

2020 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 550 individuals representing 190 law firms across the province. 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. Package prices remain the same for 2020. 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 2020 Sponsorship Program.

We value and greatly appreciate the relationships we have developed with our business partners over the years and look forward to strengthening those relationships in 2020.

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 Events

- > February 2020 (estimated date)
New website launch
- > October 2020
(70+ attendees)

Annual Managing Partners Event

- > November 2020
(90+ attendees)

Social Networking Events

- > Summer Social
June 2020
(130+ attendees)
- > Winter Social
November 2020
(180+ 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.
- > 3 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 winner at social networking events.
- > 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 complimentary ad in BCLMA Newsletter "Topics" in 2020.
- > Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2020 Premier Business Sponsor for marketing purposes
- > Opportunity to submit branded white papers, to be considered for posting in the Resource Centre on the BCLMA website. This opportunity will allow your company to highlight thought leadership and showcase your products or services.
- > 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

Social Networking Events

- > Summer Social
June 2020
(130+ attendees)
- > Winter Social
November 2020
(180+ 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 (Summer or Winter Social).
- > 2 tickets to the other BCLMA Social Networking Event to attend as a guest.
- > 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 at the Chosen Event.
- > 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 2020 Proud Sponsor for marketing purposes.
- > Opportunity to submit branded white papers, to be considered for posting in the Resource Centre on the BCLMA website. This opportunity will allow your company to highlight thought leadership and showcase your products or services.
- > 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 2020
(130+ attendees)
- > Winter Social
November 2020
(180+ 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 2020 Business Partner for marketing purposes.
- > Opportunity to submit branded white papers, to be considered for posting in the Resource Centre on the BCLMA website. This opportunity will allow your company to highlight thought leadership and showcase your products or services.
- > 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:

- > E-newsletter (distribution 550+ members) published 3 times a year 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!

2020

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, 2020

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
- Courier
- Document Destruction
- Ergonomics
- Facility Management
- File Cabinet Systems
- Furniture Restoration
- 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
- Search/Registration Services
- Legal Listing Publication

Human Resources

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

Marketing

- Advertising/Branding
- Consultants
- Corporate Gifts
- CRM
- Graphic Design
- Printing Services
- Promotional Products
- Website Development

Technology

- Computer Hardware
- Computer Software
- Conference Call Services
- Consulting
- Copiers
- 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 three times a year and distributed to over 550 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 Ronda at rsmlyth@rbs.ca 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 three 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

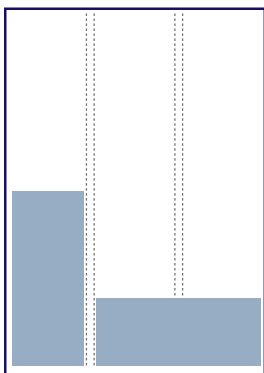
c/o Ronda Smyth
 Richards Buell Sutton LLP
 200, 10233 - 153 Street
 Surrey, BC
 V3R 0Z7
 T: 604-582-7743
 rsmlyth@rbs.ca

<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

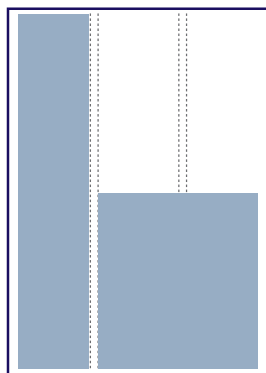
Issues: Summer (July) Winter (Dec) Spring (Mar)

Purchase three consecutive ads for a 5% discount.

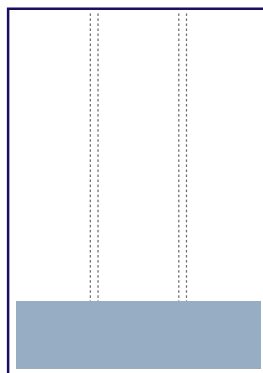
Advertisement prices do not include tax. BCLMA GST #88439 5708. Effective January 1, 2020.



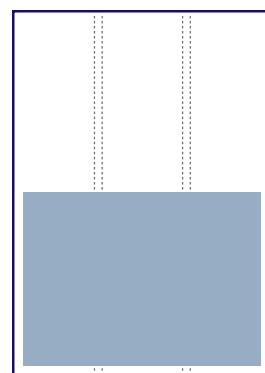
Sixth Page



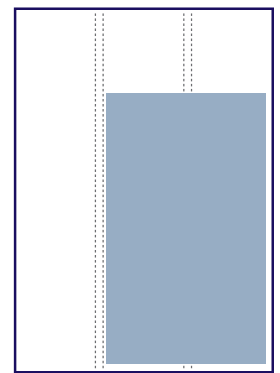
Third Page



Banner



Half Page Horizontal



Half Page Vertical

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact: _____ Telephone: _____ Email: _____

Signature: _____ Date: _____