



# CILA CONFERENCE 2025 SPONSORSHIP PACKAGE

CANADIAN IMMIGRATION LAWYERS ASSOCIATION

# WHY PARTNER WITH US

## Support Fair and Inclusive Immigration



By partnering with CILA, sponsors contribute to the promotion of justice, fairness, and inclusivity in citizenship and immigration law. Their support helps drive improvements in immigration policies, benefiting future Canadians.

## Gain Access to a Wide Network



Sponsors will gain visibility and recognition among CILA's extensive network of immigration lawyers, law students, and academics, showcasing their commitment to diversity and inclusion in the legal and immigration sectors.

## Empower the Next Generation of Leaders



Sponsoring CILA supports the development of essential resources and tools for lawyers at all career stages, contributing to the growth and success of the next generation of legal professionals in the immigration field.

# WHO WE ARE

## About CILA

Founded in 2021, CILA is comprised of over 540 immigration lawyers from across Canada.

Our mission is to promote a stronger Canadian immigration system. We make submissions to the Canadian government on key legal issues, facilitate networking online and in-person, release thought leadership articles, engage with the media, and offer professional development opportunities to our members.

## Our Analytics

- 20,000 social media followers. Over 17,000 of these followers are on X
- We release about 10 articles per month
- CILA sends between 2-4 emails to its members per week
- Our member's only Listserv is very active, averaging 50-60 emails per week
- Our website averages 10,000 pageviews per month and gets about 6,000 users per month. 65% of our traffic is from within Canada, while 35% is international
- 65% of our lawyers are in Ontario, with Quebec, BC, and Alberta rounding out our top 4

## Our Digital Properties

- [Meet Our Sponsors](#)
- [Our Website](#)
- [X](#)
- [LinkedIn](#)
- [Facebook](#)

## 2025 Conference Opportunities

Price

**1) Badge Lanyard Sponsorship:** Your branding will feature exclusively on badge lanyards worn by event attendees. Also receive marketing exposure in all assets pre-, during-, and after the event. Have the opportunity to feature your branding at the event (e.g., stand-up banner or booth). Send an exclusive email blast to all attendees after the event. Get 3 free passes.

\$8,500

**2) Keynote Presentation Sponsorship:** Deliver a 10-minute keynote speech to attendees. Also receive marketing exposure in all assets pre-, during-, and after the event. Have the opportunity to feature your branding at the event (e.g., stand-up banner). Send an exclusive email blast to all attendees after the event. Get 3 free passes.

\$8,500

**3) Breakfast or Cocktail Reception Sponsor:** Sponsor either our Breakfast or Cocktail Reception at the end of the Conference. Receive premium visibility in all pre, during, and post-event marketing. Have the opportunity to feature your branding at the event (e.g., stand-up banner). Send an exclusive email blast to all attendees after the event. Get 3 free passes.

\$5,000

**4) Platinum Sponsorship:** Receive premium visibility in all pre, during, and post-event marketing. Have the opportunity to feature your branding at the event (e.g., stand-up banner). Send an exclusive email blast to all attendees after the event. Get 3 free passes.

\$5,000

**5) Plenary Sponsorship:** Sponsor the screens in the main conference plenary hall throughout the entire event. Receive premium visibility in all pre-, during, and post-event marketing. Feature your branding at the event (e.g., stand-up banner). Send an exclusive email blast to all attendees after the event. Get 3 free passes.

\$5,000

# DIGITAL MARKETING PRICING

Opportunities	Price
<p><b>1) Research Report Sponsor:</b> CILA releases several research reports each year. Become the exclusive sponsor of a report with your branding appearing in the acknowledgments section. Write the foreword in the report. Your branding and company profile will feature in the email blast we send to all members promoting the report.</p>	<p>\$10,000/Report</p>
<p><b>2) Article and Amplification:</b> Write an article that will feature on CILA’s website. CILA will also send a blast of the article to our over 540 members and amplify it to our over 20,000 social media followers</p>	<p>\$3,000/Article</p>
<p><b>3) Webinar Presentation:</b> Co-Present a Webinar with an immigration lawyer on a topic relevant to CILA members. Have your branding feature in CILA’s monthly webinars. This includes promotion prior, during, and after the webinars. We will read your company profile during the event.</p>	<p>\$2,500/Webinar</p>
<p><b>4) Webinar Sponsorship:</b> Have your branding feature in CILA’s monthly webinars. This includes promotion prior, during, and after the webinars. We will read your company profile during the event.</p>	<p>\$1,500/Webinar</p>
<p><b>5) Email Blasts:</b> Author an email blast featuring your branding that will be sent exclusively to CILA’s over 540 members.</p>	<p>\$1,500/Blast</p>
<p><b>6) Display Ads:</b> Feature 300x600 Display Ads on CILA Article Pages with CTAs directing to your website.</p>	<p>\$1,500/Quarter</p>

# CONTACT US



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