

2022 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.

Our events bring the best of the best together with a view to share, collaborate, and grow, and we intend for 2022 to be no different.

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 2022 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 2022.

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

Sincerely,

Lorraine Burchynsky
BCLMA President

Sponsorship Contacts

Rubyna Jinnah

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Sponsorship Packages

Connect with potential clients.

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 (excluding signage).
- 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" in 2022.

- Opportunity to use a custom BCLMA logo identifying your company as a BCLMA 2022 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 Facebook, Twitter, Instagram and LinkedIn, posting about, re-tweeting, sharing posts from our sponsors and exposure before } sponsored event.
- Opportunity for company webinar or educational event information to be distributed to BCLMA targeted members and posted on our calendar of events page. Scheduling is up to the discretion of the BCLMA administration.

Sponsorship Events

- Speaker Event - TBA (60 + attendees)
- Speaker Event - Fall (60+ attendees)
- Managing Partner Event - November 2022 (80+attendees)
- Networking Events
 - > Summer Social - June 2, 2022 (130+ attendees)
 - > Winter Social - November 17, 2022 (160+ 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 (excluding signage).
 - 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 2022 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 Facebook, Twitter, Instagram and LinkedIn, posting about, re-tweeting, sharing posts from our sponsors and exposure before sponsored event.
 - Opportunity for company webinar or educational event information to be distributed to BCLMA targeted members. Scheduling is up to the discretion of the BCLMA administration.

Sponsorship Events

- Networking Events
 - > Summer Social - June 2, 2022 (130+ attendees)
 - > Winter Social - November 17, 2022 (160+ 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 2022 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 Facebook, 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 2, 2022 (130+ attendees)
 - > Winter Social - November 17, 2022 (160+ attendees)

Other Sponsorship Opportunities

Vendor Directory | \$395

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

BCLMA Newsletter

- 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:

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
\$395 + \$19.75 GST = \$414.75

**Listings are valid until
December 31, 2022**

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
- logo files - PNG and .JPG required
- minimum 500 pixels wide

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

Facilities

- Architects/Designers
- 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

- Accounting Software
- Cost Recovery
- Financial Services
- 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