

**CANADIAN  
DEFENCE  
LAWYERS**

**CDL SPONSORSHIP OPPORTUNITIES 2010-11**

Programme Name	Date	Location	Message Station	Cocktails	Lunch	Exhibitor	Break	Mailing	Breakfast	Inserts	Average attendance
Insurance Primer Full Day	Thu Sep 23	Toronto OBA	500	1500	2000	750	500	1800	750	350	NEW 100
Best Defence Full Day	Wed Sep 29	Vancouver Wosk	500	1500	2000	750	500	1200	750	350	150
LA Law (Paralegals) Full Day	Fri Oct 1	Vancouver TCC	500	1500	2000	750	500	1200	750	350	130
3 <sup>rd</sup> Accident Benefits Full Day	Fri Oct 8	Toronto OBA	500	1500	2000	750	500	1800	750	350	120
Women Litigators' Breakfast	Fri Oct 22	Toronto OBA	n/a	n/a	n/a	n/a	n/a	n/a	2500 Excl.	n/a	50
Boot Camp Toronto Full Day	Wed Nov 10	Toronto OBA	500	1500	2000	750	500	1800	750	350	90
New Rules Half Day	Wed Nov 24	Toronto OBA	n/a	n/a	n/a	500	300	1800	n/a	350	NEW (75)
Occupiers' Liability Full Day	Thu Jan 20	Toronto OBA	500	1500	2000	750	500	1800	750	350	NEW (75)
Mid-Level Madness Vancouver – Full Day	Thu Jan 27	Vancouver TCC	500	1500	2000	750	500	1200	750	350	80
Mid-Level Madness Toronto – Full Day	Thu Feb 17	Toronto OBA	500	1500	2000	750	500	1800	750	350	NEW (75)
7 <sup>th</sup> Insurance Symposium-1 ½ days	Mar 3 & 4	Toronto OBA	1000	2500	3500	950	500	2500	850	350	100
2 <sup>nd</sup> AB Skills Full Day	Fri Apr 8	Toronto OBA	500	1500	2000	750	500	1800	750	350	100
Law Clerks Full Day	Fri Apr 29	Toronto OBA	500	1500	2000	750	500	1800	750	350	120

Coverage Disputes Full Day	Thu May 12	Saskatoon	500	750	1000	500	300	500	500	350	NEW (50)
Boot Camp Vancouver Full Day	Fri May 7	Vancouver TCC	500	1500	2000	750	500	1200	750	350	75
AGM 2011	Jun 2	Toronto OBA	1000	2500	3500	950	500	2500	850	350	150
Newfoundland Full Day	Wed Jun 15	St. John's	500	1500	2000	750	500	500	750	350	50
Defensible Positions Full Day	Fri Jun 17	Moncton	500	1500	2000	750	500	500	750	350	50
Audioconferences \$500 each	Ongoing										

**What you get for your**

**sponsorship**

All sponsor levels are non-exclusive unless otherwise noted. All levels excluding Mailing (which shall receive the placement of your logo on the CDL website), Binder Inserts & Totes include the placement of your logo on the website and on the CDL powerpoint presentation shown at the programme and a pre-mailing list 3 weeks prior to the event (if requested). The Lunch, Cocktails and Exhibitor levels include full access to programming for a maximum of two people at each sponsor station, one set of materials and an invitation to dine at lunch (as applicable) once all registrants have served themselves. Sponsors at these levels are expected to make a donation for the raffle at the end of the day. Typical raffle items include i-pods, hockey/theatre/concert tickets, gift cards and wine.

**Message Station**

Exclusive signage in the message area, your logo on the message sign-up sheet, your flyer in the participants' totes, oral acknowledgement by programme chair, your logo on the between-speaker PowerPoint on an individual slide.

**Cocktails**

Exclusive signage in the cocktail area, oral acknowledgement by the Chair, standard display table in the CLE room or adjacent, insertion of your choice in the participants' totes, full access to programming for a maximum of two people at each sponsor station, one set of materials and an invitation to dine at lunch (as applicable) once all registrants have served themselves, final roster of attendees after the event, your logo on the between-speaker PowerPoint on an individual slide

**Lunch**

Exclusive signage in the lunch area, oral acknowledgement by the Chair, standard display table in the CLE room or adjacent, insertion of your choice in the participants' totes, full access to programming for a maximum of two people at each sponsor station, one set of materials and an invitation to dine at lunch (as applicable) once all registrants have served themselves, final roster of attendees after the event, your logo on the between-speaker powerpoint on an individual slide, onetime email message to attendees through the CDL office (AGM only)

**Exhibitor**

Standard display table in the CLE room or adjacent, insertion of your choice in the participants' totes, full access to programming for a maximum of two people at each sponsor station, one set of materials and an invitation to dine at lunch (as applicable) once all registrants have served themselves, final roster of attendees after the event, your logo on the between-speaker powerpoint

**Break**

Exclusive signage in the break area, your flyer in the binder, oral acknowledgement by programme chair.

**Mailing**

Insertion of your promotional flyer (1-2 pages, pre-folded) into our mail-out to both members and non-members advertising the event plus your logo on the CDL website. Mailing reach varies from 400 to 3000 individuals depending on the region.

**Breakfast**

Exclusive signage in the location of the continental breakfast served either adjacent to or in the programme room. Your flyer in the binder and oral acknowledgement from the programme chair.

**Inserts**

Insertion of your promotional material into participant totes, delivered directly to the printer as directed. We will advise of quantities.

**Audioconferences**

Your logo on bulk audioconference communications, your flyer to be emailed to participants by CDL and oral acknowledgement by programme chair at the beginning of the programme.

**Provisions**

Sponsorships are non-exclusive unless otherwise noted and are guaranteed on a first-come, first-served basis. Sponsorship fees are **not refundable**. All sponsorships will be confirmed by a sponsorship agreement issued by CDL and completed by the firm/company representative. Payment must be received in order to reserve the sponsorship and must be received prior to the programme presentation date. No refunds will be issued unless the programme cannot be held. CDL limits the number of sponsors per seminar and event in order to maximize the exposure of the sponsoring firm/company. CDL reserves the right to decline any offered sponsorship regardless of past participation. Sponsorship of a CDL programme does not constitute an endorsement by CDL, nor does it imply co-sponsorship of the seminar.

CDL strives to offer the best CLE programming for its members and for non-members. Chairs of the CLE programmes are encouraged and supported to invite the best and most appropriate speaker on any topic, being mindful of regional representation and diversity. Those speakers may be non-lawyers. Where possible, when selecting a non-lawyer speaker, a Programme Chair should invite an individual who has contributed to CDL as a programme sponsor, if that individual has communicated a desire to speak. In order to ensure fairness in this process the CLE Programme Manager will keep a roster of previous sponsors of CDL, whether or not he/she has been given an opportunity to speak at a CLE program, and if he/she wishes to do so. CDL will attempt to rotate the speakers in an even-handed manner. Programme Chairs should consult with CDL in this regard.

CDL welcomes the generous support of its sponsors and offers the opportunity to sponsor CDL programmes in a variety of ways, as set out herein. Sponsors at all levels are advised by CDL that in exchange for their sponsorship, there is no exclusivity (i.e. there may be competitors of theirs as sponsors at the same event). A record of which individuals/organizations have sponsored CDL is kept by CDL.

**Next Steps**

If you are interested in sponsorship at a CDL event just contact our office at 416.340.9859 or email [Maryellen@cdlawyers.org](mailto:Maryellen@cdlawyers.org). We would be happy to discuss your options and to help you design a sponsorship package that suits your needs. Our partnership with sponsors is highly valued by CDL and it allows us to continue to maintain and expand our membership services.