

**SPONSORSHIP OPPORTUNITIES**



**14<sup>TH</sup> ANNUAL  
CASLA CONFERENCE  
ON CANADIAN  
SECURITIES LENDING**

**CASLA** | Canadian Securities  
Lending Association

THURSDAY JUNE 6, 2024  
THE OMNI KING EDWARD HOTEL TORONTO



# SPONSORSHIP OPPORTUNITIES

## ABOUT THE CANADIAN SECURITIES LENDING ASSOCIATION

CASLA works with Canadian regulators, self-regulatory organizations and other market participants to ensure the long-term viability of the Canadian securities lending industry and the adoption of best practices.

CASLA seeks to enhance the public's understanding of securities lending and the role it plays in Canada's financial markets.

## OUR GOALS

- Enhance the public's understanding of securities lending and the role it plays in Canada
- Develop strong linkages with similar global trade associations
- Provide a forum to share and exchange ideas, information as well as best practices across the industry
- Work with regulators and other industry associations to ensure an efficient and secure marketplace
- Advocate for the interests of our members, be an agent of change for technological regression, deliver benefits and create a 'best-in-class' operating environment

## BENEFITS OF SPONSORING AT CASLA 2024

- Enhance brand awareness among the Canadian Securities Finance landscape
- Demonstrate thought leadership in the Securities Finance sector
- International reach through global presence
- Create new relationships and connect with new counterparties
- Grow your business

# SPONSORSHIP OPPORTUNITIES

## KEYNOTE SPEAKER SPONSOR

**\$10,000**

- One (1) representative from the sponsoring company to introduce the keynote speaker
- Two (2) complimentary passes
- Company logo displayed on CASLA website and social media
- Company logo displayed on common signage throughout venue and any additional conference collateral
- Option to include 200 units of promotional material in attendee “swag bag”

## TITLE SPONSOR

**\$8,500**

- Three (3) complimentary passes
- Company logo displayed on CASLA website and social media
- Company logo displayed on common signage throughout venue and any additional conference collateral
- Option to include 200 units of promotional material in attendee “swag bag”

**MULTIPLE  
OPPORTUNITIES**

## HEADSHOT BOOTH SPONSOR

**\$4,000**

- One (1) complimentary pass
- Company logo displayed on CASLA website and social media
- Company logo displayed on common signage throughout venue and any additional conference collateral
- Option to include 200 units of promotional material in attendee “swag bag”

## CONTRIBUTING SPONSOR

**\$3,500**

- Company logo displayed on CASLA website and social media
- Company logo displayed on common signage throughout venue and any additional conference collateral
- Option to include 200 units of promotional material in attendee “swag bag”

**MULTIPLE  
OPPORTUNITIES**

# SPONSORSHIP REGISTRATION

## PLEASE CHECK THE APPROPRIATE BOX:

KEYNOTE SPEAKER SPONSOR

TITLE SPONSOR  
(MULTIPLE OPPORTUNITIES)

HEADSHOT BOOTH SPONSOR

CONTRIBUTING SPONSOR  
(MULTIPLE OPPORTUNITIES)

## SPONSOR INFORMATION

ORGANIZATION

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CONTACT

TITLE

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ADDRESS

CITY

PROVINCE

POSTAL CODE

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PHONE

FAX

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EMAIL

WEBSITE

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Submit to: [events@canseclend.com](mailto:events@canseclend.com)