The Canadian Corporate Counsel Association (CCCA) is the national voice and forum for in-house counsel in Canada.

Our 5,000+ members are lawyers working in corporations, business enterprises, associations, institutions, not-for-profit organizations, government and regulatory boards and agencies, Crown corporations, and regional or municipal corporations.

We would love for you to be a part of our fantastic community!

From supporting the groundbreaking Business Leadership Program for In-house Counsel, to showcasing your expertise via plenaries and workshops at our National Conference, to sponsoring webinars for in-house counsel working right across the country, we’re positive we’ve got a way for you to connect and engage with our members!

Process
Proposals and applications must be completed in full and submitted by the deadline in order to be accepted. The CCCA reserves the right to refuse any proposal. See the Professional Development Selection Policy (pages 6-8) for more information.

Any questions should be directed to Bobbie Smith at bsmith@ccca-cba.org.

CCCA National Conference

The CCCA National Conference is the largest annual gathering of CCCA members each year; more than half of whom are at the General Counsel level or higher. The event combines networking opportunities, thought-provoking speakers and accredited professional development.

The CCCA’s annual awards are also presented at this conference.

**Sponsorship ranges from $1,000 to $25,000**

**Proposal Deadline: July 29, 2019**

Webinars

**Fall 2019 to Summer 2020 — online**

Each year, the CCCA hosts a variety of webinars, providing our members with accredited professional development on the topics most important to their careers.

These events last 1.5 - 2 hours.

**Sponsorship is $2,000.**

**Proposal Deadline: July 29, 2019**

Business Leadership Program for In-House Counsel

The CCCA and the Rotman School of Management have partnered to create the Business Leadership Program for In-House Counsel. Successful completion of all three phases provides graduates with the designation of **Certified In-House Counsel—Canada (CIC.C).**

Sponsorship opportunities include student dinners and scholarships.

**Sponsorship ranges from $7,500 to $9,100**

**Proposal Deadline: Ongoing**
Please check the box to indicate which event you wish to sponsor. (If you are planning to sponsor more than one event, please fill out a separate form for each event).

☐ CCCA National Conference Workshop
   $10,000 sponsorship
   Deadline: July 29, 2019

☐ CCCA National Conference Partner
   $25,000 sponsorship
   Deadline: July 29, 2019

☐ CCCA Webinar
   $2,000 sponsorship
   Deadline: July 29, 2019

Organization:______________________________________________________________________

Contact Person:_____________________________________________________________________

Email:____________________________________________________________________________

Address:__________________________________________________________________________

City, Province:______________________________________________________________________

Proposal Details

Working Title:_______________________________________________________________________

Area of Law or Subject Matter:________________________________________________________

Session Length:_____________________________________________________________________

Format Description (i.e. Set-up, structure, basic itinerary):
_________________________________________________________________________________
_________________________________________________________________________________

Target Audience (i.e. General Counsel, Managers, In-house Counsel, Government, etc.):
_________________________________________________________________________________
Short description of your webinar, Conference workshop or Conference Partner plenary:
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

You may submit additional papers if you require more space.

Summary of learning outcomes for attendees:
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

You may submit additional papers if you require more space.

Proposed Speakers

The CCCA is committed to featuring speakers who reflect our diverse membership. In putting forward your proposed speakers, please consider the following criteria:

• Recognized expertise in their respective field
• Ability to deliver practical information in a compelling way
• Inclusion of new talent (younger lawyers who will become the experienced thought leaders of the future) and of public sector in-house counsel (many of our members work in the public sector)
• Diversity (of gender, race, ethnicity, ability, sexual orientation, gender identity, age, etc.)
• Regional representation from across Canada
• Inclusion of speakers from other areas of law (or business) who may offer important perspectives
• No more than two speakers from the sponsoring organization

Name:_________________  Title:___________________________  Company:_________________
Name:_________________  Title:___________________________  Company:_________________
Name:_________________  Title:___________________________  Company:_________________
Name:_________________  Title:___________________________  Company:_________________

You may submit additional pages if you require more space.
2019-20 Sponsorship Proposal Form  
(for opportunities that **DO NOT** include a PD component)

Organization: ____________________________  Address: ____________________________________________
Contact Person: __________________________ City, Province: ______________________________________
Email: ___________________________ Telephone: ______________________________________

Please check the boxes to indicate which event(s) / item(s) you wish to sponsor.

**National Conference, April 26-28, 2020, Montreal — NO DEADLINE**

☐ Monday Social Event $25,000 (1)  ☐ Refreshment Breaks $4,000 (1)  ☐ Registration Area $3,000 (1)
☐ Tuesday Lunch $12,500 (1)  ☐ Reusable Water Bottles $6,000 (1)  ☐ Lanyards $4,000 (1)
☐ Sunday Evening Social Event $10,000 (1)  ☐ Hotel Keycards $2,500 (1)  ☐ Wi-Fi $3,000 (1)
☐ Monday Afternoon Cocktail Reception $8,500 (1)  ☐ Exhibit Booth $4,000 (17)  ☐ Delegate Bag Inserts $1,000
☐ Delegate Bags $7,000 (1)  ☐ Headshots $2,500 (1)  ☐ Mobile Charging Station $2,500 (1)
☐ Graphic Recorder $3,000 (1)  ☐ Onsite Program $2,500 (1)

☐ Gift for delegates (to be placed in delegate bags). This is an in-kind sponsorship opportunity. Please indicate your gift here (ex. Chocolates, tea, gift card, coupon, etc.) ______________________________________

**Business Leadership Program for In-House Counsel — NO DEADLINE**

☐ Dinner Sponsor $7,500 (1)  ☐ Scholarship Sponsor $9,100 + applicable taxes (unlimited)

* Applications for these sponsorship opportunities will be selected *

on a first-come first-serve basis.

(Continued on next page)

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Please submit this completed form to:
Bobbie Smith, Marketing and Communications Coordinator
Canadian Corporate Counsel Association
1210-20 Toronto Street, Toronto ON, M5C 2B8
Email scan: bsmith@ccca-cba.org
GOAL:
To create a highly educational, informative and relevant program for CCCA members.

NUMBER OF PROPOSALS TO BE SELECTED*:
An interested sponsor may submit up to three (3) proposals in each category:

1) **National Conference**
   Up to 75% of sessions may be sponsored at the National Conference.

2) **Webinar**
   A maximum of eight (8) organizations will be selected to sponsor a webinar during the 2019-20 season.
   * Preference will be given to applications from CBA Partner Law Firms.

REVIEW AND SELECTION PROCESS:
The following process will be used to select proposals:

1) The CCCA will issue requests for proposals (RFPs). The RFP process will be open to CBA Partner Law Firms, non-Partner Law Firms and other organizations. Proposals must be received by the stated deadline (if applicable).

2) All proposals will be reviewed and assessed by the CCCA PD Advisory Committee. Priority will be given to proposals submitted by CBA Partner Law Firms. If the submitted proposals from Partner Law Firms do not meet the needs determined by the CCCA PD Advisory Committee, the committee will consider all other law firm and non-law firm proposals.

3) Proposals will be reviewed and assessed in terms of relevancy, quality and priority. The CCCA PD Advisory Committee will review and select programs in a manner which will reflect the diverse professional development needs of the in-house counsel membership. All of those who submit a proposal will be notified of the committee’s decision in writing.

4) The following criteria will be considered when assessing each proposal:
   i. The proposal clearly addresses or responds to one or more specific issues/concerns/topics relevant to in-house counsel
   ii. The proposal will be of interest to in-house counsel
   iii. The proposal will provide a national perspective (either by way of a national broadcast, live seminar in multiple cities, national representation of speakers, or the offer of bilingual content).
   iv. The proposed speakers (skill, expertise in area, in-house experience, diversity)
   v. The other proposals submitted
   vi. The format proposed (moderated panel, workshop, small group discussion, interactive components, round table, etc.)
   vii. The CCCA holds the right to place an in-house counsel on any panel missing one. Your panel must include at least one in-house counsel
Terms and Conditions:

1) Once the topic and speaker(s) have been selected, the sponsor will host as follows:
   i. Conference plenary or workshop—by providing a maximum of two (2) speakers (and 
      expenses if applicable), sufficient copies of materials to be handed out to participants, electronic 
      version of presentation to be published on the CCCA website
   ii. Webinar—by providing speaker(s) (and expenses if applicable) and electronic version 
      of the presentation to be published on CCCA website

2) The sponsor’s name and logo will be included on all relevant publicity material as co-hosts with the 
   CCCA. The sponsor may also display their logo on the presentation material as co-hosts with the 
   CCCA.

3) The sponsor will not engage in any direct marketing of their product(s) or service(s) during the 
   presentation. The sponsor will be permitted to distribute marketing collateral to participants during the 
   event.

4) The CCCA will organize all logistic aspects of the webinar (technology, venue, registration, promotion).

5) The sponsor will make the presentation slides or other material available to the CCCA at least one (1) 
   week prior to the event for review and approval.

6) The sponsor will comply with the deadlines set for submission of logos, speakers, titles and final program 
   descriptions in order to maximize marketing time and allow members to properly plan their Professional 
   Development schedules. The CCCA reserves the right to cancel any sponsored program which cannot 
   be marketed properly as a result of the sponsor’s failure to submit the required information in a timely 
   manner.