

Annual Sponsorship Package

2024-2025



THE MANITOBA BAR ASSOCIATION

L'ASSOCIATION DU BARREAU DU MANITOBA

A Branch of the Canadian Bar Association
Une Division de L'Association du Barreau canadien

About Us

The Canadian Bar Association (CBA) is the leader and voice of Canada's legal profession.

An essential ally and advocate for members of the legal profession, we promote fair justice systems, facilitate effective law reform, uphold equality in the legal profession and are devoted to eliminating discrimination.

We are also the premiere provider of quality training and information to members of the legal profession.

The Manitoba Bar Association (MBA), a branch of the CBA, represents some 1,600 lawyers, judges, notaries, law professors, and law students from across Manitoba. Nearly three quarters of all practicing lawyers in Manitoba are members of the MBA.

Overview

Event Sponsorships

Event Sponsorships are an opportunity to promote your business to a targeted audience of legal professionals in Manitoba, fostering networking opportunities and potential new business. Sponsors gain visibility and credibility by aligning themselves with a reputable legal organization, enhancing brand recognition within the legal community. Whether you want to focus on one event or support multiple events, we can find an opportunity that works for your budget.

Advertising

Elevate your brand by securing advertising in the Manitoba Bar Association's monthly member-wide newsletter, Headnotes & Footnotes, and our annual Legal Directory. Target your message directly to legal professionals and influential decision-makers, maximizing the relevance of your outreach. Aligning your brand with our respected publication enhances credibility, leveraging the trust the MBA has cultivated within the legal community. Advertising in the MBA's member-wide publications boosts visibility and forges ties with a discerning and engaged audience.



Mid-Winter Conference

The Mid-Winter Conference is a hallmark event for Manitoba's legal community, to be held at the Fairmont Winnipeg on January 23 and 24, 2025.

As a key stakeholder in the legal community, we invite you to sponsor a coffee break, continental breakfast, and/or law firm manager's luncheon at our conference (please note opportunities are limited). Sponsors will be recognized with signage displaying your company's logo at the event, as well as in marketing materials, including mention in the MBA's member-wide newsletter.

Sponsorship opportunities are as follows:

Diamond Level: \$2500 **SOLD OUT**

1 available

- Exclusive sponsorship of Friday Awards Ceremony lunch;
- Approximately 300 guests in attendance;
- Corporate logo on the printed and online conference brochure, and on-site signage;
- Two complimentary tickets to the Bench & Bar Reception;
- Special acknowledgement on MBA social media channels (Twitter, LinkedIn, & Instagram).

Gold Level: \$1500

1 available

- Exclusive sponsorship of Thursday working lunch;
- Approximately 300 guests in attendance;
- Corporate logo on the printed and online conference brochure, and on-site signage;
- Two complimentary tickets to the Bench & Bar Reception;
- Special acknowledgement on MBA social media channels (Twitter, LinkedIn, & Instagram).

Silver Level: \$800

2 available

- Exclusive sponsorship of one continental breakfast;
- Approximately 200 guests;
- Corporate logo on the printed and online conference brochure, and on-site signage during the breakfast;
- Special acknowledgement on MBA social media channels (Twitter, LinkedIn, & Instagram).



Bronze Level: \$500

4 available

- Exclusive sponsorship of one AM or PM coffee break;
- Approximately 150-200 guests;
- Corporate logo on the printed and online conference brochure, and on-site signage during the coffee break;
- Acknowledgement on MBA social media channels (Twitter, LinkedIn, & Instagram).

Session Sponsor: \$400

16 available

- Exclusive sponsorship of one professional development session;
- Corporate logo on the printed and online conference brochure, and on the projection screen in the plenary room;
- Acknowledgement in the Chair's remarks when addressing attendees;
- Acknowledgement on MBA social media channels (Twitter, LinkedIn, & Instagram).



Awards Luncheon Table Sponsor: \$600

The MBA Mid-Winter Conference Awards Luncheon celebrates excellence in the legal community. Your sponsorship guarantees a preferred table location and avoids the rush of unreserved seating. Become an integral part of an event that celebrates achievement in the legal profession! Each table sponsorship reserves ten seats per table.

Opportunity exclusive to Law Firms.



Bench & Bar Reception: \$450

The reception is one of the flagship events at the MBA's Mid-Winter Conference. An elegant evening will be an excellent opportunity for members of the Bench and Bar to come together in celebration. Each sponsoring firm will receive recognition for their generosity.

Opportunity exclusive to Law Firms.



Legal Community Event Sponsorships

MBA Mentorship Fall Mixer (Annually in October)

The MBA mentorship program connects law students to practicing lawyers. The annual Mentorship Fall Mixer is an opportunity for both students and practicing professionals to network and cultivate the future of the legal community. Join us in creating an environment where mentorship flourishes, leaving a lasting impression on participants and enhancing your brand's reputation as a champion of career development.



Articling Student Networking Event (Annually in December)

Each year, the MBA hosts a networking event to connect articling students to the Association and to each other. Build lasting relationships with the next generation of legal professionals while showcasing your commitment to fostering professional development.



Women Lawyers' Forum Spring Networking Event (Annually in April/May)

The Manitoba Bar Association Women Lawyers' Forum ("WLF") is the connecting point for Manitoba women in the legal profession. The annual Spring networking event is one of our most popular events, which we host in partnership with the Women's Enterprise Centre of Manitoba ("WECM").

	Bronze (\$250)	Silver (\$500)	Gold (\$1000)
Logo included in marketing materials and member communications	x	x	x
Acknowledgement in event remarks	x	x	x
Exclusive acknowledgement on MBA social media		x	x
Half-page ad in three editions of Headnotes & Footnotes			x

**All prices subject to GST*

Headnotes & Footnotes

Headnotes & Footnotes has been published for over 40 years and has a circulation of over 1,600 members of the legal profession. It is the only provincial publication of its kind in Manitoba. The newsletter is published each month, with combined issues in June/July and August/September, in 8 ½" x 11" magazine format as well as an electronic format, and averages 20-28 pages per issue.

RATES:

	CBA Members	Non-Members
Full Page (7 ½" wide x 10" high)	\$355	\$615
Half Page (7 ½" wide x 5" high)	\$200	\$330
Quarter Page (3 ½" wide x 5" high)	\$115	\$205
Business Card (3 ½" wide x 2" high)	\$70	\$145
Classified Ad	\$40	\$100
Insert (Documents to be provided)	\$275	\$530
Artwork design service (one time only)	\$25	\$45

15% Discount on any advertisements placed in three consecutive issues or more.

Ad artwork must be supplied in a high-resolution .pdf format with fonts embedded. Please supply your file and any other linked images as an email attachment to the MBA.

Legal Directory

The Legal Directory is an annual publication used by legal professionals on a daily basis. With over 1000 copies sold each year; the Legal Directory is a convenient and customized resource for all lawyers and legal support staff.

RATES:

Back Cover (5" wide x 8 ½" high)	\$895
Full Page (5" wide x 8 ½" high)	\$695
Half Page (5" wide x 4 1/8" high)	\$425
Quarter Page (2 1/2" wide x 4" high)	\$225
Block (5" wide x 2" high)	\$225
Calendar Block (1-3/4" wide x 2-1/2" high)	
10-Ad (appears approximately every 7 weeks)	\$375
20-Ad (appears approximately every 3 weeks)	\$750



Sponsorship Subscriptions

Next Generation Subscription

\$750 **\$1000 value!**

- MBA Mentorship Fall Mixer Event – Silver Sponsorship
- Articling Student Networking Event – Silver Sponsorship
- Exclusive acknowledgement on the MBA Instagram account

Network Subscription

\$1000 **\$1450 value!**

- MBA Mentorship Fall Mixer Event – Silver Sponsorship
- Bench & Bar Reception Sponsorship
- Women Lawyers' Forum Spring Networking Event – Silver Sponsorship

Lasting Impression Subscription

\$1500 **\$1970 value!**

- Mid-Winter Conference – Silver Sponsorship
- Mid-Winter Conference – Session Sponsorship
- Quarter page ad in three editions of Headnotes & Footnotes
- Half Page Ad in the Legal Directory

Firm Special Subscription

\$1650 **\$2175 value!**

- Awards Luncheon Table Sponsorship
- Bench & Bar Reception Sponsorship
- Half Page Ad in one edition of Headnotes & Footnotes
- Half Page Ad in the Legal Directory
- Women Lawyers' Forum Spring Networking Event – Silver Sponsorship
- Exclusive acknowledgement on the MBA LinkedIn account



Thank you!

We are grateful to our valued sponsors for supporting the Manitoba Bar Association! Your commitment to excellence in the legal profession is invaluable. Thank you for your support!

Contact **204-927-1210** or **admin@cba-mb.ca** to book your sponsorship today.

GST Registration #R126095728



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