



CANADIAN BAR ASSOCIATION  
**IN-HOUSE  
LAWYERS**

# 2025 Partnership Guide

[www.cbainhouse.org](http://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.

For 2025, 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.





## Toronto and Calgary Leadership Retreats: Connect with Local Counsel

In 2025, the CBA In-House Lawyers is hosting two leadership retreats: one in Toronto and one in Calgary. These retreats bring in-house counsel together to network, learn, and engage with industry leaders for a full day, with both focused professional development sessions and ample networking time.

### 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 (Toronto & Calgary).
- 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.





# Toronto and Calgary 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

(Calgary 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.



## 2025 Awards & Celebration: Recognizing Excellence in In-House Counsel

Join us at the 2025 CBA In-House Lawyers - Mondaq Awards & 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 programme.
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.



## 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 41% 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
- On-Demand Training
- Roundtables

### 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) - SOLD for 2025

- 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.



## Advertising Options

Stay top of mind and engaged with Canadian in-house counsel on a year-round basis.

Opportunities include:

- **Website Banner Ads**
- **Social Media Campaigns**
- **Feature Articles**
- **Dedicated Eblasts**
- **Tracking Pixels**

## 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](mailto:partnerships@cbainhouse.org)

**Website:** [www.cbainhouse.org](http://www.cbainhouse.org)

