

CULTIVATE RELATIONSHIPS
WITH YOUR TARGET
MARKET

Thank you for your interest in the British Columbia Legal Management Association (BCLMA)! Your support and involvement helps ensure that we can continue to provide high-quality events to BCLMA Member Firms, their administrators and their managers. Our educational and social networking events provide you many opportunities to cultivate relationships with your target market.

Currently, BCLMA has 345 individuals representing 115 law firms across the province—and each year we continue to grow. Our members are leaders in their law firms in the areas of finance, human resources, facilities and services, knowledge management, information technology, and administration.

BCLMA offers different levels of sponsorship allowing business partners to customize their contributions to balance their fiscal responsibilities with the profile they wish to establish amongst the BCLMA membership and in the legal community.

For BCLMA's 2012 events, sponsorship opportunities are available in limited quantities on a first-come, first-served basis and at the discretion of the Board of Directors.

Attached, you will find an overview of our sponsorship program and a registration form. Please send your completed form to us as soon as possible to ensure you are included in our 2012 Sponsorship Program.

We value and greatly appreciate the relationships we have developed with our contributors over the years and look forward to strengthening those relationships in 2012.

If you have any questions regarding the program, please do not hesitate to contact us.

Sincerely,



Ernie Gauvreau
BCLMA President

sponsorship
contacts

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SPONSORSHIP CONNECTS
YOU WITH POTENTIAL
CLIENTS

sponsorship events

Educational Events

- > Speaker Lunch
February 2012
(60-80 attendees)
- > Annual Managing Partners Event
October 2012
(60-80 attendees)

Social Networking Events

- > Summer Social
June 2012
(80-100 attendees)
- > Winter Social
December 2012
(90-120 attendees)

PREMIER SPONSOR | \$7,000

Two packages available for Educational and Social Networking Events

Benefits:

- > Recognition as a Premier Sponsor at each BCLMA Educational and Social Networking event
- > 3 tickets to each of the events
- > Company name & logo on the event invitations and marketing materials
- > Company sign at the events identifying your company as a Premier Sponsor
- > Opportunity to display brochures or promotional materials
- > Verbal recognition at the events
- > Opportunity to introduce guest speaker and/or presentation of speaker gift at an event (as applicable)
- > Recognition of Premier Sponsorship in BCLMA newsletter
- > Company name and logo hyperlinked on BCLMA website's Business Partners' page identifying your company as a Premier Sponsor
- > Company name & logo on rotation on BCLMA website's home page identifying your company as a Premier Sponsor
- > Complimentary company listing, BCLMA Business Directory for one year
- > Opportunity to place one half-page ad in BCLMA Newsletter "Topics" for 2012

SPONSORSHIP CONNECTS
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sponsorship events

Social Networking Events

- > Summer Social
June 2012
(80-100 attendees)
- > Winter Social
December 2012
(90-120 attendees)

EVENT SPONSOR | \$3,500

Two packages available for each Social Networking Event

Benefits:

- > Recognition as an Event Sponsor for 1 BCLMA Social Networking Event
- > 2 tickets to company's chosen sponsored Social Networking Event (the "Chosen Event")
- > 2 tickets to 1 other BCLMA Social Networking Event
- > Company name & logo on the Chosen Event invitation and marketing materials
- > Company sign at the Chosen Event identifying your company as an Event Sponsor
- > Opportunity to display brochures or promotional materials
- > Verbal recognition of contribution at the Chosen Event
- > Opportunity to present draw prizes to the winners
- > Recognition of sponsorship in BCLMA Newsletter
- > Company name and logo hyperlinked on BCLMA website's Business Partners' page
- > Company name & logo on rotation on BCLMA website's home page identifying your company as an Event Sponsor
- > Complimentary company listing, BCLMA Business Directory for one year

CONTRIBUTOR SPONSOR | \$1,500

Two packages available for each Social Networking Event

Only one contributor sponsorship available per vendor per year

Benefits:

- > 2 tickets to 1 BCLMA Social Networking Event
- > Company name & logo on event invitation identifying your company as a Contributor Sponsor
- > Company sign at your chosen event, identifying your company as a Contributor Sponsor
- > Verbal recognition of contribution at BCLMA event
- > Company name and logo hyperlinked on BCLMA website's Business Partners' page
- > Recognition of sponsorship in BCLMA Newsletter

SPONSORSHIP CONNECTS
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IN-KIND SPONSOR

Draw prize or production donation, minimum \$100

Benefits:

- > Acknowledgement of your company name at time of giveaway
- > Recognition of sponsorship in BCLMA newsletter

OTHER SPONSORSHIP OPPORTUNITIES

VENDOR DIRECTORY | \$350

Benefits:

- > Company name listed on BCLMA website in the Business Directory (per calendar year, pro-rated)

BCLMA NEWSLETTER TOPICS | see attached rate sheet

Benefits:

- > Quarterly e-newsletter (distribution 450 people) and posted on the BCLMA website

BCLMA BI-ANNUAL CONFERENCE | see attached information

October 26 - 27, 2012

Benefits:

- > Sponsorship and exhibitor opportunities

Company name: _____
(The name printed here will appear on all sponsorship material)

Contact name: _____

Mailing address: _____

City: _____ Prov: _____ Postal code: _____

Phone: _____ Fax: _____

Email address of contact person: _____

Company website: _____

We would like to be a **Premier Sponsor**: Yes No

We would like to be an **Event Sponsor**: Yes No

If Yes, the Social Networking Event we wish to sponsor in order of preference is:

1st choice: _____ 2nd choice: _____

We would like to be a **Contributor Sponsor**: Yes No

If Yes, the Social Networking Event we wish to attend in order of preference is:

1st choice: _____ 2nd choice: _____

We would like to be an **In-Kind Sponsor**: Yes No

We are interested in other sponsorship opportunities and would like to be contacted to discuss further details:

Yes No

Thank you for your support!

Please complete this registration form and return to:

Lori-ann Birdsall
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E: lbirdsall@lklaw.ca