innovatio
CELEBRATING INHOUSE INNOVATION

2019 GALA
SPONSORSHIP OPPORTUNITIES

September 26, 2019 | Arcadian Court
Be part of leading the celebration of in-house innovation

If you want to get in front of a group of legal professionals who are changing the face of the in-house profession we can connect you with the attendees of one of the fastest-growing award programs in the Canadian legal market.

Innovatio is an awards gala that brings you the best combination of networking and insight into what the trailblazers of today’s in-house teams are working on to create the kinds of teams needed to support business and succeed today. For attendees, it’s a place to foster new relationships and build on where you want to go tomorrow with your own business development. This fun and fast-moving evening highlights the important work general counsel and chief legal officers do with their teams and external legal partners every day.

We are proud to boast that members of our judging panel come from across the country, comprised entirely of senior in-house counsel who provide additional credibility and integrity to our awards selection process.

This year we are celebrating the 6th Annual Innovatio Awards, which will honour in-house counsel who have shown leadership through projects and initiatives embarked upon to drive efficiencies, improve time to market for their business unit clients and show leadership overall in the legal profession.

Hosted at the Arcadian Court in Toronto, the dinner gala is attended by professionals from the legal, business and public sector communities and provides the ideal setting for an evening tailor made for networking. We start with a cocktail hour with all winners, sponsors and and guests and then go into the dinner, which includes a keynote address and presentation of the awards.

Attendees are comprised of corporate counsel, law firms, senior executives and the broader business community.

An Innovatio sponsorship is bolstered by a cross-platform media program that can deliver as many as 8,443,349 impressions through print and online via Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert, as well as additional exposure through ads in The Globe and Mail Report on Business.

Based on a survey last year’s attendees, eight out of 10 said they would recommend the event to a friend or colleague.

Over the next few pages you can learn more about Innovatio and how you can support the legal community, grow your brand and make new connections for the future.

Tim Wilbur
Editor-in-Chief,
Canadian Lawyer InHouse

Gail J. Cohen
Strategic Consultant, Innovatio
and former Editor-in-Chief,
Canadian Lawyer InHouse
Innovatio
At a Glance

Past Winners

3M Canada
AECON Group Inc.
Air Canada
Alberta Energy Regulator
ATB Financial
Bell Mobility
BMO Financial Group
Canadian Solar
Cancer Care Ontario
Canopy Growth
Chubb Insurance Company of Canada
Cisco Systems
City of Vaughan
Coca Cola Ltd.
Construction Association of Quebec
CN Rail
Ducks Unlimited Canada
Enbridge
Exigent

G Adventures
Geotab Inc.
Golder Associates Ltd.
McCarthy Tétrault LLP
Metrolinx
Nissan Canada
OPTrust
Pet Health Inc.
Pfizer Canada Inc.
Points International Inc.
Royal Bank of Canada
Siemens Canada Limited
Spin Master Corp.
TD Bank
Telus
The Hospital for Sick Children
The Keg
Toronto District School Board
TV Ontario

8,443,349 total impressions including

187,849 impressions from our email program targeting selected recipients including: in-house counsel, senior executives, and legal professionals or law firm lawyers

6,400,000 impressions in the Report on Business section 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

CONNECT with a highly influential audience

Profiles of Past Attendees

32% Senior Executives
21% Law Firm
28% Corporate Counsel
19% Other Business Professionals

“Congratulations on a great event, Jen, and for including me. I find Innovatio to be a wonderful event for the in-house bar, not only as a chance to catch up with old friends, but also to showcase the great work being done. Once again, the evening was also very well-orchestrated by you and your team. Bravo. Thanks for taking this on each year.”

Fred Headon
Assistant General Counsel
Air Canada
Past Attendees

3M Canada
Aecon
Air Canada
Arthur J. Gallagher Canada Limited
ATS Automation Tooling Systems
Avigilon Corporation
Axiom
Baker & McKenzie LLP
Banner & Witcoff
Bell Mobility
Bennett Jones LLP
Bentham IMF Capital Limited
Blake, Cassels & Graydon LLP
BMO Financial Group
Canadian Corporate Counsel Association (CCCA)
Cancer Care Ontario
Canopy Growth Corporation
Cassels Brock & Blackwell LLP
Cisco Systems
Deloitte
Downsview Kitchen
Enbridge
Fasken Martineau DuMoulin LLP
Financial Services Commission of Ontario
Freshii
Golder Associates
Gowling WLG
Green Mountain Innovations LLC
Hi-Rise Capital Ltd.
Hudson’s Bay
IBM Global Business Services
KPMG
Legal Suite
McCarthy Tétrault LLP
MellorCroy
Metro Linx
Morneau Shepell
Nissan Canada, Inc.
OPTrust
Osler, Hoskin & Harcourt LLP
Pfizer Canada Inc.
Roche Bobois
Royal Bank of Canada
Ryerson University – add and remove “University of Ryerson”
Siemens Canada Limited
Spin Master Corp.
Stewart McKelvey
Stikeman Elliott LLP
TD Bank Group
Telus
The Keg
Torkin Manes LLP
Toronto District School Board
VerticalScope Inc.
Wattpad
WeirFoulds LLP
XIB Financial Inc
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Packages</th>
<th>Signature $35,000</th>
<th>Platinum $25,000</th>
<th>Gold $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXCLUSIVITY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• First right of refusal to sponsor at this level next year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PRINT MEDIA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Cross-platform media program via <em>Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo recognition in all print advertising pertaining to the event in <em>Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert</em> publications</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Logo placement in all print advertisements pertaining to the event in <em>The Globe and Mail</em> (pre and post awards)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>DIGITAL MEDIA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Prominent logo placement on website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Prominent logo placement on video pre-roll (if applicable)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Placement on any one property of <em>Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert</em></td>
<td>Big box or leaderboard ad for 3 months</td>
<td>Big box or leaderboard ad for 2 months</td>
<td>Big box or leaderboard ad for 1 month</td>
</tr>
<tr>
<td>• Logo to appear on digital advertising pertaining to the event</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Placement in <em>Canadian Legal Newswire or Dealswire</em></td>
<td>2 big boxes</td>
<td>1 big box</td>
<td>1/2 big box</td>
</tr>
<tr>
<td>• Sponsor profile on website</td>
<td>500 words max.</td>
<td>350 words max.</td>
<td>250 words max.</td>
</tr>
<tr>
<td>• Sponsor Spotlight in <em>Canadian Legal Newswire</em> at time of signing</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>EVENT PRESENCE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Tables for gala</td>
<td>Two full tables (16 guests)</td>
<td>Two full tables (16 guests)</td>
<td>1 full table (8 guests)</td>
</tr>
<tr>
<td>• Opportunity to present an award during the ceremony</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Logo to appear on backdrop of stage (wide screen, logo rotation)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Logo and write up on event program</td>
<td>500 words max.</td>
<td>350 words max.</td>
<td>250 words max.</td>
</tr>
<tr>
<td>• Attendee list and seating plan provided</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Logo on name badges</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Preferred seating</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Logo on photo backdrop</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Special sponsor recognition</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Gift Item on table</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Custom Thank You E-mail</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

*All elements are based on availability*
## Sponsorship Opportunities*

<table>
<thead>
<tr>
<th>Packages</th>
<th>Cocktail or Après Party $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVITY</td>
<td>2 available - one Après and one Cocktail</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• Availability</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>• First right of refusal to sponsor at this level next year</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

### PRINT MEDIA

- Cross-platform media program via *Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert*  
  - Logo recognition in all print advertising pertaining to the event in *Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert* publications  
  - Logo placement in all print advertisements pertaining to the event in *The Globe and Mail* (pre and post awards)

|  | 1/2 big box or leaderboard ad for 1 month | 1/2 big box | 1/2 big box |
|  | ✔ | ✔ | ✔ |

### DIGITAL MEDIA

- Prominent logo placement on website  
  - Placement on any one property of *Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert*  
  - Logo to appear on digital advertising pertaining to the event  
  - Placement in *Canadian Legal Newswire or Deallswire*  
  - Sponsor profile on website  
  - Sponsor Spotlight in *Canadian Legal Newswire at time of signing*

|  | 200 words max. | 150 words max. | 100 words max. |
|  | ✔ | ✔ | ✔ |

### EVENT PRESENCE

- Tables for gala  
  - Logo to appear on backdrop of stage (wide screen, logo rotation)  
  - Logo and write up on event program  
  - Attendee list and seating plan provided  
  - Logo on photo backdrop  
  - Special sponsor recognition  
  - 16 cocktail/après passes  
  - Après/Cocktail sponsor recognition

|  | 1 full table (8 guests) | 1 full table (8 guests) | 1/2 table (4 guests) |
|  | ✔ | ✔ | ✔ |
|  | 200 words max. | 150 words max. | 100 words max. |

* 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 cross-platform media program via Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert
- Logo recognition in all print advertising pertaining to the event in Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert 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 property of Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert for 3 months
- Logo to appear on digital advertising pertaining to the event
- Two big box ads in Canadian Legal Newswire or Dealswire
- 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
- 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 cross-platform media program via Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert
- Logo recognition in all print advertising pertaining to the event in Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert 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 property of Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert for 2 months
- Logo to appear on digital advertising pertaining to the event
- One big box ad in Canadian Legal Newswire or Dealswire
- 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

*All elements are based on availability

For more information, contact us at events@keymedia.com
Sponsorship Opportunities*

Gold sponsor - $20,000

- $7k cross-platform media program via Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert
- Logo recognition in all print advertising pertaining to the event in Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert 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 property of Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert for 1 month
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in Canadian Legal Newswire or Dealswire
- 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 sponsors:
$15,000
(2 available – one Après & one Cocktail)

- First right of refusal to sponsor at this level next year
- $5k cross-platform media program via Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert
- Logo recognition in all print advertising pertaining to the event in Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert 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 property of Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert for 1 month
- Logo to appear on digital advertising pertaining to the event
- One half big box ad in Canadian Legal Newswire or Dealswire
- 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

For more information, contact us at events@keymedia.com

* All elements are based on availability
Sponsorship Opportunities*

Exclusive Award sponsor - $10,000

- Exclusive naming rights for selected category
- Logo recognition in all print advertising pertaining to the event in Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert publications
- Opportunity to present an award during the gala event
- 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
- Sponsor profile on website - 150 words max
- Sponsor spotlight 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 Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert 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 - $3,500

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

Silver sponsor - $10,000

- Logo recognition in all print advertising pertaining to the event in Canadian Lawyer, Canadian Lawyer InHouse, Law Times and Lexpert 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
- Sponsor profile on website -150 words max
- Sponsor spotlight 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

Single Ticket: $995
(Based on availability)

For more information, contact us at events@keymedia.com

* All elements are based on availability
“I just wanted to drop you a quick note to say thank you for putting on such a great evening on Tuesday; on behalf of me personally and our entire Law Department here at Enbridge. It was an excellent event and provided much needed recognition for all the great work that in house legal folks are doing in so many different sectors and shops of all sizes here in Canada.”

Tom Schwarts  
Vice President & General Counsel  
Enbridge

“Thank you for organizing such a wonderful event tonight. It was really impressive and well done.”

Tony Linardi  
General Counsel  
Golder Associates

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Thank You  
to Our 2019 Sponsors

Signature Sponsor  
FASKEN

Platinum Sponsor  
TORYS LLP

Silver Sponsor  
Stikeman Elliott

Cocktail Sponsor  
alt

Gold Sponsor  
GOWLING WLG

Bronze Sponsor  
rochebobois

Bronze Sponsor  
HEURISTICA

Media Partner  
THE GLOBE AND MAIL

Organized By  
KEY MEDIA

Event Partner  
THOMSON REUTERS