

# 2018 GALA

SPONSORSHIP OPPORTUNITIES

NOVEMBER 8, 2018 | FAIRMONT ROYAL YORK HOTEL

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# Letter from The Editor-in-Chief

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**Jean Cumming**  
Editor-in-Chief  
Lexpert

We look forward to celebrating again the annual Lexpert Rising Stars Awards: Leading Lawyers under 40. In previous years we have had winners from academia, government, law firms, in-house, the non-profit sector, and other legal settings. At the gala event on November 8th, 2018 at the Royal York Hotel in Toronto, Rising Stars winners from across Canada will celebrate and network with other leading members of the legal profession. Winners of these highly competitive Awards are selected by a distinguished Advisory Board. This Board considers the contributions that nominees make to their firm, company or department, as well as to the profession and larger community. This annual event is a valuable and highly desirable way to network with Canada's newest Lexpert Rising Stars and other members of the legal community. Winners will be featured in Lexpert's November/December issue, which is scheduled to be delivered on the night of the Awards ceremony.

  
Jean Cumming



# Keynote Speaker

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**Kathleen Taylor**  
Chair of the Board  
RBC

Kathleen Taylor has been Chair of the Board at RBC since 2014 — the first woman to become Chair of a major Canadian bank — and has served on the Board of Directors since 2001.

Ms. Taylor began her career with Goodmans LLP, a Toronto-based full-service law firm, where she practiced corporate securities and competition law. During her time there, Ms. Taylor was seconded by Goodmans to the Ontario Securities Commission where she worked in corporate finance and enforcement.

She is the former President and Chief Executive Officer of Four Seasons Hotels and Resorts. During her 24-year career with the iconic global company, she held a number of senior leadership roles and was instrumental in building the firm's global brand and its international portfolio of luxury properties.

She is also Chair of the Board of the Sick Kids Foundation, a member of the Board of Trustees for the Hospital for Sick Children and a Co-Chair of the SickKids Capital Campaign.

Ms. Taylor is a director of Air Canada and a member of its Audit, Finance and Risk, Human Resources, and Governance and Nominating Committees. She is also the Vice-Chair of the Adecco Group and a director of the Canada Pension Plan Investment Board, where she serves on the Audit and Human Resources Committees.

She has been recognized for achievement by the Schulich School of Business, the Hennick Centre for Business and Law, the Canadian Marketing Hall of Fame and the Women's Executive Network. She was named to the Order of Canada in 2016 and to the 50 most powerful people in Canadian Business by Report on Business in 2017.


# Rising Stars At a Glance

## Winners and Attendees include representatives from:

Acklands-Grainger  
Air Canada  
Aird & Berlis LLP  
Baker & McKenzie LLP  
Bennett Jones LLP  
Blake, Cassels & Graydon LLP  
BMO Financial Group  
Borden Ladner Gervais LLP  
Burnet, Duckworth & Palmer LLP  
Canada Goose Holdings Inc.  
Canadian Imperial Bank of Commerce  
Cassels Brock & Blackwell LLP  
Cenovus Energy Inc.  
Cox & Palmer  
Davies Ward Phillips & Vineberg LLP  
Deloitte  
Dentons Canada LLP  
Ernst & Young LLP  
Farris, Vaughan, Wills & Murphy LLP  
Fasken Martineau DuMoulin LLP  
Goodmans LLP  
Gowling WLG (Canada) LLP  
Harper Grey LLP  
Hunter Litigation Chambers Law Corporation  
Irving Mitchell Kalichman LLP


Lerners LLP  
McCarthy Tétrault LLP  
McInnes CooperMcMillan LLP  
Miller Thomson LLP  
Norton Rose Fulbright Canada LLP  
OMERS Administration Corporation  
Open Text Corporation  
Osler, Hoskin & Harcourt LLP  
Paliare Roland Rosenberg Rothstein LLP  
Pape Barristers Professional Corporation  
Pembina Pipeline Corporation  
RainMaker Group  
Royal Bank of Canada  
Ryerson University  
Scotiabank  
Sobeys Inc.  
Stewart McKelvey  
Stikeman Elliott LLP  
Stockwoods LLP  
Sun Life Financial  
TD Bank Group  
Telus Communications, Inc.  
Thornton Grout Finnigan LLP  
Torys LLP  
Wardle Daley Bernstein Bieber LLP

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**THE GLOBE AND MAIL**  
**3,300,000**  
impressions in the *Report on Business*  
section with 2.25 pages worth of  
advertising promoting the event  
and winners

  
**378,750**  
impressions from presence and  
ads across our media publications  
including: *Canadian Lawyer*, *Canadian  
Lawyer InHouse*, *Law Times*, and *Lexpert*

  
**1,554,868**  
impressions from presence on our  
websites and digital advertising

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## Profiles of Past Attendees



**71%** Partners &  
Associates



**16%** Senior Executives



**9%** Corporate Counsel



**4%** Other

# Sponsorship Opportunities\*

Packages	Signature \$50,000	Platinum \$25,000	Gold \$20,000
<b>EXCLUSIVITY</b>			
• Availability	2 available - one law firm & one corporation	2 available - one law firm & one corporation	
• First right of refusal to sponsor at this level next year	✓	✓	
<b>PRINT MEDIA</b>			
• Media placement across any Thomson Reuters Media Solutions publications	\$20K	\$10K	\$7K
• Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications	✓	✓	✓
• Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)	✓	✓	✓
<b>DIGITAL MEDIA</b>			
• Prominent logo placement on website	✓	✓	✓
• Prominent logo placement on video pre-roll (if applicable)	✓	✓	
• Placement on any one Thomson Reuters Media Solutions property	Big box or leaderboard ad for 3 months	Big box or leaderboard ad for 2 months	Big box or leaderboard ad for 1 month
• Logo to appear on digital advertising pertaining to the event	✓	✓	✓
• Placement in <i>Canadian Legal Newswire</i> or <i>Dealswire</i>	2 big boxes	1 big box	1/2 big box
• Logo on digital signage at Bay & Adelaide during winners loop	✓	✓	✓
• Sponsor profile on website	500 words max.	350 words max.	250 words max.
• Sponsor Spotlight in <i>Canadian Legal Newswire</i> at time of signing	✓	✓	✓
<b>EVENT PRESENCE</b>			
• Tables for gala	Two full tables (16 guests)	Two full tables (16 guests)	1 full table (8 guests)
• Opportunity to present an award during the ceremony	✓	✓	
• Logo to appear on backdrop of stage (wide screen, logo rotation)	✓	✓	✓
• Logo and write up on event program	500 words max.	350 words max.	250 words max.
• Attendee list and seating plan provided	✓	✓	✓
• Logo on name badges	✓	✓	
• Preferred seating	✓	✓	
• Logo on photo backdrop	✓	✓	✓
• Special sponsor recognition	<ul style="list-style-type: none"> <li>• Gift Item on table</li> <li>• Custom Thank You E-mail</li> </ul>		

\* All elements are based on availability

# Sponsorship Opportunities\*

Packages	Cocktail or Après Party \$15,000	Silver \$10,000	Bronze \$8,000
<b>EXCLUSIVITY</b>			
• Availability	2 available - one Après and one Cocktail		
• First right of refusal to sponsor at this level next year	✓		
<b>PRINT MEDIA</b>			
• Media placement across any Thomson Reuters Media Solutions publications	\$5K		
• Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications	✓	✓	✓
• Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)	✓	✓	✓
<b>DIGITAL MEDIA</b>			
• Prominent logo placement on website	✓	✓	✓
• Placement on any one Thomson Reuters Media Solutions property	1/2 big box or leaderboard ad for 1 month		
• Logo to appear on digital advertising pertaining to the event	✓	✓	✓
• Placement in <i>Canadian Legal Newswire</i> or <i>Dealswire</i>	1/2 big box	1/2 big box	
• Logo on digital signage at Bay & Adelaide during winners loop	✓	✓	✓
• Sponsor profile on website	200 words max.	150 words max.	100 words max.
• Sponsor Spotlight in <i>Canadian Legal Newswire</i> at time of signing	✓	✓	✓
<b>EVENT PRESENCE</b>			
• Tables for gala	1 full table (8 guests)	1 full table (8 guests)	1/2 table (4 guests)
• Logo to appear on backdrop of stage (wide screen, logo rotation)	✓	✓	✓
• Logo and write up on event program	200 words max.	150 words max.	100 words max.
• Attendee list and seating plan provided	✓		
• Logo on photo backdrop	✓	✓	✓
• Special sponsor recognition	<ul style="list-style-type: none"> <li>• 16 cocktail/après passes</li> <li>• Après/Cocktail sponsor recognition</li> </ul>		

\* All elements are based on availability



# Sponsorship Opportunities\*

## Signature sponsor: \$50,000 (2 available – one law firm & one corporation)

- First right of refusal to sponsor at this level next year
- \$20k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website and on video pre-roll if applicable
- Big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 3 months
- Logo to appear on digital advertising pertaining to the event
- Two big box ads in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -500 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Two tables for sixteen guests
- Opportunity to present an award during ceremony
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 500 words max
- Attendee list and seating plan provided
- Logo on name badges
- Preferred seating
- Logo to appear on photo backdrop
- Gift item on table
- Custom thank you email

## Platinum sponsor: \$25,000 (2 available – one law firm & one corporation)

- First right of refusal to sponsor at this level next year
- \$10k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website and on video pre-roll if applicable
- Big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 2 months
- Logo to appear on digital advertising pertaining to the event
- One big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -350 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Two tables for sixteen guests
- Opportunity to present an award during ceremony
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 350 words max
- Attendee list and seating plan provided
- Logo on name badges
- Preferred seating
- Logo to appear on photo backdrop



For more information, contact your Account Executive at 416.649.8841 or [MediaSolutions.Sales@thomsonreuters.com](mailto:MediaSolutions.Sales@thomsonreuters.com)

\* All elements are based on availability

# Sponsorship Opportunities\*

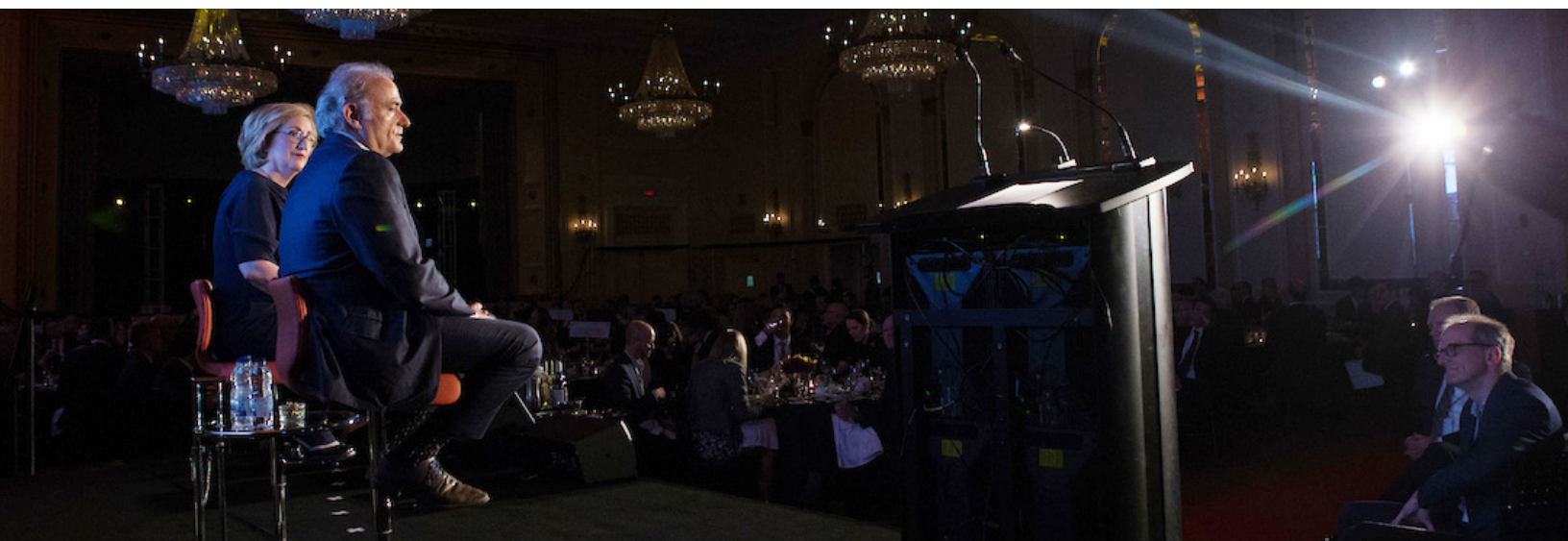
## Gold sponsor: \$20,000

- \$7k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- Big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 1 month
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -250 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1 full table (8 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 250 words max
- Attendee list and seating plan provided
- Logo to appear on photo backdrop

## Cocktail or Après Party sponsor: \$15,000

(2 available – one Après & one Cocktail)

- First right of refusal to sponsor at this level next year
- \$5k in media placement across any Thomson Reuters Media Solutions publications
- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- 1/2 big box or leaderboard ad on any one Thomson Reuters Media Solutions property for 1 month
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -200 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1 full table (8 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 200 words max
- Attendee list and seating plan provided
- Logo to appear on photo backdrop
- 16 cocktail/après passes
- Special sponsor recognition including: signage, signature cocktail, and napkins or stir sticks



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# Sponsorship Opportunities\*

## Silver sponsor: \$10,000

- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in *Canadian Legal Newswire* or *Dealswire*
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -150 words max
- Sponsor spotlight in *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1 full table (8 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 150 words max
- Logo to appear on photo backdrop

## Bronze sponsor: \$8,000

- Logo recognition in all print advertising pertaining to the event in Thomson Reuters Media Solutions publications
- Logo placement in all print advertisements pertaining to the event in The Globe and Mail (pre and post awards)
- Prominent logo placement on website
- Logo to appear on digital advertising pertaining to the event
- Logo on digital signage at Bay & Adelaide during winners loop
- Sponsor profile on website -100 words max
- Sponsor spotlight *Canadian Legal Newswire* at time of signing
- Table for awards dinner - 1/2 full table (4 guests)
- Logo to appear on backdrop of stage (wide screen, logo rotation)
- Logo and write up on event program - 100 words max
- Logo to appear on photo backdrop

## Table Sponsor: \$6,495

- 8 passes for the cocktail and gala dinner award presentation
- Table name recognition

## 1/2 Table Sponsor: \$3,750

- 4 passes for the cocktail and gala dinner award presentation
- Table name recognition

## Single Ticket: \$1,095

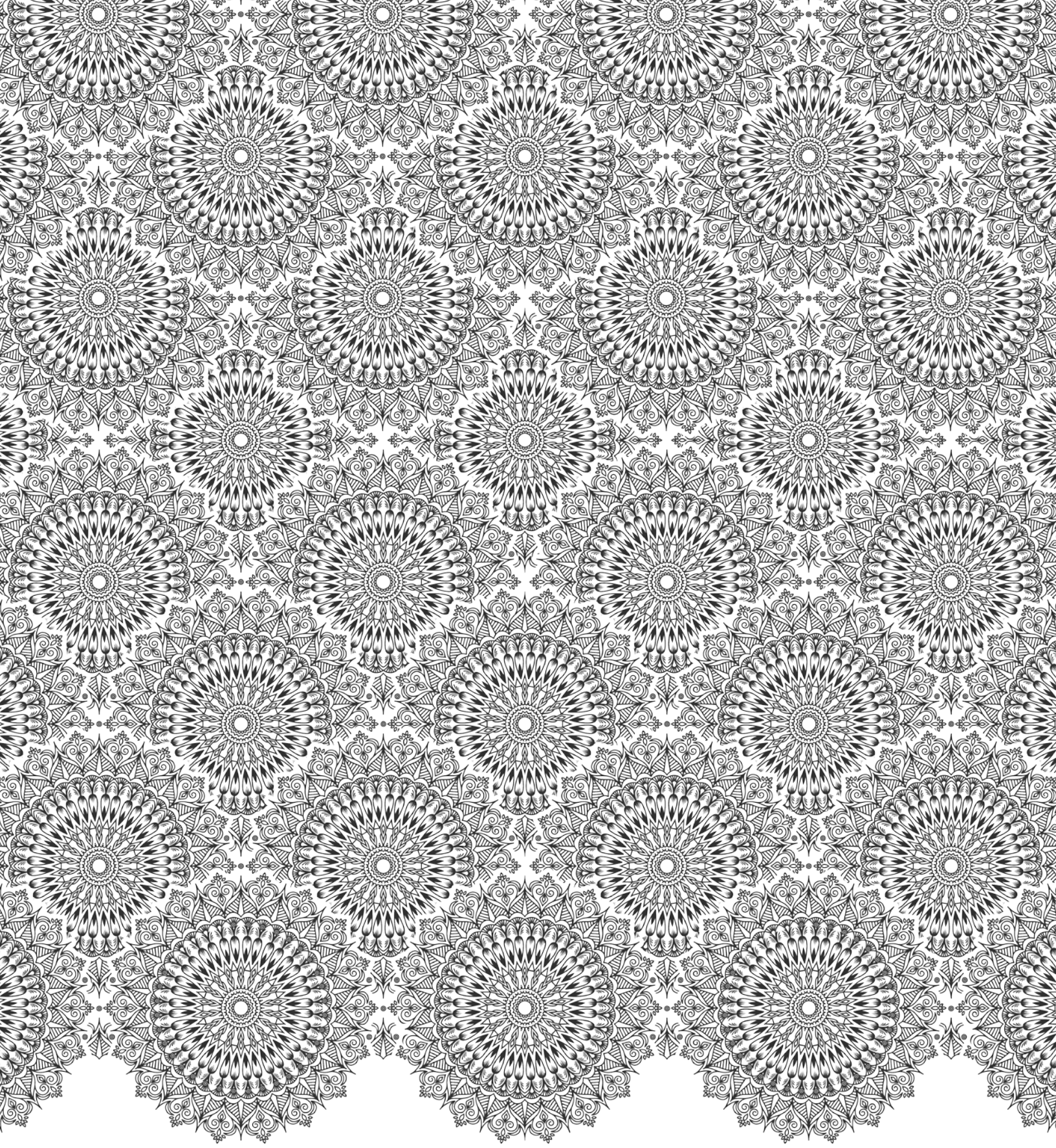
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