

# SPONSORSHIP OPPORTUNITIES

# CBA ELDER LAW

# ONLINE SYMPOSIUM

SEPTEMBER 24, 2021

## LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)

\$4,500

*Taking a leadership role by supporting the webinar platform (Zoom Webinar) and the online production team, your organization will receive regular acknowledgement throughout the entire day of the online symposium, and at all PD Sessions.*

### **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 (must be in line with conference theme and subject to approval by CBA)
- Recognition of the sponsor during introductory platform instructions at **all 3** PD webinars
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal recognition of the sponsors by the Program Chair(s) during both the opening and closing remarks
- 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

## PD WEBINAR SPONSOR (3 SPONSORSHIPS AVAILABLE)

\$2,000

*Professional development sessions are the core of any online event. 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 conference 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

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## BREAK SPONSOR (2 SPONSORSHIPS)

\$1,500

*At the conclusion of each session, the Break Sponsor will have the opportunity to openly communicate with delegates at the start of a 30-minute 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 conference 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

## REMINDER/ACCESS EMAIL (1 SPONSORSHIP AVAILABLE)

\$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

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