

Toronto Lawyers ASSOCIATION



Get informed. Get involved. Make an impact.



Sponsorship Prospectus

www.tlaonline.ca

Who we are

For over **130 years** the Toronto Lawyers Association (TLA) has represented the interests of lawyers practicing in the City of Toronto. The TLA was founded in 1885 to expedite the construction of a new Court House in the city; now the TLA is a thriving association that recognizes the shared sense of community that Toronto lawyers experience. Our membership is diverse and varied, representing solo practitioners, small to large law firm lawyers, in-house counsel, licensing candidates and others across the Greater Toronto Area. Law School students and paralegals can become *Friends of the TLA*.

We support our members through three pillars:

Knowledge

The TLA is the only association that is able to offer Toronto lawyers free access to library resources, because it operates the Court House Library, which includes a comprehensive, up-to-date electronic and print collection. The library signifies TLA's dedication to knowledge sharing, which is continued through Continuing Professional Development (CPD) offerings and a variety of informative newsletters. CPD at the TLA is engaging and intimate, while the newsletters focus on current legal issues and matters of interest to our members.

Advocacy

The Association represents our members to the Ontario bench and bar, to all levels of government and to the public at large. We participate in charitable events, liaise with other professional lawyers' associations, actively participate in OJEN's outreach and sit on committees related to legal and Court House issues.

Community

Our members find a shared sense of community, resulting from the abundance of opportunities to get involved through our social events and committees, by attending CPD events or simply using the lawyers' lounges and robing rooms, where members interact informally. The TLA is also an active and proud supporter of the Lawyers Feed the Hungry program.



Why become a Sponsor?

Becoming a TLA Annual Sponsor is the most visible way to show you support the legal profession. As a sponsor, your company will enjoy exposure at a number of TLA events and activities, in addition to a variety of media and marketing channels.

Sponsorship with the TLA provides an excellent opportunity to:

- 1** Promote your organization and your products to over **4,200 members**.
- 2** Maintain a **high profile** in the Toronto legal community.
- 3** Increase brand awareness and **credibility**. The TLA only associates with **reputable organizations**.
- 4** Network and build new **relationships** with lawyers in Toronto.
- 5** Work with an association that is **flexible** and **considerate** of your goals.



The TLA in a Nutshell

Over **4,200 members**

In 2020 we moved online with ZOOM
and organized **40 Educations Programs**

1 Annual Awards Gala

1 Annual Young Lawyers Social

Our Media

- + Web Site, 66,776 visits per year
- + TLA Update, a newsletter sent every Tuesday
- + Friday Focus, an e-blast highlighting an event, special occasion or important message
- + Toronto Law Journal, sent 9 months/year
- + Our Social media pages
 - Twitter: 4,868 followers
 - Instagram: 4,880 followers
 - LinkedIn group: 2,120 members
 - LinkedIn page: 1,309 followers



Our Members

51% Civil Litigation



Annual Sponsorship Packages

With the TLA's Annual Sponsorship, you set your sponsorship budget for the year and allow the TLA to help you reach your promotion goals. We offer a number of opportunities in the areas of education, networking, and print and web recognition, that can help you increase your exposure and access to the TLA's members. By affiliating with the TLA, you support an association that provides its members with an intimate and friendly environment. Our members are treated specially by a dedicated and professional staff that considers them not just lawyers, but individuals too.

Your sponsorship covers a 12-month period beginning when your payment is received.

What we can offer to you:

- Your logo and recognition as an Annual Sponsor in the TLA Update newsletter for the full year.
- Your logo and recognition as an Annual Sponsor on all AV or introductory screens for online program, for the full year
- Your logo and recognition as an Annual Sponsor on a 11" x 17" poster at the Library entrance for the full year
- Mention and recognition as an annual Sponsor during the opening remarks at our Annual Awards Gala
- Announcement of annual Sponsorship on our social media (two mentions per year)
- Tickets to one of our social events (up to 10 tickets)
- Tickets to our Annual Awards Gala (up to 10 tickets)
- Tabletop recognition as an Annual Sponsor during our Education Programs
- Present an Education program to the Toronto Lawyers Association members during the year
- Use our Zoom Breakout rooms during a special Education Program to connect with the TLA members
- Broadcast an opening video during one of our Education program
- One dedicated Friday Focus (e-blast)⁽¹⁾
- Your promotional material available in the Library and Lawyers Lounge throughout the year, and included in new member packages⁽¹⁾

We also like to hear your ideas! Feel free to let us know how we can help you to reach your goals.

(1) Sponsor must provide the material/content. Subject to TLA approval.

CBIA presenting a program with ZOOM, to the TLA members



A dedicated Friday Focus

One-time Sponsorship Packages

The TLA has many events throughout the year. We offer a number of opportunities to increase your exposure during one of our major social events, or our Education Programs. The variety of events and programs allows you to target our members in specific practice areas, firm size, or even by year of call to the bar. That kind of specificity will help you match your promotion goals.



2019 Patio Pub



*2019 Young Lawyers
Soiree*



2022 TLA Awards Gala



2018 Billiard with the Bar

TLA Annual Awards Gala

The **TLA annual Awards Gala** is our marquee event. More than **300 guests** from the legal profession come together to celebrate the extraordinary achievements of three members chosen from and by our community. The presentation of the TLA **Award of Distinction**, the **Honsberger Award**, and the **TLA Emerging Excellence Award** is the high point of an evening cocktail reception, located in a magnificent downtown venue, featuring delicious food and a generous bar. In 2019 and 2020, the TLA Annual Awards Gala took place at the Omni King Edward's Crystal Ballroom.

In 2021, on site or online, our Annual Awards Gala will be an excellent opportunity to increase your exposure.

What we can offer to you:

- Your logo and recognition as Sponsor on all promotional material related to the Gala (posters, flyers, web banners and AV presentation)
- Your logo and recognition as Sponsor on all advertisements of the Gala by email (TLA Update, Friday Focus)
- Your logo and recognition as Sponsor on the Gala registration page
- Visual recognition as Sponsor on the banner and signage at the Gala
- Your logo and recognition as Sponsor on the Gala program
- Mention and recognition as Sponsor during the opening remarks
- Tickets to the Gala (up to 10 tickets)
- Announcement of sponsorship on Social Media
- A short article at the bottom of the Friday Focus for the Gala (3 e-blasts sent)⁽¹⁾
- Your promotional material available during the Gala at the check-in desk⁽¹⁾
- Opportunity to give a short speech before at the Gala
- Tabletop recognition as a Sponsor during the Gala
- Special recognition as one of the Recipients sponsor



Tabletop recognition



Dawn Marchand,
President at CBIA,
giving a speech at the
2022 TLA Awards Gala



Special recognition for
Recipient Sponsors, in
the program and logos
on a mirror.



(1) Sponsor must provide the material/content. Subject to TLA approval.

Young Lawyers Social

The annual **Young Lawyers Social** brings together an amazing group of more than **150 young lawyers** (in practice 10 years and less), licensing candidates and Law School students, to network and connect in a relaxed atmosphere. The judiciary is invited and many judges attend.

This event is an excellent opportunity to increase your exposure and maintain a high profile within the community of young and future lawyers of Toronto.

What we can offer to you:

- Your logo and recognition as Sponsor on all promotional material related to the Young Lawyers Social (posters, flyers, web banners and AV presentation)
- Your logo and recognition as Sponsor on all advertisements of the YLS by email (TLA Update, Friday Focus)
- Your logo and recognition as Sponsor on the YLS registration page
- Mention and recognition as Sponsor during the opening remarks
- Tickets to the event
- Announcement of sponsorship on Social Media
- A short article at the bottom of the Friday Focus for the event⁽¹⁾
- Your promotional material available at during the event⁽¹⁾⁽²⁾
- Opportunity to address attendees at the YLS
- Tabletop recognition as a Sponsor during the event



Opening remarks



Tabletop recognition



Mix and mingle with TLA members



Share your promotional material

(1) Sponsor must provide the material/content. Subject to TLA approval.

(2) If the event is online, the Sponsor can share literature in the chat and in our post-event email.

Education Programs

The TLA offers a variety of learning opportunities through our LSO-CPD accredited Education Programs. Our goal is to support lawyers in their dual role as lawyer and business owner by providing education sessions on pertinent issues: legal trends, legislative & court decisions, as well as practice and firm management guidance. Our programs are given in an intimate and friendly environment where members can connect with their peers and share their experiences. **We will work with you to ensure your sponsorship and program align with your company.**

What we can offer to you:

- Your logo and recognition as Sponsor on all promotional material and advertisement related to the program
- Broadcast an opening video
- Mention and recognition as Sponsor during the opening remarks
- Tickets to the program
- Announcement of sponsorship on Social Media
- A short article at the bottom of the Friday Focus for the event⁽¹⁾
- Your promotional material available at program¹⁽²⁾



Web replay opening screen

Ontario Reports Advertisement

An advertisement for a program featuring Louise Arbour and Marie Henein. The title is 'LOUISE ARBOUR AND MARIE HENEIN SHARE THEIR PERSONAL REFLECTIONS ON UNCONSCIOUS BIAS IN LITIGATION'. It includes circular portraits of both women. The program is scheduled for 'Wed., December 9, 2020, 5:00 – 6:30 p.m. ZOOM'. It states 'This program contains 85 minutes of EDI Content.' and features the 'Law Society of Ontario accredited EDI' logo. A 'Registration Fee' table is provided: TLA Members \$50, TLA Member New Calls \$20, TLA Member, Licensing Candidates \$20, Friends of the TLA \$120, and Non-Members \$120. It concludes with 'Register online at tlaonline.ca'. At the bottom, it thanks sponsors 'THOMSON REUTERS' and 'DRIVEN BY WOMEN ASSOCIATION'.

Advertising at the TLA⁽¹⁾

TLA UPDATE - Banner 600x100 pixels and hyperlink

- 1 - 3 issues: \$300
- 4 - 11 issues: 10% discount
- 12 issues or more: 15% discount

Featured article/blog post: \$750

(1) Sponsor must provide the material/content. Subject to TLA approval.

They trust the TLA

Below is a list of sponsors who have partnered with the TLA.



Appendix A

TLA UPDATE - a sample newsletter

View this email in your browser

Toronto Lawyers **TLA**

For the best reading experience, click the "View this email in your browser" link above

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TLA UPDATE

April 12, 2022

AUTHOR TALK WITH MARIE HENIN INTERVIEWED BY PETER HENIN ABOUT "NOTHING BUT THE TRUTH: A MEMOIR"

Tuesday April 26, 2022
5:30 - 7:30 pm
HYBRID - TLA Lounge & Livestream

With the release of her new book, Marie Henin has shared everything from her perspective "as an immigrant from a light-skinned Egyptian-Lebanese family" to her "unvarnished view on the ethical and practical implications of being a criminal lawyer, and how the job is mischaracterized and even demonized."

Now, she will be providing us with further insights. Join us on April 26 from 5:30 - 7:30 pm and dive even deeper into the views, topics, and perspectives covered in her "no-holds-barred" memoir.

[Register now](#)

TLA Awards Gala is only 3 weeks away

On May 10 at the Steam Whistle Brewery, we will be celebrating with the legal community again. Join us as we honour our 3 Award Recipients for 2022:

- TLA Emerging Excellence Award Recipient: Stephen Aylward
- Plumtree Award Recipient: Isabella Meril
- Award of Distinction: The Honourable Louise Arbour

[Get your tickets today](#)

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- Legal technology
- Mentorship and/or sponsorship
- Designing the firm or in-house legal department of the future
- Building a more equitable, diverse, and inclusive profession

If none of the above topics spark an interest, feel free to choose your own. We ask that submissions be limited to 500 words but if you feel inspired, we welcome longer thoughts.

Please send your contributions via email to info@tlainc.ca by April 30, 2022.

[View and download the PDF for TLA's Leadership & Thought Hub](#)

EVENTS & EDUCATION PROGRAMS

Author Talk with Marie Henin Interviewed by Peter Henin about "Nothing But the Truth: A Memoir"

Tuesday April 26, 2022
5:30 - 7:30 pm

This event will be held in-person at our TLA Lounge and online via livestream.

[Event Details](#)

Thomson Reuters Preview - New Platform

Thursday April 28, 2022
8:30 - 9:30 am

This is a FREE session for everyone.

Sponsored by:

THOMSON REUTERS

[Event Details](#)

Civil Appeals and Judicial Reviews: Common Mistakes and Pitfalls

Wednesday May 4, 2022
12:00 - 1:00 pm

In collaboration with:

LexisNexis

[Event Details](#)

NCA Network Event

Thursday May 5, 2022
5:30 - 7:30 pm

- 5:15 pm - Registration starts
- 5:30 pm to 6:45 pm - Table discussion (15 mins per table)
- 6:45 pm to 7:30 pm - Networking Reception

This event will be held in-person at our TLA Library.

Registration Fee: \$25.00 + HST for everyone

[Event Details](#)

Improve Your Research Skills with Westlaw Canada Training

Thursday May 19, 2022
8:30 - 9:30 am

This program is FREE for all

This program is sponsored by:

THOMSON REUTERS

[Event Details](#)

Chief Justice George Strathy in conversation with The Honourable Ian Binnie, C.C., Q.C.

Wednesday May 25, 2022
5:30 - 7:15 pm

This event will be held in-person at our TLA Lounge and online via livestream.

[Event Details](#)

Thursday Tips with LAWPRO and TLA: Tips for Wills/Estate Lawyers

Thursday June 9, 2022
9:30 - 11:00 am

This program is FREE for all

In collaboration with:

LAWPRO

[Event Details](#)

Want to get a head start on your CPD & EDI hours?

TLA HAS A VARIETY OF EDUCATION PROGRAMS TO CHOOSE FROM.

For our full roster of programs and their details, please visit our website.

[Click here to view our line up of education programs](#)

IN CASE YOU MISSED IT

New Resources Available on the Justice Canada website to help understand the 2021 amendments to the Divorce Act.

Justice Canada is pleased to announce the following new resources available on the Justice Canada website to help you understand the 2021 amendments to the Divorce Act.

NEW COURSES:
Three new free and accredited courses:

Parenting under the new Divorce Act

- This course provides an overview of the amendments to the Divorce Act related to parenting, including the new parenting terminology and best interests of the child criteria. It is intended to help legal advisors understand the child-focused approach of the Divorce Act's parenting provisions and the impact of family violence on parenting arrangements.

TLA UPDATE - sample article

flexlegal

COURT DENIES SOLO LAWYER'S LAST MINUTE ADJOURNMENT REQUEST - NOTING AVAILABILITY OF FREELANCE LAWYERS TO ASSIST


Sole practitioners face different challenges than lawyers working at larger firms.

Often sole practitioners must bear the responsibility for all aspect of their client files, while also having to deal with the demanding administrative side of a law practice. They may not have the resources to hire a full-time associate or staff to assist.





Without careful planning, a sole practitioner may quickly become overwhelmed with work and may have to seek extensions for due dates, adjustments to timetables, or adjournments of court appearances. As a recent Ontario Superior Court of Justice case highlighted, there is a right way, and a *wrong* way, to handle these requests.


Appendix B

FRIDAY FOCUS - a sample


Toronto Lawyers 

For the best reading experience, click the "View this email in your browser" link above

 Twitter  LinkedIn  Instagram  Visit our website



March 11, 2022



CELEBRATE WITH US!

Re-unite with good friends and colleagues at TLA's Awards Gala on May 10, to be held at the Locomotive Hall at Steam Whistle Brewery.

[Reserve your tickets](#)

In conversation with this year's Award Recipients


Get to know our 2022 Award Recipients through "In conversation with" interviews. Here's a sneak peek at their insightful answers to our questions:

TLA: Do you have any advice for aspiring lawyers based on your career experiences?

Let yourself be surprised. I could never have imagined how much fun this career would be. Some lawyers thrive in the mastery of one field of work. Others, like me, seek exposure to lots of different things. There is no recipe that fits everyone. [...] I always see the glass as half-full.


UPON REFLECTION, HOW YOU SEE THE GLASS REALLY DEPENDS ON HOW THIRSTY YOU ARE.

- The Honourable Louise Arbour
TLA's Award of Distinction Recipient of 2022



[Click here for her complete interview](#)


Isfahan Merlaj
Honourable Award Recipient of 2022



[Click here for her complete interview](#)

TLA: What makes a good lawyer?






Understanding the human side of the law using emotional intelligence and analytical skills is also important, which means knowing when to argue the law and when to argue the facts. [...] When it comes to legal writing and all forms of communication, I have always liked the adage: **"THINK LIKE A LAWYER - WRITE LIKE A HUMAN."**



Stephen Ayward
TLA's Emerging Excellence Award Recipient of 2022

[Click here for his complete interview](#)

A special thank you to our sponsors this year:

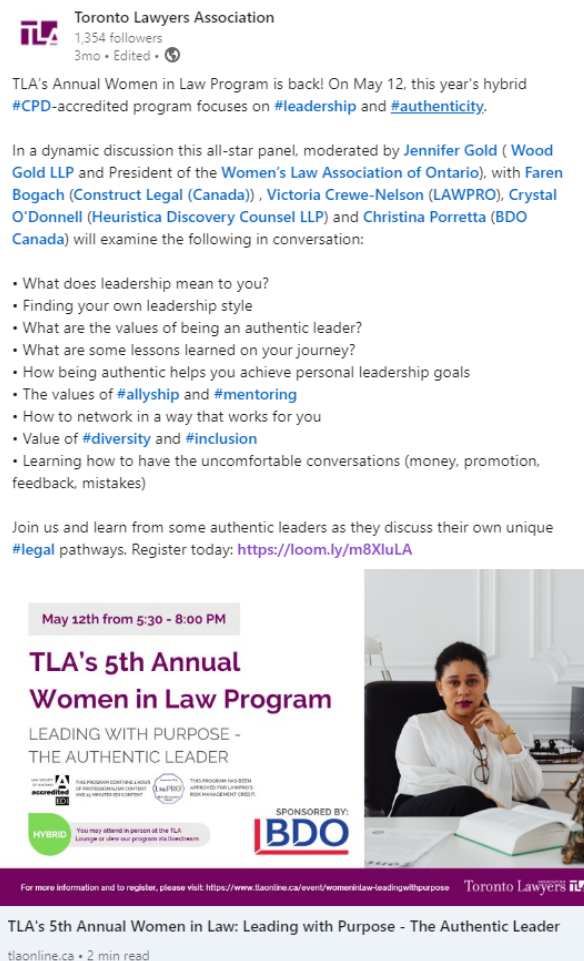


We look forward to seeing you all at TLA's Awards Gala, live and in-person!

[Reserve your tickets](#)

Appendix C

Social Media - sample posts



Appendix D

Event banners



WELCOME TO
Toronto Lawyers Association
**AWARDS
GALA**

Many thanks to all of our
generous sponsors this year

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INNOV8

 **OMNI
BRIDGEWAY**

 **RSM**
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CONGRATULATIONS
TO OUR PARTNER
AND FRIEND



The
Honourable
**LOUISE
ARBOUR**

From your friends at
BLG
Borden Ladner Gervais

Appendix E

TLA Awards Gala - 2022 Program



THANK YOU TO OUR
SPONSORS



joseon group



Appendix F

TLA Awards Gala - 2022 Sponsor Descriptions



THANK YOU TO OUR
SPONSORS



BridgePoint Financial has been the leader in Canada's litigation finance market since 2005, offering the most innovative and value-added funding solutions with an unwavering focus on client service. Thanks to an unparalleled record we have trusted relationships with over 1,500 law firms across the country, offering financial solutions that truly facilitate access to justice. We do not take that trust lightly and continually develop our industry-leading products, providing an exceptional experience and favourable outcomes for the law firms and their clients who we assist in the personal injury, wills & estates, family law and expropriation practice areas.



Flex Legal helps overworked and stressed lawyers become happier and more successful while saving money.

We are a freelance lawyer company that matches experienced Canadian freelance lawyers with lawyers and law firms across the country who need assistance with their overflow legal work. By hiring a Flex Legal freelance lawyer on a project or file basis, lawyers can temporarily expand their practice when there is a surge in work without spending the time and money that comes with hiring a full-time associate.

Get in touch and find out how a Flex Legal freelance lawyer can help your practice
[@flexlegalnetwork.com](https://flexlegalnetwork.com)



INNOV-8 is a digital-first law firm and tech company led by veteran lawyers, multidisciplinary technologists, and data management & analysis professionals. We combine legal know-how with data analysis to help our clients streamline their business processes, cut costs, and create better outcomes through data.

Our approach:

- Keeps the aspects of traditional law and legal services models that work, and discards those aspects that frustrate legal teams.
- Introduces new methods and technology, based on our collective 60 years of experience.
- Augments our team with lawyers and technologists in the Caribbean to deliver lower cost services for routine work.

Appendix G

TLA Annual Awards Gala - Past Recipients

TLA AWARD OF DISTINCTION RECIPIENTS

2022	The Hon. Louise Arbour	2021	Due to the pandemic, no award was given.
2020	Brian Greenspan	2019	The Hon. Rosalie Abella
2018	The Hon. John I. Laskin	2017	Dale Ponder
2016	The Hon. George Strathy	2015	Earl Cherniak, Q.C.
2014	The Hon. Bob Rae	2013	Timothy J. Kennish The Hon. Justice Edward Ormston
2012	The Honourable Ian Binnie	2011	Mr. Justice Colin L. Campbell W. A. Derry Millar
2010	This marked the TLA's 125 th Anniversary celebration and as such no award was given.	2009	Ronald G. Slaght, Q.C. The Association in Defence of the Wrongly Convicted
2008	The Hon. Peter D. Cory Linda R. Rothstein	2007	Mr. Justice Dennis R. O'Connor Benjamin Zarnett
2006	The Hon. R. Roy McMurtry	2005	Marlys A. Edwardh Mr. Justice Warren K. Winkler
2004	Sheila Block The Hon. Patrick J. LeSage	2003	Austin M. Cooper, Q.C. Willson A. McTavish, Q.C., LSM
2002	Mr. Justice James Farley Malcolm Heins	2001	Peter W. Hogg Martin Teplitsky, Q.C.
2000	Madam Justice Susan E. Lang John D. Honsberger, Q.C.		

HONSBERGER AWARD RECIPIENTS

2022	Isfahan Merali
2021	Due to the pandemic, no award was given.
2020	Gillian Hnatiw
2019	Emma Rhodes
2018	Ian M. Hull
2017	Stephen Thiele
2016	Mark Lichty
2015	Jeffrey Lem
2014	Megan Shortreed

TLA EMERGING EXCELLENCE AWARD RECIPIENTS

2022	Stephen Aylward
2021	Due to the pandemic, no award was given.
2020	Ceyda Turan



Toronto Lawyers Association

Court House Library
361 University Avenue,
Toronto Ontario M5G 1T3

Contact:

Joan Rataic-Lang
Executive Director
jrataiclang@tlaonline.ca
www.tlaonline.ca
416-327-6012