



THE CANADIAN  
BAR ASSOCIATION

# SENIOR RACIALIZED LAWYERS SUMMIT

---

## SPONSORSHIP OPPORTUNITIES

DECEMBER 5, 2019 | TORONTO, ON

## SPONSORSHIP OPPORTUNITIES

### **SESSIONS (5 OPPORTUNITIES)\* \*\***

**\$500 each**

The main reason for attending the Summit still remains the valuable professional development and learning to be had at the sessions. With a choice of five (5) session discussions, sponsors will receive:

- Company logo and link displayed on the conference webpage prior to the event
- Recognition in the onsite printed agenda as the session sponsor
- Onsite signage featuring the sponsoring company, both inside and outside of the plenary room
- Opportunity to provide each delegate with a promotional item at the swag table – a \$300 value
- Session choices, based upon a first-come, first-serve basis, are:
  - OPENING PANEL – OVERCOMING CHALLENGES AS A RACIALIZED LAWYER
  - BUSINESS/ORGANIZATIONAL BEHAVIOUR/LEADERSHIP EXPERT
  - SUCCESS IN LAW AND LEADERSHIP
  - GETTING TO THE NEXT CAREER DESTINATION AS A RACIALIZED PERSON
  - ROUNDTABLE DISCUSSION WITH FACILITATORS

### **LUNCHEON AND NETWORKING\* \*\***

**\$2,000**

The summit lunch is the perfect time for delegates to refuel, recharge and get reacquainted. This networking lunch will be an exclusive opportunity to showcase your brand to an attentive audience:

- Company logo and link displayed on the summit webpage prior to the event
- Recognition in the onsite printed agenda as the exclusive lunch sponsor
- Opportunity for a company representative to speak for a briefly 2 minutes prior to the lunch
- Opportunity to place a promotional item or gift at each seat at the luncheon
- Company recognition on onsite signage displayed at the luncheon
- Opportunity to provide each delegate with a promotional item at the swag table – a \$300 value

### **CONFERENCE LANYARDS\* \*\***

**\$1,500**

This small, but mighty, sponsorship opportunity is akin to a walking billboard. Every delegate will be sporting your company's branded lanyard, front-of-mind for everyone to see! This high-visibly sponsorship includes:

- Sponsor's branded lanyard provided to each delegate, VIP and speaker with their badge upon registration
- Company logo and link displayed on the summit webpage prior to the event
- Recognition in the onsite printed agenda
- Opportunity to provide each delegate with a promotional item at the swag table – a \$300 value

### **CONFERENCE WI-FI \* \*\***

**\$1,000**

As the exclusive supplier of the summit Wi-Fi, your brand will literally be at everybody's fingertips. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, message one another and check their emails, your company will also receive the following:

- Company logo and link displayed on the summit webpage prior to the event
- Recognition in the onsite printed agenda acknowledging sponsor as the exclusive supplier providing free Wi-Fi for delegates
- Signage at the venue, including in session rooms and common areas
- Verbal recognition any time delegates are notified of the free Wi-Fi service provided by sponsor
- Opportunity to provide each delegate with a promotional item at the swag table – a \$300 value
- Customized Wi-Fi password, chosen by sponsor

\* Subject to approval by the CBA  
\*\* Provided at the expense of the sponsor

For additional details, please contact:  
**Dana Platias**  
Director, Business Development | CBA  
613-237-2925 ext. 118 | [danap@cba.org](mailto:danap@cba.org)

**CHARGING STATION POWER PACKAGE\*\***

**\$1,000**

Delegates will be plugging into your brand, every time they plug in their device. Power stations with your signage will be strategically placed throughout the event. Full benefits include:

- Sponsor signage by power stations, making your brand highly visible and stand out
- Company logo and link displayed on the summit webpage prior to the event
- Recognition in the onsite printed agenda
- Opportunity to provide each delegate with a promotional item at the swag table – a \$300 value

**“KNOW-BEFORE-YOU-GO” EMAIL\* \*\***

**\$500**

The “Know Before You Go” email is a much-anticipated roadmap sent to registrants prior to the event, detailing what to expect once onsite. Sent to all delegates with detailed information, tips and scheduled events, this sponsor of this exclusive eBlast opportunity will showcase their brand with:

- The opportunity to provide a custom-designed digital banner ad to be placed in this final delegate email. Specs and timelines for submission to be provided by the CBA.
- Company logo and link displayed on the conference webpage prior to the event
- Recognition in the onsite printed agenda

**PROMOTIONAL ITEM FOR SWAG TABLE**

**\$300 PER ITEM**

They come for the information, but they stay for the swag! This low-cost opportunity provides a sponsor with the ability to reach this covered marketplace. This sponsorship includes:

- The opportunity to provide each delegate with a promotional item at the swag table. Item can be fun, informative or something more traditional.
- Company logo and link displayed on the conference webpage prior to the event

**ONSITE AGENDA AD SPACE\***

**\$500 PER AD**

The printed agenda is a valuable tool guides the delegates throughout their day, and even afterwards. This opportunity will provide your company:

- The opportunity to provide a full-page ad to be placed in the online and printed agendas. Specs and timelines for submission to be provided by the CBA.
- Company logo and link displayed on the conference webpage prior to the event

\* Subject to approval by the CBA  
\*\* Provided at the expense of the sponsor

For additional details, please contact:  
**Dana Platias**  
Director, Business Development | CBA  
613-237-2925 ext. 118 | [danap@cba.org](mailto:danap@cba.org)