Reception Sponsor
- Prominent positioning of corporate logo on the onsite printed agenda as the Networking Reception Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all registrants

### DINNER & WINERY TOUR SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$6,000**

*The meaningful networking opportunities is a key to this Conference, and none more so than the Dinner and Winery Tour. 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

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### **DINNER SPONSOR (3 SPONSORSHIPS AVAILABLE)**

**\$5,000**

*After a day filled with enriching knowledge, there's nothing better than coming together for a meal with both new acquaintances and familiar faces. Renowned for its culinary excellence and commitment to farm-to-table dining, our delegates will savor more than just a networking experience with these superior meals at the Piller & Post. A Dinner sponsorship ensures your message resonates well beyond the confines of a typical networking event, as a representative from your organization will have the privilege to share a few words at the beginning of your sponsored dinner, adding a personal touch to the experience.*

#### **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

### **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
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### LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$4,000**

*Boost your brand visibility to unprecedented levels with the Lanyard sponsorship opportunity – transforming every conference delegate, VIP, and speaker into a walking billboard for your company. With your logo prominently showcased, your brand will be the leader leaving a lasting impression that resonates throughout the entire conference. This sponsorship is not just about participating; it's about being a vital and visible element, ensuring your logo becomes a lasting part of each attendee's conference experience. Elevate your brand from mere presence to an unforgettable, integral component of the conference's visual identity.*

**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

### 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
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### LUNCH SPONSOR (6 SPONSORSHIPS AVAILABLE)

**\$3,000**

*A key networking and nutrition break in a full day of learning, conference lunches are attended by all participants and presenters. At the renowned Pillar & Post, known for its culinary excellence, delegates will directly associate your brand with the delightful meal experience. Your sponsorship ensures that as attendees refuel, they also come face-to-face with your brand, creating a memorable and positive impression. Be the reason behind their delicious meal and make your mark in the heart of their conference experience.*

***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 Lunch
- Opportunity to provide a branded gift at each place setting at the Lunch
- Verbal recognition thanking the sponsor at the end of the Lunch
- 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

### 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
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## 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

## 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)

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## PD SESSION SPONSOR (24 SPONSORSHIPS AVAILABLE)

**\$1,500**

*Become an integral part of the conference's mainstay by sponsoring an innovative professional development panel or the corresponding breakout sessions – the very essence of delegate attendance. Secure your position as a vital contributor to the educational core of the event, ensuring your company's visibility among engaged professionals as your brand will be acknowledged by the session moderator, along with prominent branding at the session. For a list of the Session topics and descriptions, please refer to the Conference Agenda and choose the one that resonates with your brand.*

***Sponsorship of a Panel Session, or the corresponding Concurrent Breakout Sessions, will provide the sponsoring company with the following:***

- Corporate logo displayed prominently at the beginning of the Session(s)
- Verbal recognition from the session Moderator, thanking sponsor
- Recognition by the Moderator at the end of the session(s)
- 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

## 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

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## **“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

## **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



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## 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/ Coordonnateur des Ventes, Commandites***

The Canadian Bar Association / L'Association du Barreau Canadien

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