

SPONSORSHIP OPPORTUNITIES

CBA LEADERSHIP ONLINE SYMPOSIUM

FOR PROFESSIONAL WOMEN

October 7 | October 14, 2021

TECHNOLOGY PLATFORM SPONSOR (EXCLUSIVE SPONSORSHIP)

\$5,000

Taking on a leadership role, your organization will receive regular acknowledgement during both days of the online symposium, as the Lead Platform Sponsor (Zoom Webinar platform).

Sponsorship of the platform will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the conference opening remarks on October 7th (must be in line with conference theme and subject to approval by CBA)
- Recognition of the sponsor during the introductory platform instructions at the start of each day, on both October 7th and 14th
- 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

SIMULTANEOUS INTERPRETATION (SI) SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,000

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, French and American Sign Language interpretation options at all PD Sessions for all delegates.

SI sponsorship will provide the sponsoring company with the following:

- 2 minute speaking opportunity or pre-recorded video at the Conference Opening 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 (2 EXCLUSIVE SPONSORSHIP)

\$2,500

At the core of any conference is the desire to connect with other delegates. The sponsor of a virtual interactive social event will support registrants mingling with colleagues, from the comfort and safety of their computer screen. There are two virtual events, one per day, both of which are included for free 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 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

BREAK SPONSOR (4 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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SPONSOR-A-STUDENT (TWO SPONSORSHIPS AVAILABLE)

\$1,000

We all know the rich value and incomparable experience of attending a conference or symposium. However, not everyone has the same ability to take advantage of these opportunities – that's where you come in. Your registration sponsorship will invest directly in the education of a deserving student (14 students, actually!), who might not otherwise be able to attend this online symposium.

Sponsor-A-Student in the amount of \$1,000 will cover the cost of 14 student registrations and will provide the sponsoring company with the following:

- Verbal recognition at the end of the Conference Opening, acknowledging the company and their sponsorship
- 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 (2 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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The Canadian Bar Association / L'Association du Barreau Canadien

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