

CBA WILLS, ESTATES AND TRUSTS ONLINE SYMPOSIUM NOVEMBER 25, 2022

[CBA Wills, Estates and Trusts Online Symposium](#)

Common but Misunderstood Assets in the Estate Planning Context

November 25, 2022

Sponsor the CBA Wills, Estates and Trusts Online Symposium to get your brand in front of this sought-after group of legal professionals. This year's event, *Common but Misunderstood Assets in the Estate Planning Context*, will focus on the industry's confusion surrounding what an asset is, how to deal with it, tax implications, and how they can be incorporated into an individual's estate plan.

Your sponsorship at this event will highlight your dedication to this sector of law, while delivering you an unsurpassed return on investment. Starting at just \$500, there are cost-effective opportunities for all. Sponsorships are limited, book yours today!

LEAD SPONSOR (EXCLUSIVE OPPORTUNITY)

\$4,000

Taking a leadership role, your organization will receive regular acknowledgement throughout the entire day of the online symposium. Your name will be continually in the spotlight, as your brand will be mentioned throughout, including at all PD sessions, Opening and Closing.

Lead sponsorship will provide your organization with a full day of branding with the following benefits:

- 2-3 minute speaking opportunity or pre-recorded video at the Welcoming Remarks (must be in line with theme and subject to approval by CBA)
- Recognition of the sponsor during introductory platform instructions on **all** PD sessions
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal recognition of the sponsors by the Program Chair(s) at the Welcome and at the Closing
- Branding on online symposium website acknowledging company as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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PD SESSION SPONSOR (3 SPONSORSHIPS)

\$2,000

Professional development sessions are the core of any online symposium. Your participation as a PD session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during an exclusive PD session.

Sponsorship will provide the sponsoring company with the following:

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the selected PD session (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- 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 (2 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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REMINDER/ACCESS EMAIL (EXCLUSIVE SPONSORSHIP)

\$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

Director, Business Development / Directrice, prospection

The Canadian Bar Association / L'Association du Barreau Canadien

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