

# 2018 bclma

## SPONSORSHIP PROGRAM

## INTRODUCTION

### 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 over 515 individuals representing 190 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, litigation support, marketing, learning and development 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. **New this year:** Package prices (except for the Premier level) have been lowered to allow more opportunities for participation amongst our business partners. Sponsorship opportunities are available 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 2018 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 2018.

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

Sincerely,



Lorraine Burchynsky  
BCLMA President

### sponsorship contacts

#### Rob Walls

BCLMA Director &  
Business Partner Liaison  
604.605.8340  
rwalls@boughtonlaw.com

#### Jane Kennedy

BCLMA Administrator  
& Membership Services  
604.988.1221  
info@bclma.org

SPONSORSHIP CONNECTS  
YOU WITH POTENTIAL  
CLIENTS

## sponsorship events

### **BCLMA Educational Event**

> October 2018  
(70+ attendees)

### **Annual Managing Partners Event**

> November 2018  
(90+ attendees)

### **Social Networking Events**

> Summer Social  
June 7, 2018  
(130+ attendees)

> Winter Social  
November 29, 2018  
(140+ attendees)

## PREMIER SPONSOR | \$8,000

Three packages available for Educational and Social Networking Events

Benefits:

- > Recognition as a Premier Sponsor at BCLMA Educational and Social Networking events
- > 4 tickets to each of the events
- > Company name & logo on the event invitations and marketing materials
- > 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 present draw prizes to the winners
- > Recognition of Premier Sponsorship in BCLMA newsletter
- > Company name & hyperlinked logo on BCLMA's website pages identifying your company as a Premier Sponsor
- > Company name and logo hyperlinked on BCLMA website's Business Partners' 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 2018
- > Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2018 Premier Business Sponsor for marketing purposes
- > Supported by the BCLMA's Social Media program which actively engages with our sponsors via various social media channels including Twitter, Instagram and LinkedIn, posting about, re-tweeting and sharing posts from our sponsors

SPONSORSHIP CONNECTS  
YOU WITH POTENTIAL  
CLIENTS

## sponsorship events

### Social Networking Events

- > Summer Social  
June 7, 2018  
(130+ attendees)
- > Winter Social  
November 29, 2018  
(140+ attendees)

### EVENT SPONSOR | \$3,500

Three 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
- > 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 a draw prize to the winner
- > Recognition of sponsorship in BCLMA Newsletter
- > Company name and logo hyperlinked on BCLMA website's Business Partners' page
- > Complimentary company listing, BCLMA Business Directory for one year
- > Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2018 Proud Sponsor for marketing purposes
- > Supported by the BCLMA's Social Media program which actively engages with our sponsors via various social media channels including Twitter, Instagram and LinkedIn, posting about, re-tweeting and sharing posts from our sponsors

SPONSORSHIP CONNECTS  
YOU WITH POTENTIAL  
CLIENTS

## sponsorship events

### Social Networking Events

- > Summer Social  
June 7, 2018  
(130+ attendees)
- > Winter Social  
November 29, 2018  
(140+ attendees)

## CONTRIBUTOR SPONSOR | \$1,500

Five 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
- > Sign at your chosen event, identifying your company as a Contributor Sponsor
- > Verbal recognition of contribution at BCLMA event
- > Opportunity to present a draw prize to the winner
- > Company name and logo hyperlinked on BCLMA website's Business Partners' page
- > Recognition of sponsorship in BCLMA Newsletter
- > Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2018 Business Partner for marketing purposes
- > Supported by the BCLMA's Social Media program which actively engages with our sponsors via various social media channels including Twitter, Instagram and LinkedIn, posting about, re-tweeting and sharing posts from our sponsors

## OTHER SPONSORSHIP OPPORTUNITIES

### VENDOR DIRECTORY | \$350

Benefits:

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

\*See attached registration form

### BCLMA NEWSLETTER TOPICS | see attached rate sheet

Benefits:

- > Quarterly e-newsletter (distribution 600 people) and posted on the BCLMA website

Company name: \_\_\_\_\_

*(The name printed here will appear on all sponsorship material)*

Contact name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_

Prov: \_\_\_\_\_

Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Email address of contact person: \_\_\_\_\_

Company Twitter handle: \_\_\_\_\_

Company Instagram handle: \_\_\_\_\_

We would like to be a **Premier Sponsor**.

We would like to be an **Event Sponsor**. 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**. The Social Networking Event we wish to attend in order of preference is:

1st choice: \_\_\_\_\_

2nd choice: \_\_\_\_\_

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

**Please complete this  
registration form and email to:**

Rob Walls

P: 604.605.8340

E: rwalls@boughtonlaw.com

Thank you for your support!

2018

bclma

BUSINESS DIRECTORY

BCLMA Website

APPLICATION FORM

## pricing per annum

### BCLMA Premier & Event Sponsors

no charge

### All other businesses

\$350 + \$17.50 GST = \$367.50

Listings are valid until  
December 31, 2018

Company name:

*(Please print)*

Contact name:

Mailing address:

Phone:

Fax:

Email address of contact person:

Company website:

**I have included a 50-word (or less) description of my company and my company logo in JPG format (72 dpi) with this application.**

You may check up to 3 categories and 3 choices within each category:

#### Facilities

- Architects/Designers
- Binding Services
- Carpet/Fabric Care
- Catering
- Coffee/Refreshments
- Construction
- Copiers
- Courier
- Document Destruction
- Ergonomics
- Facility Management
- File Cabinet Systems
- Furniture Restoration
- Kitchen Supplies
- Office Furniture
- Office Repair Services
- Office Supplies
- Records Management
- Relocation Services
- Telephone Systems

#### Finance

- Collections
- Cost Recovery
- Financial Services
- Leasing
- Time Billing

#### General

- Flowers
- Hotel/Restaurants
- Insurance
- Language Services
- Litigation Support
- Management Consultants
- Photography
- Process Serving
- Professional Associations
- Search/Registration Services
- Legal Listing Publication

#### Human Resources

- Benefit & Retirement Programs
- Corporate Gifts
- Ergonomics
- Health & Fitness
- Legal Staffing
- Training & Development

#### Marketing

- Advertising/Branding
- Brochure Design
- Consultants
- Corporate Gifts
- CRM
- Graphic Design
- Printer/Engraver
- Promotional Products
- Website Development

#### Technology

- Computer Hardware
- Computer Software
- Conference Call Services
- Consulting
- Digital Dictation
- Document Management
- Internet Services
- Media Storage
- Network Integration
- Printers
- Tech Support Services
- Telephone Support Services
- Toner Cartridges
- Video Conferencing

Topics is a full-colour e-newsletter published four times a year and distributed to over 500 members. Its content includes a wide range of subjects of interest to the management of law firms in British Columbia. Topics is designed for letter size paper and distributed as a high-quality interactive PDF.

**Advertisement delivery:** Advertisements may be in colour or black and white in either PDF or TIFF formats. Image resolution should be no lower than 150 DPI. Files can be emailed to Alicia at alb@bht.com and large files can be uploaded via free file-transfer service, WeTransfer, at www.wetransfer.com.

**Discounts and extra charges:** 5% discount to advertisers purchasing four consecutive ads. If an advertisement fails to pass preflight, extra charges are incurred according to the amount of time required to resolve the issue.

**BC Legal Management Association**

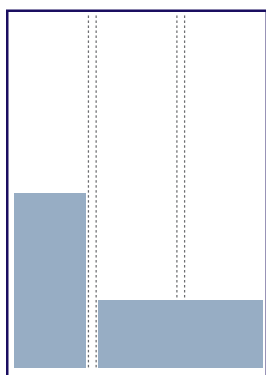
c/o Alicia Bond  
 Norton Rose Fulbright  
 1800 – 510 West Georgia Street  
 Vancouver, BC  
 V6B 0M3  
 T: 604-641-4520  
 F: 604-641-4949  
 alicia.bond@nortonrosefulbright.com

<input type="checkbox"/> Full Page	520 × 716 pts	\$725
<input type="checkbox"/> Half Page Horizontal	520 × 356 pts	\$380
<input type="checkbox"/> Half Page Vertical	343 × 500 pts	\$380
<input type="checkbox"/> Banner	520 × 176 pts	\$250
<input type="checkbox"/> Third Page Vertical	166 × 716 pts	\$250
<input type="checkbox"/> Third Page Square	343 × 349 pts	\$250
<input type="checkbox"/> Sixth Page Vertical	166 × 356 pts	\$135
<input type="checkbox"/> Sixth Page Horizontal	343 × 176 pts	\$135

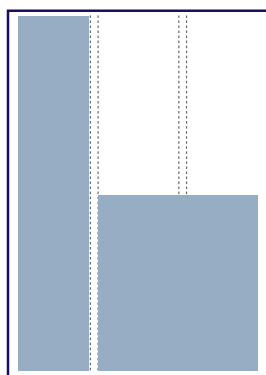
**Issues:**  Spring  Summer  Fall  Winter

*Purchase four consecutive ads for a 5% discount.*

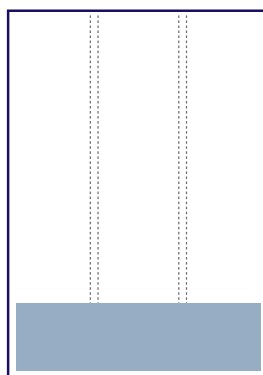
Advertisement prices do not include tax. BCLMA GST #88439 5708. Effective December 2017



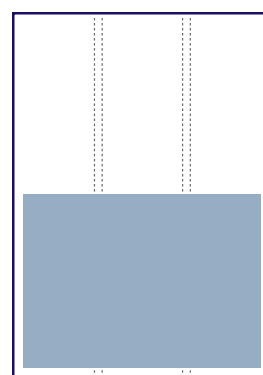
Sixth Page



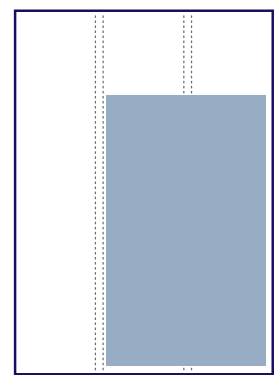
Third Page



Banner



Half Page Horizontal



Half Page Vertical

**Company Name:** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

**Contact:** \_\_\_\_\_ Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_