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## Greetings,

My name is Madeline Williams. I am the Paralegal Cup Coordinator at Humber College's Lakeshore Campus. On behalf of the Paralegal Cup Steering Committee, I invite you to participate in the Paralegal Cup Intercollegiate Mooting Competition **2015 Community Partner Program**. The competition date is November 21 and 22, 2015 at the Humber College Lakeshore Campus in Toronto. The Paralegal Cup is the only mooted competition in Ontario that is exclusive to Paralegal students enrolled in a Certificate or Diploma program. The competition strengthens student advocacy and critical thinking skills by focusing on oral and written advocacy, professionalism, and resiliency. Mooting requires students to research relevant substantive law to prepare their oral and written submissions. The theme of this year's Paralegal Cup is **Professionalism and Civility**.

Your involvement, as a Paralegal Cup Community Partner, provides you with immediate and intimate access to present and future community leaders, college representatives, and influential members of the paralegal industry. Your contribution puts your name front and centre in the expanding paralegal community. The Paralegal Cup has received robust media attention, including featured articles in Lawyer's Weekly, SLAW, the LSUC Gazette, and AdvocateDaily.com. The Paralegal Cup has appeared in numerous official college advertisements on Toronto Subway posters and in print advertisements. As a Community Partner, you enjoy the affiliation with this community project; you may capitalize on our growing presence on various college campuses both in person and through our website, and various social media outlets. As a Paralegal Cup Community Partner, you are associated with our attention.

As an official Community Partner Program participant, you are an important supporter of the non-profit mission and goals of the Paralegal Cup. Your contribution puts your name front and centre in the expanding paralegal community. With the ever-increasing engagement from the legal community, the Paralegal Cup is a great opportunity for students to display their talent to prospective employers. Following our day of competitive mooted, all of the participants, volunteers, and judges stay for a formal dinner and cocktail session, celebrating the students' successes. As a Community Partner, we invite you to our banquet where you would be able to interact with the participants informally and in a relaxed environment.

This year's competition will highlight top-tiered students from colleges across the Greater Toronto Area, Southwestern, and Eastern Ontario. Some of our anticipated guests include Mr. Robert Lapper and Ms. Janet Minor, Law Society of Upper Canada CEO and Treasurer, respectively, and numerous benchers. Also in attendance will be members of Ontario's judiciary, directors of Legal Aid Ontario, William J Simpson Distinguished Paralegals, and other community leaders from the legal profession. We have many leading academics in the field of legal education, including, college Vice Presidents, Deans, administrators, and other tenured faculty members from colleges across Ontario.

We have a specific variety of benefits available to our Community Partners. We would be glad to help identify the package that best suits your needs. Please do not hesitate to contact me for further information.

We hope that you will join us for the Paralegal Cup intercollegiate mooted competition on the weekend of November 21 and 22, 2015.

Best Regards,

*Madeline Williams*

**Madeline Williams, on behalf of the 2015 Paralegal Cup Steering Committee**

*Paralegal Cup Coordinator, the Business School*

Cc: James Cullin, Associate Dean, the Business School, Humber College (Corporate Contact)  
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To learn more about the history of the Paralegal Cup, including reactions from previous students and volunteers, visit our website at [www.paralegalcup.ca](http://www.paralegalcup.ca)

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The Paralegal Cup Steering 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.

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



### **Gold Partner Opportunity**

This package gives you the opportunity to display your name/business with prominence throughout the weekend competitions and formal evening dinner, while showing the highest level of support for the Paralegal Cup.

With a contribution 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 participant guides and banquet materials, distributed to all participants and attendees.
-  **Brand Recognition:** The event website will spotlight 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's formal dinner.
-  **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 to be distributed to all attendees.

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### **Silver Partner Opportunity**

With a contribution of **\$1,000.00** or greater, your investment returns the following benefits and opportunities:

-  **Publication:** a **colour logo icon** and text listing in the 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 to be distributed to all attendees.



### **Bronze Partner Opportunity (availability: unlimited packages)**

With a contribution of **\$500.00** or greater, your investment returns the following benefits and opportunities:

-  **Publication:** A **text listing** in the 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 to be distributed to all attendees.

We hope you will take advantage of this incredible opportunity to support higher education through student participation at the 2015 Paralegal Cup. Ultimately, we are 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 Paralegal Cup Moot is able to bring this academic event to paralegal students across the province.

The Paralegal Cup Moot looks forward to your positive confirmation. Please kindly **RSVP** to Madeline Williams, by email [paralegalcup@gmail.com](mailto:paralegalcup@gmail.com) by mail.

The Paralegal Cup committee appreciates your consideration.

Best Regards,

*Madeline Williams*

**Madeline Williams, on behalf of the 2015 Paralegal Cup Steering Committee**

*Paralegal Cup Coordinator, the Business School*

Cc: James Cullin, Associate Dean, the Business School, Humber College (Corporate Contact)

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