

Sponsorship Opportunities

ABOUT OPD

Osgoode Hall Law School's *Osgoode Professional Development* (OPD) offers both credit and non-credit programming that meet the life-long learning needs of lawyers and other professionals who need legal information. Osgoode Hall Law School is one of Canada's and the world's preeminent law schools recognized with a #1 ranking in Canadian Lawyer's annual survey of Canadian law schools in both 2006 and 2008. OPD embodies the law school's commitment to meeting the educational needs of the broader legal and business community, and is the only program of its kind among Canadian law schools.

OPD has an extensive range of non-credit Continuing Legal Education (CLE) programs and many appeal to both legal and non-legal professionals, resulting in interdisciplinary faculty and audiences. OPD CLE events attract a diverse group of registrants, including policy makers, lawyers, senior executives, decision makers/decision influencers, business professionals and academics.

WHY SPONSOR AN EVENT?

Sponsoring an OPD CLE program provides an exceptional opportunity to strengthen and increase your company's visibility and profile with a strategically targeted group of leading professionals, who are prospective customers for your products and/or services.

When you sponsor an event, your organization will benefit from:

- **Associating** your brand with the Osgoode name and with leading industry experts
- **Strategic** and targeted marketing initiatives which include direct mailing campaigns (often nationally, depending on the program), print, e-mail, and online advertising
- **Showcasing** your products and/or services to a sophisticated audience
- **Enhancing** your company profile
- **Interacting** and networking with OPD faculty – acknowledged leaders in their fields

ATTENDEE DEMOGRAPHICS (A sampling)

DELEGATE TITLES

- Lawyer/Litigator/Attorney
 - Senior and Managing Partners
 - Chief Legal Officer/General Counsel/Corporate Counsel/Inhouse Counsel
- CEO/General Manager
- CFO/Controller/Treasurer
- Chief Compliance Officer
- President/Vice-President
- Director/Supervisor/Senior Manager
- Doctor/RN/Hospital Administrators
- Human Resources Manager
- Principal/Superintendent
- Chief/Inspector/Sergeant/Detective
- Chartered, General & Management Accountants
- Honourable Justice, Master
- Professor

INDUSTRY SECTORS

- Legal
- Education
- Law Enforcement & Security
- Healthcare & Pharmaceutical
- Financial Services
- Manufacturing
- Energy
- Technology & Telecommunications
- Government and Public Sector
- Media, Entertainment & Communications
- Engineering, Construction & Transportation
- Not-for-Profit
- Retail

SPONSORSHIP PACKAGES

OPD can also customize a sponsorship package to meet your specific marketing needs and budget.

All prices are in Canadian dollars, are subject to GST, and are for NON-EXCLUSIVE sponsorships, unless otherwise indicated. Exclusive sponsorship within a category may be available at an additional cost.

Platinum *Exclusive Sponsorship of Cocktail Reception*

Cost:
\$8500

- Wine and cheese reception, including wine, beer and other non-alcoholic beverages catered by a top Toronto caterer
- Reception to be held in OPD's East Wing with spectacular panoramic views of Lake Ontario and the downtown Toronto skyline
- Recognition in the program brochure as a Lead Sponsor
- Logo on OPD website, including a link to your organization's website
- Opportunity to use your own printed napkins with logo (supplied by you)
- Logo on the video loop played before the program and during the breaks
- Acknowledgement from the podium of your sponsorship
- Opportunity to provide introductory welcome remarks at reception
- Insert in program materials - limited to one 8.5"x 11", double-sided page of materials in each delegate and faculty binder (subject to approval by OPD)
- Space for exhibit table or booth
- Two complimentary program passes
- Two passes to the wine and cheese reception
- Special 10% discount on program fee for your clients and colleagues
- Live music (additional cost)

Luncheon *Exclusive Sponsorship of Networking Luncheon*

Cost:
\$6000

- Informal luncheon buffet catered by top Toronto caterer
- Recognition in the program brochure as a Luncheon Sponsor
- Logo on OPD website, including a link to your organization's website
- Opportunity to use your own printed napkins with logo (supplied by you)
- Logo on the video loop played before the program and during the breaks
- Acknowledgement from the podium of your sponsorship
- Space for exhibit table or booth **OR** insert in program materials - limited to one 8.5"x 11", double-sided page of materials in each delegate and faculty binder (subject to approval by OPD)
- One complimentary program pass
- Two passes to the luncheon(s)
- Special 10% discount on program fee for your clients and colleagues

NOTE: For two-day programs, exclusive sponsorship of both luncheons is available for an additional \$4000. You will be acknowledged as a Lead Sponsor on the program brochure and OPD website.

Gold

Cost:
\$4500

- Logo in the program brochure
- Logo on OPD website, including a link to your organization's website
- Logo on the video loop played before the program and during the breaks
- Acknowledgement from the podium of your sponsorship
- Space for exhibit table or booth **OR** insert in program materials - limited to one 8.5"x 11", double-sided page of materials in each delegate and faculty binder (subject to approval by OPD)
- Two complimentary program passes [3 passes for 1-day program]
- Special 10% discount on program fee for your clients and colleagues

Silver

Cost:
\$3250

- Logo in the program brochure
- Logo on OPD website, including a link to your organization's website
- Logo on the video loop played before the program and during the breaks
- Insert in program materials - limited to one 8.5"x 11", double-sided page of materials - in each delegate and faculty binder (subject to approval by OPD)
- One complimentary program pass [2 passes for 1-day program]

Bronze

Cost:
\$2000

- Logo in the program brochure
- Logo on OPD website, including a link to your organization's website
- Logo on the video loop played before the program and during the breaks

Conference Tote Bag

Cost:
\$2750

Get your company noticed throughout the program and beyond by sponsoring the conference tote bags that all attendees and faculty receive.

- Conference tote bags, supplied by you, featuring your organization's logo and company name (subject to approval by OPD)
- Logo in the program brochure
- Logo on OPD website, including a link to your organization's website
- Logo on the video loop played before the program and during the breaks

Lanyard

Cost:
\$2000

- Lanyards, supplied by you, featuring your organization's logo and company name distributed to each delegate and faculty member upon registration (subject to approval by OPD)
- Logo in the program brochure
- Logo on OPD website, including a link to your organization's website
- Logo on the video loop played before the program and during the breaks

Exhibitor

Cost:
\$1000/day of program

- Space for exhibit table or booth during the program (subject to approval by OPD)
- One complimentary program pass

Inserts

Cost:
\$500

- Print media - limited to one 8.5"x 11", double-sided page of materials - in each delegate and faculty binder (subject to approval of OPD)
- Other promotional items may be allowed for distribution, subject to approval by OPD. Please contact us for further information.

Note: Package pricing may vary depending on the program.

QUESTIONS

For more information or to discuss a customized sponsorship package, please contact:

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