CANADIAN DEFENCE LAWYERS



2025–2026 SPONSORSHIP OPPORTUNITIES

Canada's Network for Civil Defence Lawyers

WEBSITE
www.cdlawyers.org

CONTACT US
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416-340-9859

CANADIAN DEFENCE LAWYERS

ABOUT US

Canadian Defence Lawyers is the only national association dedicated to civil defence lawyers. With year-round educational programs, networking events, and advocacy efforts, CDL offers exclusive opportunities to connect with a highly engaged and influential legal audience.

Why Partner With CDL?

- Direct access to legal professionals from coast to coast
- High-profile in-person and virtual events throughout the year
- Brand visibility on our all-new website
- Opportunities to align with key demographics: Women's Caucus, Young Lawyers, and EDI initiatives
- Concierge sponsor support for Gold and Platinum partners

MISSION

CDL leads and unites civil defence lawyers across Canada. We build a vibrant professional community through premier education, continuous learning opportunities, networking, and dedicated advocacy to advance the practice of civil defence law across Canada.

VISION

Foster a principled, engaged and respected national civil defence bar and support their advocacy across Canada to safeguard the Rule of Law.

CANADIAN DEFENCE LAWYERS

MEMBER REACH & DEMOGRAPHICS

Connect with 1,200+ Civil Defence Lawyers Across Canada

Canadian Defence Lawyers (CDL) represents a national community of defence lawyers working across Canada in a range of legal settings and specialties.

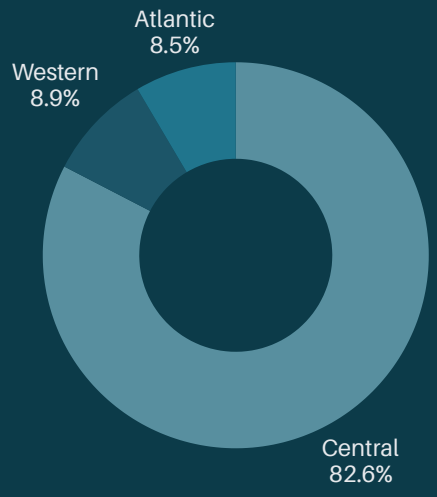
PRACTICE TYPE

- In-House 39.2%
- Private Practice 58.7%
- Other 2.1%

PRACTICE AREAS REPRESENTED

- Insurance Defence
- Professional Negligence Defence
- Product Liability Defence
- Medical Negligence Defence

CANADIAN GEOGRAPHIC REACH





2025-2026 EVENT SCHEDULE

Schedule subject to change; more events coming soon.

Date	Program Title	Location
Sept 10, 2025	Artificial Intelligence in Legal Practice: A Guide for Civil Defense Counsel	Virtual
Sept 18, 2025	Vexatious Litigants: A British Columbia Perspective	Virtual
Sept 25, 2025	Surveillance 101: The When's, Why's, and How's	Virtual
Oct 2, 2025	Smitten Baby Products Inc v. FirstOnSite Restoration Limited	Virtual
Oct 14, 2025	CDL's Annual Boot Camp: Basic Training for New Defence Lawyers	OBA Conference Centre
Oct 24-26, 2025	Women's Caucus Annual Retreat	White Oaks Resort & Spa
Nov 20, 2025	Indemnity Claims: Lessons Learned & Best Practices	Virtual
Nov 26, 2025	Annual Accident Benefits Fall Classic	OBA Conference Centre
Dec 8, 2025	D&I Mistake Management Webinar	Virtual
Jan 22, 2026	What are the Hazards of Occupiers' Liability - Primer on Plaintiff Proof and Defences	Virtual



2025–2026 EVENT SCHEDULE CONTINUED

Schedule subject to change; more events coming soon.

Date	Program Title	Location
Jan 29, 2026	YL Practical Skills Series: Navigating Mediation	Virtual
Feb 12, 2026	Specialty Practice Topic TBD (Hail)	Virtual
Feb 26, 2026	CDL-OTLA Joint Conference	OBA Conference Centre
Mar 25, 2026	Law Clerks Annual Program	Virtual
Mar TBD	Annual General Meeting	Virtual
Apr 14-15, 2026	In-House Symposium	Virtual
Apr 30, 2026	Insurance Coverage Symposium	OBA Conference Centre
May 14, 2026	AB Loss Transfer/Priority Disputes	Virtual
Jun 3 or 5, 2026	Women's Caucus Luncheon	Toronto
Jun 4, 2026	Annual Litigation Conference	OBA Conference Centre
Jun 18, 2026	YL Practical Skills	Virtual

ANNUAL SPONSORSHIP PACKAGES

CANADIAN DEFENCE LAWYERS

PLATINUM SPONSOR

$20,000 +HST

- Fully customized package of sponsorships
- Custom add-ons to be negotiated
- Prominent homepage logo
- First right of refusal for 2025/2026
- Quarterly sponsor check-ins

GOLD SPONSOR

$10,000 +HST

- 3 Tabletop Exhibitor packages with priority booth placement
- 1 Specialty Practice webinar sponsorship
- 2 Webinar sponsorships
- Banner ad on homepage for one month
- 1 Article in Hearsay + 1 social media post
- 2 tickets to the 2026 President's Dinner
- Concierge sponsor support
- Recognition on all signage and materials for 2025/2026

SILVER SPONSOR

$5,000 + HST

- 2 Tabletop Exhibitor packages
- 1 Webinar sponsorship
- 1 Social media post + 1 article in Hearsay
- 1 Square ad on cdlawyers.org (non-homepage)
- 1 ticket to the 2026 President's Dinner

IN-KIND RECOGNITION

CDL gratefully accepts in-kind contributions that help enhance the experience of our members and attendees. Examples include venue space, catering, speaker travel, swag, printing, or professional services.

Contributions valued at $1,000+ receive public recognition; those over $5,000 are recognized at the Silver level or above.

À LA CARTE OPPORTUNITIES

CANADIAN DEFENCE LAWYERS

TABLE-TOP EXHIBITOR — $1,185 +HST

- One 6' display table
- Two complimentary registrations (includes meals & breaks)
- Opportunity to offer a draw prize (collect business cards at your table)
- Logo placement in event promotional materials, on-site, and post-event communications, and on the website rotator for the 2025/2026 season

PANEL SPONSOR — $1,545 +HST

- One complimentary event registration
- Recognition as a Panel Sponsor across event promotional materials, on-site, and post-event communications, and on the website rotator for the 2025/2026 season
- Opportunity to introduce a panel

FOOD & BEVERAGE SPONSOR — $1,545 +HST

- Two complimentary event registrations (includes meals & breaks)
- Recognition as a Food & Beverage sponsor across event promotional materials, on-site, and post-event communications, and on the website rotator for the 2025/2026 season

PRESENTING SPONSOR — $1,288 +HST

- Two complimentary registrations (includes meals & breaks)
- Recognition as a Presenting Sponsor across event promotional materials, on-site, and post-event communications, and on the website rotator for the 2025/2026 season
- Opportunity to suggest branded giveaway items ('swag') for consideration by CDL

WEBINAR SPONSOR — $258-$412 +HST

- One complimentary event registration
- Logo placement in event promotional materials, on-site, and post-event communications, and on the website rotator for the 2025/2026 season

Custom bundling is available for sponsors interested in multiple webinars or combining this opportunity with other offerings.

CANADIAN DEFENCE LAWYERS

MARKETING ADD-ONS

Our marketing channels provide targeted exposure to over 1,200 engaged defence lawyers across the country. Whether you're looking to raise brand awareness, promote thought leadership, or advertise a job opening, our digital opportunities offer direct access to a focused legal audience.

WEBSITE ADVERTISING

- Home Page Banner Ad (728x90) – 1 Month – $900+HST
- Sub Page Banner Ad (728x90) – 1 Month – $750+HST
- Sub Page Tile Ad (250x250) – 1 Month – $500+HST

BI-WEEKLY BRIEF ADVERTISING

Published 26x per year, estimated readership of 1,500

- Sponsored Post (subject to editorial review) – $2,000+HST
- Banner Ad – $1,200+HST

HEARSAY MAGAZINE ADVERTISING

Published 4x per year, estimated readership of 1,200

- Sponsored Article (subject to editorial review) – $1,500+HST
- Tile or Business Card Ad – $800+HST
- Banner Ad – $500+HST

SOCIAL MEDIA OPPORTUNITIES

- Sponsored LinkedIn Post (Subject to editorial review) – $1,500+HST

JOB POSTING

- Member Job Posting – Included for all members in good standing
- Non-Member Job Posting (1 Month) – $300+HST

SUPPORT THE FUTURE OF THE PROFESSION

CANADIAN DEFENCE LAWYERS

As part of our commitment to a strong, inclusive civil defence bar, CDL offers programming that supports the next generation of lawyers, champions equity and belonging, and expands regional access to professional development.

While individual events for our Young Lawyers programming, D&I initiatives, and BC Webinar Series are listed in the event schedule, we understand some sponsors may wish to focus their support in these areas.

If your organization is passionate about developing early-career professionals, advancing equity and inclusion, or connecting with regional audiences, we'd be happy to curate a customized sponsorship package aligned with your goals.

BC Webinar Series
This regionally focused series highlights key issues and legal updates relevant to the civil defence bar in British Columbia. Designed with input from local members, the BC Webinar Series ensures current, regionally informed content while broadening CDL's national reach. The 2025/2026 series will include up to five webinars held throughout the year.

Young Lawyers Programming
Our Young Lawyers programming provides early-career professionals with tailored learning, leadership, and networking opportunities. From webinar chairing opportunities to involvement in committees and speaking roles, this initiative supports skill-building and visibility for the profession's rising talent.

Diversity & Inclusion Programming
CDL is committed to fostering a legal community where all members feel valued and represented. Our D&I initiatives include curated programming, speaker recruitment practices, and active committee work focused on equity, diversity, and inclusion in the civil litigation space.

More information on how to contribute to CDL's EDI fund will be coming soon.

SUPPORT THE WOMEN'S CAUCUS

The CDL Women's Caucus is dedicated to supporting and empowering women in the civil defence bar. Through in-person and virtual gatherings, the Caucus fosters meaningful connection, open dialogue, and professional development opportunities in a safe, supportive space. Sponsors aligned with diversity, equity, and inclusion will find high visibility and strong engagement within this passionate community.

Women's Caucus Luncheon

This luncheon offers an intimate setting to discuss the unique challenges and opportunities facing women in law. The event features a facilitated conversation followed by a lively Q&A session, creating a valuable opportunity for learning, dialogue, and connection among peers.

- Speaker Sponsor (exclusive) – $10,300+HST
- Wine Sponsor (exclusive) – $5,150+HST
- Table of 8 (preferred seating) – $2,678+HST

Women's Caucus Retreat

This exclusive weekend retreat brings together 50+ women lawyers in a relaxed, inspiring setting designed to foster professional growth and personal connection. Attendees enjoy skill-building seminars, candid conversations with seasoned practitioners, and plenty of time to network over excellent food, wine, and a few laughs.

- Opening Reception Sponsor (exclusive opportunity) - $7,725+HST
- Saturday Dinner & Reception Sponsor (exclusive opportunity) - $7,725 +HST
- Wine Sponsor (exclusive opportunity) – $5,150+HST
- Swag Sponsor (exclusive opportunity) – $4,120+HST
- Panel Sponsor – $1,545+HST
- Presenting Sponsor – $1,288+HST
- Individual Sponsor Attendee – $618+HST

Maximize Your ROI

Sponsors who are able to send female representatives to Women's Caucus events, particularly the retreat, report stronger connection-building and brand alignment with attendees.

CANADIAN DEFENCE LAWYERS

THANK YOU!

Thank you for considering a partnership with Canadian Defence Lawyers.

Your support helps us deliver exceptional education, meaningful connection, and advocacy for civil defence lawyers across Canada.

We look forward to working with you to create a sponsorship experience that aligns with your goals and makes a lasting impact.

To create a custom sponsorship bundle, please contact our Executive Director, Danielle Russell, CAE, C. Dir at danielle@cdlawyers.org.



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