

CBA CONFERENCE ON WELL-BEING

NOVEMBER 7, 2023

SPONSORSHIP OPPORTUNITIES

CBA CONFERENCE ON WELL-BEING

Answering the Call: Creating Healthy Legal Workplaces

November 7, 2023 | Toronto, ON + Virtually Webcasted | OBA Conference Centre

It has been almost a year since the results from [The National Study on the Psychological Health Determinants of Legal Professionals in Canada](#) were released, painting an alarming picture of the well-being of Canadian legal professionals. As a frontrunner in this space, the CBA has created this new Conference, the CBA Conference on Well-Being, to help “answer the call” to the challenge. Sponsor this trailblazing event which will draw together thought-leaders from law firms, the in-house bar, the bench, government, law societies, lawyer assistance programs, law schools, and lawyers at all stages of their careers to address an issue that is critical to the future of the legal profession. Sponsorship is limited, so reserve yours today!

DINNER & AWARD CEREMONY SPONSOR (EXCLUSIVE SPONSORSHIP)

\$10,000

The Dinner is always the networking highlight of the Conference, allowing attendees to connect and converse with old friends and new faces after a full day of learning. This Dinner is extra special, as it will feature the Wellness “Wellie” Award Ceremony, crowning the winner of the “Individual Contribution Award” honouring a stand-out legal professional who has significantly contributed to improving the well-being of the legal landscape.

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

- 2–3-minute speaking opportunity to give a toast and speak about what the conference means to your organization (must be in line with conference theme and subject to approval by CBA)
- Two (2) complimentary conference registrations for sponsor representatives to attend the complete conference, including meals and networking
- Two (2) complimentary tickets to attend the Dinner, with sponsor representatives seated at a VIP table
- Prominent signage with corporate logo at the Gala 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 Gala Dinner Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Gala Dinner Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP) \$8,000

Simultaneous Interpretation (SI) will be offered at all major sessions, ensuring delegates are fully engaged and provided access to participate in this conference. The SI Sponsor, offering English and French language interpretation at most of the PD events, will be repeatedly recognized each and every time the SI instructions are provided, or SI access is announced. SI-mply wonderful return on investment!

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

- 2-minute speaking opportunity or pre-recorded video at the end of the Welcoming remarks, announcing SI availability (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Two (2) complimentary conference registration for sponsor representatives to attend the full conference
- Recognition of the sponsor as supporting the SI during introductory platform instructions on ALL applicable PD sessions offering SI
- 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

CONFERENCE APP SPONSOR (EXCLUSIVE SPONSORSHIP) \$7,000

The Conference App is the main place for attendees to access all of the conference information, including details about the venue, sessions, speakers, papers, the full conference agenda, exhibitors - and now you! Gain maximum exposure by being at everyone's fingertips throughout the duration of the event. Not only will your brand be mentioned wherever and whenever the App is mentioned, but you will also receive the Splash Ad spot that appears every time a new user logs into the App. That's App-mazing exposure!

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

- Prominent signage with corporate logo wherever the App is advertised
- Conference App "Splash Ad" space and URL that launches your customized ad boldly across the screen each time a new user logs into the App
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Acknowledgment of your sponsorship throughout the event, whenever the App 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 App sponsor
- Corporate logo and link placement in the online agenda
- Corporate logo and link placement on the Conference App under the Sponsor section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,500

The Networking Reception is always a fun and lively way for delegates to connect and network. The Reception Sponsor will be highlighted with the opportunity to provide a toast to the delegates, and then remain onsite to meet and mingle.

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

- 2–3-minute minute toast at the start of the Networking Reception (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Prominent signage with corporate logo at the Reception
- Verbal recognition of the sponsor at the end of the Reception
- Opportunity to provide a branded gift to delegates at the Reception
- Corporate logo and link placement in the Conference App
- 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 your corporate logo on the online agenda as the Networking Reception sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)

\$6,000

We hope you like hearing and seeing your organization's name everywhere, as your brand will be broadcasted throughout the conference, over both days. As the much sought-after Wi-Fi Sponsor, your brand will be everywhere Wi-Fi instructions can be found, including at the Registration Desk, in all session rooms, common areas, and on conference signage. With star bragging rights as the sponsor enabling delegates the ability to access the App, live Tweet, retrieve conference documents, trade digits, and check their emails, the Wi-Fi sponsor will also 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 venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, meals, and networking events
- Acknowledgment of your sponsorship throughout 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 on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

NETWORKING LUNCHEON (EXCLUSIVE SPONSORSHIP)

\$5,000

This Lunch will serve a dual purpose: a meaningful networking opportunity, over a wonderful meal. All delegates, including speakers and registrants, are invited to this Networking Lunch to connect and exchange. To ensure your brand is recognized, a representative from your organization will be allowed to say a few words at the Lunch.

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

- Sponsor representative will have the opportunity to address the delegates for 2-3 minutes at the Lunch (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, networking and meals
- Prominent signage with corporate logo at the luncheon room entrance, and inside 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

LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

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 offered the sponsor's branded lanyard with their badge 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 on the online agenda
- Corporate logo and link placement in the Conference App
- 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

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SPONSORSHIP OPPORTUNITIES

REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will be interacting 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 legal professionals!

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)
- One (1) complimentary conference registration for sponsor representative to attend the full conference, including all sessions, meals, and networking events
- Ability for sponsor to have pop-up banners flagging either side of the 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 the conference registration website acknowledging company as the Registration Desk sponsor
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

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 in the hands - 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 have the option to take a bag at the Swag Table as they enter, or throughout the conference.

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 on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

NETWORKING BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

Starting the day off right is the key to a successful day of learning. All delegates and presenters are invited to partake in the continental breakfast, so your brand will be seen by a wide audience. This is an EGGstraordinary opportunity!

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

- Corporate logo displayed prominently during the Breakfast
- Prominent signage with corporate logo outside the room entrance
- Opportunity to provide a branded gift for each attendees at Breakfast
- Verbal recognition thanking the sponsor at the 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 on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

MOVEMENT & STRETCH BREAK SPONSOR (EXCLUSIVE SPONSORSHIP)

\$3,000

Be the sponsor keeping people on their toes – literally – as your organization sponsors the Movement & Stretch Break to help rejuvenate the crowd and keep them energized between afternoon sessions.

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

- Corporate logo displayed prominently during the Breakfast
- Prominent signage with corporate logo outside the room entrance
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement on the online agenda
- Corporate logo and link placement in the Conference App
- 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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SPONSORSHIP OPPORTUNITIES

NETWORKING REFRESHMENT BREAK SPONSOR (EXCLUSIVE SPONSORSHIP) \$3,000

Refreshment breaks are a wonderful way for delegates to connect, network, and refuel throughout the conference. Sponsors associated with providing delegates 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 on the online agenda
- Corporate logo and link placement in the Conference App
- 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 (6 SPONSORSHIPS AVAILABLE) \$2,500

Professional development sessions are the backbone of the conference and the very essence of delegate attendance. Sponsor your choice of either: (1) an all-delegate Session, or (1) the multiple grouping of Breakout Sessions taking place at the same time, and have your brand recognized by the session moderator and via room signage for all registrants to see.

Sponsorship of one of these sessions will provide the sponsoring company with the following:

- Corporate logo displayed prominently at the beginning of the all-delegate Session, or at all Breakout Sessions taking place in that timeslot
- Verbal recognition from the session Moderator, thanking Sponsor
- Prominent signage with corporate logo outside of the Session room entrance(s)
- 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 on the online agenda
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
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EXHIBITOR DISPLAY TABLE (LIMITED AVAILABILITY)

\$2,000

Consider this your temporary office space, only instead of a waiting room full of potential clients to speak with, you'll have a conference center full of them! Table-top Expo displays are a cost-effective way opportunity to meet and educate participants one-on-one about your products and services during the conference.

Expo Display Table exhibitors will receive the following:

- One skirted, eight-foot table and two chairs. The onus for any extras, including signage, is up to the exhibitor
- 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

CONFERENCE APP ROTATING BANNER AD (2 SPONSORSHIPS AVAILABLE)

\$2,000

Conference App Banner Ads are a popular and low-cost opportunity to be a part of the resource every attendee will be referencing all event long. The Conference App features the complete Agenda, all Sessions with descriptions, Networking Events, Exhibitor information, and so much more. The rotating banner ads that roll across the screen as delegates navigate the app are sure to command everyone's attention and give you an AD-vantage.

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

- A custom-designed digital banner advertisement with URL link to highlight your company. 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.
- Your banner ad will appear in rotation with the Lead sponsor, one CBA banner, and no more than one other sponsor banner.
- Banner ad can be submitted anytime ahead of the Conference, and will be uploaded upon receipt so it is visible before the Conference, as well as throughout the event.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference website acknowledging company
- Corporate logo and link placement on the Conference App under the Sponsor Section
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)

\$1,500

Email messaging promoting the Conference and its content to potential delegates is instrumental in the marketing of this event. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.

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 website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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

\$1,500

The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will ensure 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 website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)

\$1,000

The CBA wants to ensure we are always doing our best, and learn what we can do to become better. As such, the CBA sends 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 conference website acknowledging company as a sponsor
- Branding on delegate registration confirmation
- Corporate logo and link placement in the Conference App
- Branding on post-session survey email sent to all session registrants

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SPONSORSHIP OPPORTUNITIES

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.)
- sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included
- Branding on conference registration website acknowledging company as a sponsor
- Corporate logo and link placement in the Conference App

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

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