

Humber College Corporate
contact: James Cullin (Associate
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416.675.6622 x3800

Ontario Paralegal Association,
1439 Kingston Road,
Toronto, ON, M1N 1R4

www.paralegalcup.ca
community@paralegalcup.ca



October 29, 2014

[NAME]

[TITLE]

[COMPANY]

[ADDRESS]

Dear [Name]:

My name is Fallon Burns and I am the Student Director of the Ontario Paralegal Association (OPA). On behalf of the Board of Directors and the OPA Student Mooting Committee, it is with great pleasure that I invite you to participate as a community partner at the 2014 Paralegal Cup Mooting Competition. The competition date is Saturday, November 1 and 2, 2014 at the Humber College Lakeshore Campus.

The purpose of the extra-curricular Paralegal Cup intercollegiate mooted competition is to create a unique academic opportunity for paralegal students to practise and refine their research, analytical and reasoning skills. All of these career-based skills are invaluable in the legal profession. The competition provides a safe environment to develop these skills. In addition to their written submissions, students are required to present ten-minute oral submissions. Each student team competes in four mooted rounds, alternating between representing the appellant and the respondent. The mooted teams address the identified legal issues for the selected contemporary Canadian case. The competition judges are licensed paralegals, lawyers, members of the judiciary, and educators from the legal community.

Following the competition rounds, the Paralegal Cup committee hosts a formal dinner and banquet to celebrate our students' achievements. This evening features a number of influential keynote speakers and distinguished guests from the legal community. The event serves to be an invaluable opportunity to connect with industry leaders.

Last year's inaugural competition welcomed student teams from five colleges located in the Greater Toronto Area. Our banquet speakers included the chair of the Law Society's Paralegal Standing Committee, a bencher from the Law Society and a member of the Board of Directors of Legal Aid Ontario. The competition generated media attention, including featured articles in SLAW and Lawyer's Weekly.

The 2014 Paralegal Cup banquet theme is **Access to Justice**, following the Law Society of Upper Canada's 'Creating a Climate for Change' Report from the Treasurer's Advisory Group on Access to Justice Symposium. The goal of the banquet theme is to focus on the future of legal services within Ontario's legal profession.

This year's competition will highlight top-tiered students from numerous colleges across the GTA, Southwestern, and Eastern Ontario. We anticipate numerous Members of Provincial Parliament, the Board of Directors of Legal Aid Ontario, Ontario's judiciary, the Law Society of Upper Canada's Paralegal Standing Committee and the 2013 Distinguished Paralegal of the Year recipient. Additionally, we expect five Law Society of Upper Canada benchers and representatives from the Ontario Justice Education Network, College executives, educational professors, administrators, and senior members of the licensed paralegal community.

As a community partner, you become an important supporter of the non-profit mission and goals of the Paralegal Cup. Your involvement provides you with immediate and intimate access to present and future community leaders, college representatives, and influential members of the legal industry. Furthermore, your contribution puts your name front and centre in the expanding and increasingly critical paralegal community. We would like you to take full advantage of this opportunity.

We have a specific variety of benefits available to our community partners. We will be glad to help you identify the benefits that will best suit your needs.

Best Regards,



Fallon Burns

Student Director, Ontario Paralegal Association

Cc: James Cullin, Associate Dean, the Business School, Humber College (Corporate Contact)
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The Paralegal Cup | November 1 and 2, 2014 | Humber College Lakeshore Campus

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The Paralegal Cup Organizing Committee presents several tiered partner packages. Tiered packages offer you the opportunity to support the Intercollegiate Mooting Competition at all levels.

We offer industry exclusivity at the top tier to ensure that there is no competition for attention of the partner's market representation. When you choose the Platinum Partner Opportunity, you guarantee that you are the event's sole and exclusive industry representative at this tier.

Presenting partners are exclusive, premier opportunities, secured on a first-come, first-serve basis. Please see below an overview of the Platinum, Gold, Silver, and Bronze packages and their benefits.

Platinum Partner Opportunity (availability: 3 packages)

This is the premium level of involvement. Put yourself front and centre during the day's competition and evening banquet ceremony.

In return for your support value of **\$5,000.00** or greater, you will receive the preferred status of **industry exclusivity**. Furthermore, you receive verbal **recognition** from the Paralegal Cup speakers and **dedicated event staff** to facilitate your participation.

Additionally, your investment returns the following benefits and opportunities:

- **Display Space:** Reserved **4' x 6' prominent** display location space in the surrounding perimeter of the tournament's main gathering location, featuring on-site interaction with future graduates and attendees.
- **Banners: Exclusive** and dedicated signage prominently displayed on-site, surrounding the perimeter of the tournament's main gathering location. All event participants and spectators view the banners and they are likely to appear in tournament video, photographs and media coverage.
- **Publication: Premium placement** (i.e. inside covers, etc.) of a **full-page** colour advertisement in the program participant guides and banquet materials, distributed to all participants and attendees.
- **Brand Recognition:** The event website will **distinctly** display your corporate brand (728 x 90 pixels 'Leaderboard', IAB Canada Ad Standards). Additional branding opportunities include posters, flyers, pre-event promotion, competition guidebooks, and other promotional materials.
- **Hospitality:** Choice of naming rights for: (i) competition-based awards and trophies and supporting event activity (breakfast or lunch) or (ii) final competition room.
Two complimentary tickets, full access, and reserved seating at the evening banquet.
- **Corporate Responsibility:** An opportunity to raise awareness about your corporate community initiatives within the 4' x 6' display location space.
- **Networking: Personal introduction to banquet keynote speakers and distinguished guests.** Coupon redemption opportunities and opportunity to provide contra – free equipment, services, technology, or staff as part of the value of the partner opportunity.
- **Attendee Gift Bags:** Opportunity to provide prizes for media, marketing materials, giveaways and promotional items for attendee gift bags.

PAGE 1



PARALEGAL SOCIETY OF ONTARIO

Ontario's Authoritative Advocate For Paralegal Professionals

WEBSITE: WWW.PARALEGALSOCIETY.ON.CA

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Gold Partner Opportunity (availability: 2 packages)

This is a supporting level of involvement. Put yourself front and center during the day's competition and evening banquet ceremony.

In return for your support value of **\$2,500.00** or greater, your investment returns the following benefits and opportunities:

- **Display Space:** Reserved **3' x 5' prominent** display location space in the surrounding perimeter of the tournament's main gathering location, featuring on-site interaction with future graduates and attendees.
- **Banners:** Dedicated signage prominently displayed on-site, surrounding the perimeter of the tournament's main gathering location. All event participants and spectators view the banners and they are likely to appear in tournament video, photographs and media coverage.
- **Publication:** A **half-page** colour advertisement in the program participant guides and banquet materials, distributed to all participants and attendees.
- **Brand Recognition:** The event website will **moderately** display your corporate brand (300 x 250 pixels 'Big Box', IAB Canada Ad Standards). Additional branding opportunities include posters, flyers, pre-event promotion, competition guidebooks, and other promotional materials.
- **Hospitality:** **Two complimentary tickets, full access, and reserved seating** at the evening banquet.
- **Corporate Responsibility:** An opportunity to raise awareness about your corporate community initiatives within the 3' x 5' display location space.
- **Networking:** Coupon redemption opportunities and opportunity to provide contra – free equipment, services, technology, or staff as part of the value of the partner opportunity.
- **Attendee Gift Bags:** Opportunity to provide prizes for media, marketing materials, giveaways and promotional items for attendee gift bags.



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Silver Partner Opportunity (availability: 8 packages)

In return for your support value of **\$1,000.00** or greater, your investment returns the following benefits and opportunities:

- **Publication:** a **colour logo icon** and text listing in the program participant guides and banquet materials, distributed to all participants and attendees.
- **Brand Recognition:** The event website will **moderately** display your corporate brand in **colour logo/icon** format (100 x 100 pixels). Additional branding opportunities may include posters, flyers, pre-event promotion, competition guidebooks, and other promotional materials.
- **Attendee Gift Bags:** Opportunity to provide prizes for media, marketing materials, giveaways and promotional items for attendee gift bags.

Bronze Partner Opportunity (availability: unlimited packages)

In return for your support value of **\$500.00** or greater, your investment returns the following benefits and opportunities:

- **Publication:** A **text listing** in the program participant guides and banquet materials, distributed to all participants and attendees.
- **Brand Recognition:** The event website will mention your corporate brand. Additional branding opportunities may include posters, flyers, pre-event promotion, competition guidebooks, and other promotional materials.
- **Attendee Gift Bags:** Opportunity to provide prizes for media, marketing materials, giveaways and promotional items for attendee gift bags.

I anticipate your acceptance of the invitation to support higher education through student participation at the 2014 Paralegal Cup. Ultimately, I am confident that your participation will speak to your desire to give back to the community and enhance the competition's success. It is through your support that the PSO is able to bring this academic event to paralegal students across the province.

The Paralegal Society of Ontario looks forward to your positive confirmation. The Paralegal Cup committee appreciates your consideration.

With sincere thanks,

Fallon Burns

Student Director, Paralegal Society of Ontario

Cc: Janet Wigle-Vence, Treasurer and Interim Director Paralegal Society of Ontario / Ontario Paralegal Association,
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Community Partner Program Contract *

In consideration of those respective benefits, as outlined on *Pages 1 to 3* of this document, the receipt and sufficiency of which are hereafter to be delivered, the undersigned hereby irrevocably contracts with the Ontario Paralegal Association (OPA), formerly the Paralegal Society of Ontario (PSO) to be a community partner of the 2014 Paralegal Cup in accordance with the following specifications, terms and conditions:

Date and Time of Event to be Sponsored: November 1 and 2, 2014

Location of Event to be Sponsored:

Name of Undersigned Sponsor:

Sponsor's Mailing Address:

Town or City:

Province:

Postal Code:

Telephone:

Facsimile:

e-mail:

Name of Contact Person:

Level of Sponsorship:

- Platinum Gold
- Silver Bronze

*** Respective Sponsorship Fee Amount Payable:** \$

Due Date for Payment:

* This contract is to be completed and signed and, along with the payment as indicated (*by way of bank draft, money order or cheque made payable to the PARALEGAL SOCIETY OF ONTARIO*) mailed to Treasurer of the PSO in advance of the Event.

Payment is to be received by the PSO not later than the due shown above.

Dated at the _____ of _____ this ____ day of _____, 2014.

Name of Sponsor: _____

Per: _____

(I have authority to bind the party or corporation so named)



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