

2021 bclma *sponsorship program*

Introduction

Thank you for your interest in the British Columbia Legal Management Association! Your support and involvement helps us to provide high-quality events to BCLMA Member Firms, their administrators and their managers. Our educational and social events, quarterly newsletter, and biennial conference all provide you many opportunities to cultivate business relationships with your target market.

BCLMA has more than 550 individuals representing almost 200 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 technology, marketing, learning and development and administration.

BCLMA offers different levels of sponsorship so that business partners can customize their contributions to balance their fiscal responsibilities with the profile they wish to establish amongst the BCLMA membership and in the legal community. Sponsorship opportunities are available on a first-come, first-served basis and at the discretion of the Board of Directors.

Although the pandemic impacted our roster of events for 2020, we are planning for a best-case scenario for 2021. Our events bring the best of the best together with a view to share, collaborate, and grow, and we intend for 2021 to be no different.

Some of our events might still need to be hosted virtually. In those cases, sponsorship options could offer opportunities for vendors to present online materials such as brief videos, contribute as a guest speaker on a virtual platform, conduct online polling or surveys, and more. The BCLMA is committed to our members and our partners and their connection to one another.

Attached, you will find an overview of our sponsorship program and a registration form. Please submit your completed form as soon as possible to ensure your participation in our 2021 Sponsorship Program. As circumstances evolve, so too will the features and benefits of each sponsorship level. As event dates near, we will work with you to create a virtual experience that brings you value.

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 2021.

Please contact us if you have any questions or require additional information.

Sincerely,

Naomi Anderson
BCLMA President

Sponsorship Contacts

Rubyna Jinnah

BCLMA Director & Business Partner Liaison
604.639.1755
rjinnah@hhbg.ca

Jane Kennedy

BCLMA Administrator & Membership Services
604.988.1221
info@bclma.org

Sponsorship Packages

Premier Sponsor | \$8,000

Three (3) packages available for Educational and Social Networking Events

Benefits:

- Recognition as a Premier Sponsor at BCLMA Educational and Social Networking events.
* Opportunity to speak at the beginning or end of an event selected by BCLMA
- Three (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 in the BCLMA Business Directory for one (1) year.
- Opportunity to place one (1) half-page complimentary advertisement or advertorial in BCLMA Newsletter "Topics"

Connect with potential clients.

- Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2021 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, sharing posts from our sponsors and exposure before sponsored event.

Sponsorship Events

- Industry Panel - February 2021 (60 + attendees)
- Webinar Series - April 3, 27, May 11 (70+ attendees)
One premier sponsor per webinar
- Speaker Event - June 3 (60 + attendees)
- Speaker Event - Fall (60+ attendees)
- Managing Partner Event - November 2021 (80+attendees)
- Networking Events
 - > Summer Social - June 3, 2021 (130+ attendees)
 - > Winter Social - November 25, 2021 (180+ attendees)

Event Sponsor | \$3,500

Three (3) packages available for each Social Networking Event

Benefits:

- Recognition as an Event Sponsor for one (1) BCLMA Social Networking Event.
- Two (2) tickets to company's chosen sponsored Social Networking Event (Summer or Winter Social).
- Two (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 in the BCLMA Business Directory for one (1) year.
- Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2021 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, sharing posts from our sponsors and exposure before sponsored event.

Sponsorship Events

- Networking Events
 - > Summer Social - June 3, 2021 (130+ attendees)
 - > Winter Social - November 25, 2021 (180+ attendees)

Network with our diverse membership.

Contributor Sponsor | \$1,500

Five (5) packages available for each Social Networking Event

Only one (1) contributor sponsorship available per vendor per year

Benefits:

- Two (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 2021 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 and exposure before sponsored event

Sponsorship Events

- Networking Events
 - > Summer Social - June 3, 2021 (130+ attendees)
 - > Winter Social - November 25, 2021 (180+ attendees)

Other Sponsorship Opportunities

Vendor Directory | \$350

- Company name listed on BCLMA website in the Business Directory (per calendar year, pro-rated).
*see attached registration form

BCLMA Newsletter | see attached order

- E-newsletter (distribution 550+ members) published three (3) times a year and posted on the BCLMA website.

Sponsorship Registration Form

Premier Sponsor

Event Sponsor
1st choice event:

2nd choice event:

Contributor Sponsor
1st choice event:

2nd choice event:

Company Name:

Contact Name:

Phone Number:

Email of Contact Person:

Mailing Address:

Company Website:

Twitter Handle:

Instagram Handle:

Company Description:

Interested in sponsorship but not sure which option is the best fit for you? Provide your details below and one of our directors will contact you to further discuss a package that best suits your needs.

Please complete this registration form and email to:

Rubyna Jinnah
604.639.1755
rjinnah@hhbg.ca

Business Directory Application Form

Annual Pricing

- BCLMA Premier & Event Sponsors - no charge
- All other businesses
\$350 + \$17.50 GST = \$367.50

Listings are valid until
December 31, 2021

Company Name:

Contact Name:

Phone Number:

Email of Contact Person:

Mailing Address:

Company Website:

Twitter Handle:

Instagram Handle:

Company Description:

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

Website minimum requirements:

- high resolution full colour files
- transparent logo files (PNG)
- minimum 500 pixels wide

You may circle 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

Newsletter Insertion Order

Topics is a full-colour 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.

Contact Info

BC Legal Management Association
 c/o Ronda Smyth Richards Buell Sutton LLP
 200, 10233 - 153 Street
 Surrey, BC V3R 0Z7
 604-595-2319
 rsmlyth@rbs.ca

Discounts & 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.

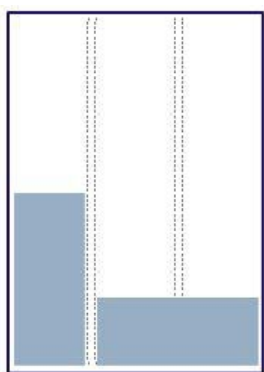
Purchase three consecutive ads for a 5% discount.

Advertisement prices do not include tax.
 BCLMA GST #88439 5708.
 Effective January 1, 2021.

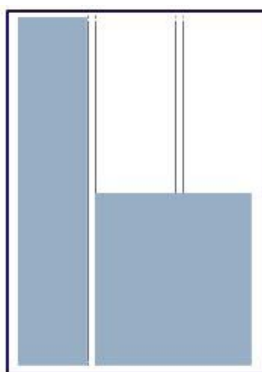
<input type="checkbox"/>	Full Page	520 × 716 pts	\$725
<input type="checkbox"/>	Half Page Horizontal	520 × 356 pts	\$380
<input type="checkbox"/>	Half Page Vertical	343 × 500 pts	\$380
<input type="checkbox"/>	Banner	520 × 176 pts	\$250
<input type="checkbox"/>	Third Page Vertical	166 × 716 pts	\$250
<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
<input type="checkbox"/>	Advertorial Horizontal	520 × 356 pts	\$425
<input type="checkbox"/>	Advertorial Vertical	343 × 500 pts	\$425

Issues

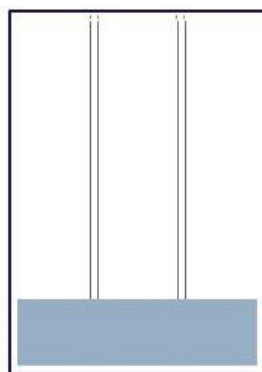
- Summer (July)
- Winter (December)
- Spring (March)



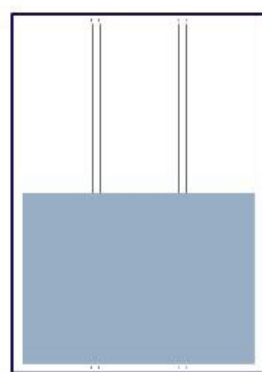
Sixth Page



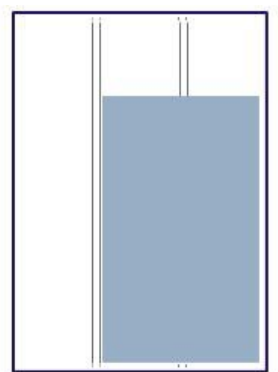
Third Page



Banner



Half Page Horizontal



Half Page Vertical

Company Name:

Contact Name:

Phone Number:

Email of Contact Person:

Mailing Address:

Signature:

Date: