

# SPONSORSHIP OPPORTUNITIES

# CBA WOMEN LAWYERS FORUM

# CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

## CBA Women Lawyers Forum Conference

November 2-3, 2023 | Toronto, ON

---

### *The Multiverse Lawyer:*

### *Embracing our Multifaceted Roles in the Legal Profession & Beyond*

Back for the first time in-person in over four years, take this unique opportunity to sponsor the renowned CBA Women Lawyers Forum Conference, on November 3<sup>rd</sup> in Toronto. This year's theme, *The Multiverse Lawyer: Embracing our Multifaceted Roles in the Legal Profession & Beyond*, discusses the many roles a lawyer must perform, especially since the pandemic. Delegates will take away strategies to become more active leaders, more compassionate mentors, and more involved community members – ultimately equipping them for a strong foothold in the legal profession, now and to come.

Conference sponsorship gives your organization unsurpassed value through a variety of cost-effective options to meaningfully showcase your brand to this coveted group of law leaders and experts. Sponsorship is limited, secure yours today before it sells out!

---

### **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 event, frequently acknowledged throughout, including regular verbal recognition and branding efforts over the entire day. All eyes will literally be on you, as you are 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 Opening Remarks (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 at the end of the conference
- Corporate logo displayed prominently during the Opening and Closing Remarks sessions
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Opportunity to provide a branded gift at each seat at the Opening Remarks
- 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 and link on the online agenda as the Lead Sponsor
- Corporate logo and link placement on the Conference App
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

# SPONSORSHIP OPPORTUNITIES

# CBA WOMEN LAWYERS FORUM

# CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

## **NETWORKING RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$7,500**

*This year's reception not only provides conference-goers the opportunity to network over some appetizers ahead of the following full-conference day, but it also celebrates the launch of the long-awaited Touchstones Podcast. Be a part of the celebration - open to all registrants, speakers, and guests - with the opportunity to provide a toast to the delegates and 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)
- Two (2) complimentary conference registrations for sponsor representatives to attend the full conference, including all sessions, meals, and networking events (including the Networking Reception)
- 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

## **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

# SPONSORSHIP OPPORTUNITIES

## CBA WOMEN LAWYERS FORUM

### CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

#### **LUNCH WITH DRAG SHOW (EXCLUSIVE SPONSORSHIP)**

**\$6,000**

*Anything but your typical conference meal, prepare to be entertained with an energetic Drag Show featuring the fabulous drag performer, Tynomi Banks. The all-attendee event will have toes tapping and hands clapping – with plenty of applause for the sponsor who supported it!*

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

- One (1) complimentary conference registration for sponsor for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Prominent signage with corporate logo 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 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

#### **KEYNOTE SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$5,000**

**Speaker: Alexia Korberg, Partner at Paul Weiss LLP**

**Topic: Reproductive Rights**

*All delegates, including speakers and registrants, are invited to attend the important Keynote Address which will discuss recent developments in reproductive rights, and considerations for the profession. Featuring the notable American trial lawyer and Litigation Partner at Paul Weiss LLP, Alexia Korberg. Perhaps more notably, Alexia's constitutional litigation practice has seen them defending momentous reproductive rights issues across the United States, including at the US Supreme Court in the case of Dobbs v. Jackson Women's Health Organization. Alexia will take delegates behind the scenes of their trials, and offer thoughtful insights on the future of reproductive rights. Sponsor this all-attendee Keynote which is sure to be the inspirational highlight of the conference!*

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

- One (1) complimentary conference registration for sponsor for sponsor representatives to attend the full conference, including all sessions, meals, and networking events
- Prominent signage with corporate logo at the Keynote
- Verbal recognition and branding of the sponsor at the start of the Keynote
- Verbal recognition thanking the sponsor at the end of the Keynote
- 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 sponsor of the Keynote Session
- 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

# SPONSORSHIP OPPORTUNITIES

# CBA WOMEN LAWYERS FORUM

# CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

## **WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$5,000**

*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

## **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 day 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

# SPONSORSHIP OPPORTUNITIES

# CBA WOMEN LAWYERS FORUM

# CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

## REGISTRATION DESK SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$4,000**

*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)
- 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

# SPONSORSHIP OPPORTUNITIES

## CBA WOMEN LAWYERS FORUM

### CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

#### **NETWORKING BREAKFAST SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$4,000**

*Starting the day off right with a hot, healthy breakfast is the key to 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 EGGstraordinary opportunity!*

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

- Corporate logo displayed prominently during the Breakfast on large screen and on buffet tables
- Prominent signage with corporate logo outside the breakfast room entrance
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast
- Opportunity to provide a branded gift at each breakfast place setting
- 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

#### **REFRESHMENT BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE)**

**\$2,500**

*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
- Sponsor may have two (2) representatives on-hand at the Break to answer any questions from delegates, or meet and greet
- 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)

# SPONSORSHIP OPPORTUNITIES

# CBA WOMEN LAWYERS FORUM

# CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

## **PANEL SESSION SPONSOR (4 SPONSORSHIPS AVAILABLE)**

**\$2,000**

*Professional development sessions are the backbone of the conference, and these panel discussions will be the very essence of delegate attendance. Sponsor one (1) of four (4) motivating panel sessions, and have your brand recognized by the session moderator and via room signage.*

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

- Corporate logo displayed prominently at the beginning of the Panel Session
- Verbal recognition from the session Moderator, thanking Sponsor
- Prominent signage with corporate logo outside of the Session room entrance
- 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 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

## **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

# SPONSORSHIP OPPORTUNITIES

# CBA WOMEN LAWYERS FORUM

# CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

## 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



# SPONSORSHIP OPPORTUNITIES

## CBA WOMEN LAWYERS FORUM CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

### 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

### 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

### VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (EXCLUSIVE SPONSORSHIP)

**\$500**

*Virtual registrants will need instructions on how to access the conference online. This access email, which will also serve as a reminder of the event, will be delivered to each virtual registrant's inbox 1-2 business days before the conference.*

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

SPONSORSHIP OPPORTUNITIES  
**CBA WOMEN LAWYERS FORUM**  
CONFERENCE

---

NOVEMBER 2-3, 2023 | TORONTO, ON

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

**Alice An**  
*Sales Coordinator, Sponsorship & Partnerships*  
The Canadian Bar Association  
(613) 237-2925 ext. 121  
[alicea@cba.org](mailto:alicea@cba.org) | [cba.org](http://cba.org)