



LEXPERT
ZENITH AWARDS
Celebrating Change Agents in Law

2019 GALA
SPONSORSHIP OPPORTUNITIES

JUNE 18, 2019 | ARCADIAN COURT, TORONTO

LEXPERT



the answer company
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Letter from The Editor-in-Chief



Jean Cumming
Editor-in-Chief
Lexpert

In a time of dynamic change for the legal profession, we are pleased to bring you the *Lexpert* Zenith Awards: Celebrating Change Agents in Law. Award winners will be drawn from law firms, corporate legal and government departments, academia and alternative legal careers. Their change leadership has been focused on client relationships, diversity and inclusion, technology, accessibility to legal services, or redefining what it means to practise law. We want you to learn as much as you can about these Winners; you will hear from them again as the profession continues to evolve in ways we can't yet predict.

Please join us at the gala event on Thursday June 18, 2019 at the Arcadian Court in Toronto, to learn more about these Winners, network with legal leaders, and be on the exciting side of change.



Zenith

At a Glance

Past Winners and Attendees include representatives from:

Asigra
Baker & Mackenzie LLP
Blake, Cassels & Graydon LLP
Blaney McMurtry LLP
Blouin, Dunn LLP
BMO Financial Group
Boghossian + Allen LLP
Bombardier Recreational Products
Borden Ladner Gervais LLP
Brown Mills Klinck Prezioso LLP
Cassels Brock & Blackwell LLP
CIBC
Deloitte LLP
Dentons Canada LLP
DLA Piper (Canada) LLP
Duff & Phelps Canada Limited
Eckler Ltd.
Elections Ontario
Farris, Vaughan, Wills & Murphy LLP
Fasken Martineau DuMoulin LLP
Filion Wakely Thorup Angeletti LLP
Frederlaw
Gluckstein Personal Injury Lawyers
Goldcorp Inc.
Goodmans LLP
Gowling (WLG) Canada
Harper Grey LLP
Jellinek Law Office
Justice and Public Safety
Kinross Gold Corporation
Koskie Minsky LLP
Kraft Heinz Company
Langlois Kronström Desjardins, LLP
Lavery, de Billy LLP
Lawson Lundell LLP
Lawyers without Borders
Lenczner Slaght Royce Smith Griffin LLP
Lerners LLP

McCarthy Tétrault LLP
McInnes Cooper
Mckenzie Lake
McMillan LLP
Miller Thomson LLP
Nextlaw In-House Solutions
Norton Rose Fulbright
Osgoode Hall Law School
Osler, Hoskin & Harcourt LLP
Paliare Roland Rosenberg Rothstein LLP
Peacock Linder Halt & Mack LLP
Price Family Trust
Revera Inc.
Roche Bobois
Rogers Partners LLP
Romspen Investment Corp
Rosen Sunshine LLP
Salesforce
Schultz Frost LLP
Scotiabank
Seneca College
Shultz Frost LLP
Simmons, da Silva LLP
Stewart McKelvey
Stikeman Elliott LLP
TD Bank Group
The Globe and Mail
Thomson Reuters
Torkin Manes LLP
Torys LLP
Toronto Hydro
University of Ontario Institute of Technology
University of Toronto
VerticalScope Inc.
Wallbridge, Wallbridge
WeirFoulds LLP
Willowdale
Wood Bull LLP
Wysdom.AI

6,438,349
total impressions
including



187,849

impressions from our email program
targeting selected recipients including:
in-house counsel, senior executives, law
firm lawyers and legal professionals



4,395,000

impressions in the Report on Business
with 2.25 pages worth of advertising
promoting the event and winners



370,000

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



1,485,500

impressions from presence on our
websites and digital advertising

Profiles of Past Attendees



18% Senior
Executives



62% Law Firm



11% Corporate Counsel



9% Other Business
Professionals

CONNECT
with a premier audience

Sponsorship Opportunities*

Packages	Signature \$35,000	Platinum \$25,000	Gold \$20,000
EXCLUSIVITY			
• 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	✓	✓	
PRINT MEDIA			
• 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 <i>Globe and Mail</i> (pre and post awards)	✓	✓	✓
DIGITAL MEDIA			
• 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	✓	✓	✓
EVENT PRESENCE			
• 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"> • Gift Item on table • Custom Thank You E-mail 		

* All elements are based on availability

Sponsorship Opportunities*

Packages	Cocktail or Après Party \$15,000	Silver \$10,000	Bronze \$8,000
EXCLUSIVITY			
• Availability	2 available - one Après and one Cocktail		
• First right of refusal to sponsor at this level next year	✓		
PRINT MEDIA			
• 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 <i>Globe and Mail</i> (pre and post awards)	✓	✓	✓
DIGITAL MEDIA			
• 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	✓	✓	✓
EVENT PRESENCE			
• 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"> • 16 cocktail/après passes • Après/Cocktail sponsor recognition 		

* All elements are based on availability

Sponsorship Opportunities*

Signature sponsor: \$35,000 (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 *Dealwire*
- 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 *Dealwire*
- 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

* 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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* All elements are based on availability

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 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

(Based on availability)



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MEDIA PARTNER



BRONZE SPONSOR

