



CANADIAN BAR ASSOCIATION
**IN-HOUSE
LAWYERS**

2026-2027 **PARTNERSHIP GUIDE**

www.cbainhouse.org



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About CBA In-House Lawyers

The Canadian Bar Association In-House Lawyers (CBA In-House Lawyers) - formerly the Canadian Corporate Counsel Association (CCCA) - is Canada's home for in-house counsel. With a network of over 5,000 members representing diverse sectors and industries nationwide, we are the premier platform for education, networking, and leadership development tailored specifically to in-house counsel.

We have built an exciting array of partnership opportunities, including our highly anticipated regional retreats, prestigious awards gala, well-attended year-round programming, and more.



Why Partner with the CBA In-House Lawyers?

- **Unmatched Reach:** Engage with over 5,000 in-house counsel across Canada.
- **Brand Visibility:** Be featured in high-traffic communications, including CBA In-House Lawyers website, email campaigns, and social media channels.
- **Thought Leadership:** Host sessions, provide expertise, and connect directly with decision-makers.
- **Year-Round Engagement:** Stay visible through regional conferences, webinars, and the awards gala.

Become a Corporate Partner



When your organization invests **\$30,000** with the CBA In-House Lawyers, you gain access to the following **complimentary benefits**:

1

Editorial: Written editorial on the CBA In-House Lawyers - Mondaq portal.

2

Website Visibility: Prominent logo placement on the CBA In-House Lawyers website with a dedicated partner page.

3

Social Media Recognition: Regular mentions and posts across CBA In-House Lawyers social media platforms.

4

Newsletter Branding: Regular logo inclusion in CBA In-House Lawyers newsletters, listed as a corporate partner.

5

Dedicated Eblast: One dedicated email sent to CBA In-House Lawyers members spotlighting your organization.

6

Event Recognition: Acknowledgment and branding presence at designated CBA In-House Lawyers events throughout the year.





Leadership Retreats: Connect with Local Counsel

The upcoming Leadership Retreats include Montreal on November 13, 2026; Toronto on May 28, 2027; and Regina on October 29, 2027. These retreats bring in-house lawyers together to network, learn, and engage with industry leaders for a full day of professional development and networking.

Sponsorship Opportunities

Professional Development Sessions (\$15,000 per event or \$24,000 for both events)

- Host a session to share insights and expertise with in-house counsel.
- Your firm is recognized as “CBA In-House Retreat Program Partner” on all promotional materials. This includes marketing for the overall Retreat as well as each Regional Retreat.
- One 45-minute plenary session at each Regional Retreat. Your organization will have the

opportunity to host the session, which may include moderating/ interviewing a keynote speaker or moderating and/or providing a panel, or hosting and presenting a session. Format and topic will be confirmed and created collaboratively with CBA In-House Lawyers.

- Two passes for your representatives to each Regional Retreat, including the closing reception.
- Two passes given to senior in-house counsel members on behalf of your organization.
- Your link and logo on the CBA In-House Retreat microsite and registration.
- Recognition in onsite program/ signage.





Leadership Retreats: Connect with Local Counsel

Sponsorship Opportunities

Registration Desk Sponsorship

(\$10,000 each or \$15,000 for both events)

- Brand visibility at the first point of contact for all attendees. Your company will have the first touchpoint or engagement with attendees.

Coffee Break Sponsorship

(\$5,000 per event or \$9,000 for both events)

- Engage attendees with branded signage during refreshment breaks.
- One 60-second speaking time before the break.
- 1-2 cruiser tables in the break area with a table sign for people to come and find out more.
- One full registration for the day (space is VERY limited).
- Your questions (max 2) included in post-event survey.

Lunch Sponsorship (\$6,500 per event or \$11,000 for both events)

- Feature your brand prominently during the midday meal.
- One 60-second speaking time before lunch is served.
- 3-4 executives can attend lunch.
- One full registration for the day (space is VERY limited).
- Your questions (max 2) included in post-event survey.

Closing Reception Sponsorship

(\$10,000 per event or \$17,500 for both events)

- Gain visibility as attendees unwind and network at the end of the day.

Notes Sponsorship (\$5,000 per event or \$7,500 for both events)

- Branded as the official note-taking/transcript sponsor.

Transportation Sponsor \$5,000 (Montreal only)

- Capture the crowd for 45 minutes there and back on the bus.

Slido Sponsor (starting at \$750)

- Enhance session interactivity with branded digital engagement tools.

Paid Promotional Items (starting at \$750)

- Provide branded items like cookies, water bottles, or bath bombs for delegate gifts or event giveaways.

For custom pricing and tailored packages, contact us to discuss your goals.



Annual Awards & Celebration: Recognizing Excellence in In-House Counsel

Join us at the Canadian In-House Counsel Celebration, an exclusive gala to honour outstanding in-house counsel and their contributions.



Sponsorship Opportunities

Sponsorship Level	Cost (CAD)	Benefits
Cornerstone Sponsor	\$40,000	Exclusive recognition, 2 tables for 20 guests, exclusive award sponsorship, extensive marketing, logo on materials, VIP reception access for 20 guests.
Premier Sponsor	\$25,000	Recognition as a premier sponsor, advertising on CBA In-House Lawyers and Mondaq platforms, VIP reception access, 1 table for 10 guests.
Partner Sponsor	\$17,500	1 table for 10 guests, marketing campaigns, sponsor logo visibility, access to VIP reception for 10 guests.
Entertainment Sponsor	\$15,000	Sponsorship of entertainment segment, 1 table for 10 guests, marketing exposure, brand inclusion in signage.
Award Sponsor	\$15,000	Sponsorship of an award category, half table for 5 guests, marketing exposure, logo in program.
Reception Sponsor	\$12,500	Sponsorship of the main reception, half table for 5 guests, logo on signage, access to VIP after-party.
Table Package	\$8,800	1 table for 10 guests, includes drinks reception, gala dinner, entertainment, and celebration gift bags.



Rotman

DENTONS



LexisNexis

Business Leadership Program for In-House Counsel Sponsorship

High demand exists for legal professionals with business acumen. The Business Leadership Program for In-House Counsel offered through the University of Toronto's Rotman School of Management, in partnership with Dentons and LexisNexis, equips counsel with skills needed to help their organizations as both a legal and business advisor. Companies are taking notice - since it began in 2013, over 42% of graduates have been promoted. This 10-month program combines online and in-person modules to build expertise and networks.

Sponsorship Opportunities

- Signature Sponsor
- Scholarships for Participants
- Participant Dinner Sponsorship
- Alumni Sponsorship to over 500 in-house counsel network of Alumni

Contact for pricing and more information.



Professional Development Opportunities

Professional Development Sponsorships

- Webinars
- Roundtable sessions
- Bootcamps
- Microlearning videos

Webinars

Position your organization as a thought leader through our widely attended webinars.

Single Webinar (\$3,000)

- Feature your brand during a live one-hour session with CBA In-House Lawyers members.
- Includes promotional opportunities on event materials and CBA In-House Lawyers website.

Webinar Series (3 for \$8,000 or 4 for \$10,000 basic –\$12,000 premium)

- Extended branding, including dedicated promotional materials and exclusive webpage features.

Roundtable Sessions \$3,000 per session.

- Bring together 25 in-house counsel executives to discuss meaningful topics.

Bootcamps \$3,500 per Bootcamp (3 opportunities available per Bootcamp)

- Single/multiple session or series sponsorship options for our signature series designed for new and aspiring counsel, those looking for a refresher and as part of onboarding processes.

Microlearning Videos starting at \$5,000

- Partnership options to create short legislative updates, practice tips, high-level overviews and more for information on the go.
- Creation of a dedicated webpage on the CBA In-House Lawyers site.
- Short-form videos to be added as created by the partner throughout the year.
- Promotion of the series once a month in eblasts featuring CBA In-House Lawyers professional development for the year.
- Promotion of the series on CBA In-House Lawyers homepage on a rotating basis. (number of weeks to be determined based on the package)
- Promotion of the series on CBA In-House Lawyers professional development webpage.
- Promotion of the series on CBA In-House Lawyers LinkedIn page.



CBA In-House Lawyers Partner Webinar Promotion

Reach Canada's in-house legal leaders through structured, multi-touch promotion.

Our webinars are curated for practicing in-house lawyers across Canada. We position them as practical, risk-relevant programming to more than 5,000 professionals through our national communications channels.

Each webinar is supported by a structured strategy to drive registration and engagement.

How We Promote Partner Webinars

1. Email Marketing

- Initial announcement
- 2–4 reminder placements and final call push
- Integration into weekly event listings

2. Website Visibility

- Homepage and calendar feature
- Partner logo on registration page
- CPD accreditation information
- Webinar series also include dedicated landing page with partner logo

3. LinkedIn Promotion

- 2–4 posts, including reframing for urgency and relevance over the posting period
- Average organic reach: 210+ per post
- Average engagement rate: 6%+

Why Our Webinars Succeed

- Clear alignment with in-house realities
- Practical, immediately applicable insights
- Strategic framing around risk, governance, and business impact
- Content-first positioning that builds trust and authority



STOCKWOODS
BARRISTERS



Partner Example: Stockwoods LLP

Topic: “An In-House Guide to Investigations”

Format: 60-minute presentation, incl. Q&A

Lead time: 8 weeks of promotion

- ✓ Featured in 6 weekly eblasts over 8 weeks and included in all event lists
- ✓ Featured on homepage and calendar
- ✓ Registration page with partner branding
- ✓ Organic LinkedIn posts with engagement tracking

Result: 120+ participants, multi-channel exposure, and sustained brand visibility.

See the video clip!



CBA In-House Lawyers (formerly CCCA)

2,225 followers

1mo •

🔥 Mastering High-Stakes Investigations / January 22, 2026

It's not a question of if you'll face an investigation — it's when. Whether it's a workplace complaint, compliance breach, or regulatory inquiry, you need to be ready before the crisis hits.

Join us for a practical webinar that equips you with the strategies to handle high-stakes investigations confidently. Learn how to structure inquiries, preserve evidence, conduct interviews, and safeguard privilege from experts at [Stockwoods LLP](#). Don't wait until you're scrambling. Free for members – register now.

🔥 <https://buff.ly/ZUuGQFC>



CANADIAN
BAR ASSOCIATION

STOCKWOODS
BARRISTERS

ARE YOU READY? AN IN-HOUSE GUIDE TO INVESTIGATIONS

January 22, 2026
Online



Marketing & Thought Leadership Opportunities



Thought Leadership Campaign

\$5,000

Designed for firms looking to promote webinars, CLE programs, lunch-and-learns, legal updates, reports, podcasts, conferences, and other educational content to Canada's in-house counsel community. Includes:

- 6 advertisements in the CBA In-House weekly e-newsletter
- 3 sponsored LinkedIn posts
- Link to your registration page, content hub, or landing page
- Campaign reporting

Digital Awareness Campaign

\$3,500

A focused campaign designed to build awareness, increase registrations, and drive engagement with your firm's content. Includes:

- 3 advertisements in the CBA In-House weekly e-newsletter
- 3 sponsored LinkedIn posts
- Link to your registration page, content hub, or landing page

Annual Thought Leadership Partner

\$12,500

A year-round visibility package for firms seeking ongoing engagement with Canada's in-house counsel community. Includes:

- 12 e-newsletter advertisements throughout the year
- 12 sponsored LinkedIn posts
- Recognition as an Annual Thought Leadership Partner
- Priority scheduling and campaign planning
- Opportunity to promote multiple initiatives throughout the year
- Two dedicated e-blasts to the CBA In-House Lawyers audience
- One month of website display advertising



Optional Add-On Opportunities

Dedicated E-Blast

\$2,500

Deliver a dedicated email directly to the CBA In-House Lawyers audience. Popular uses include:

- Webinar invitations
- CLE programs
- Research reports
- Survey participation
- Event registrations
- Major firm announcements

Available as an add-on to any campaign.

Website Display Advertising

\$1,500 per Month

Prominent rectangle advertising placement across CBA In-House Lawyers website sub-pages. A strong option for:

- Brand awareness
- Event promotion
- Webinar registration
- Thought leadership content
- Firm campaigns

Available as an add-on to any campaign.



Reach the Right Audience

The CBA In-House Lawyers community represents legal decision-makers from organizations across every major industry in Canada. Through trusted professional development, thought leadership, and community engagement channels, firms can increase visibility, promote expertise, and build meaningful connections with Canada's in-house legal community. Based on the existing CBA In-House Lawyers membership and communication channels described in the partnership guide.

For more information or to build a customized campaign, please contact:

partnerships@cbainhouse.org

www.cbainhouse.org



Terms

Non-endorsement:

Sponsorship and advertising with CBA In-House Lawyers do not constitute an endorsement of any sponsor's products, services, or views by CBA In-House Lawyers or the Canadian Bar Association.

Creative approval:

All sponsored content, advertisements, and social media posts are subject to CBA In-House Lawyers' review and written approval prior to publication. CBA In-House Lawyers reserves the right to decline or request revisions to any creative that directly competes with CBA In-House Lawyers programs or offerings, or that we determine to be overly promotional, exaggerated, or inconsistent with our editorial standards.



Capacity limits:

Placements are limited to protect member experience and sponsor visibility. Eblast, LinkedIn, and website advertising slots are allocated on a first-confirmed basis and capped per period. Ask your CBA In-House Lawyers contact for current availability.

Sponsored content disclosure:

Sponsored eblasts and social media posts will be clearly identified as sponsored or promoted content.



Contact Us

We welcome the opportunity to partner with you to deliver extraordinary value to our members. Contact us to discuss what customized opportunities we can create to help you reach your goals.



Email: partnerships@cbainhouse.org



Website: www.cbainhouse.org

