

CALIFORNIA LAWYERS ASSOCIATION



REAL PROPERTY LAW SECTION

CLA RPLS Sponsorship Activities

The Real Property Law Section [“RPLS”], with approximately 6,500 members, is one of the largest sections of the California Lawyers Association. RPLS coordinates educational programs, social events and materials (including through our monthly E-Bulletin and Quarterly Journal) for California’s diverse real estate attorneys, and serves as a forum for communicating information to its members on current developments and trends in real property law. RPLS also provides opportunities to network and develop relationships with lawyers and other professionals in the real estate industry. The RPLS enthusiastically embraces and encourages diversity and inclusion in Section Membership.

You have an opportunity to invest in either a yearly sponsorship or on a per event basis.



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List of RPLS Events

| Date | Event |
|------------------|--|
| February 7, 2019 | REAL Symposium: Palo Alto, CA |
| May 2-5, 2019 | 38 th Annual Spring Conference: Newport Beach, CA |
| September 2019 | 3 rd Annual Southern California Real Estate Symposium (RES) |
| Fall 2019 | Los Angeles Commercial RES |
| November 7, 2019 | Women in Leasing: San Francisco, CA |
| Social Events | Anywhere in California (estimated 10 events in 2019) |

CLA Yearly Sponsorship

| Level | Amount | Benefit |
|-----------------------|-------------|---|
| Elite Sponsor | \$12,500.00 | Top level sponsorship at every RPLS event, your logo on our e-bulletin, a 1-page ad in each 2019 RPLS Journal, and other RPLS promotional material. Events include Diamond Sponsorship at the Retreat (\$6,400 value), So Cal RES in SD (\$1,500), LA Commercial RES (\$1,500), LA Construction Event (\$750 min), Women in Leasing (TBD). You will also be entitled to a table at any and all social events. |
| Premier Sponsor | \$10,000.00 | Same as above, excluding non-MCLE social events, and a 1/2-page ad in each Real Property Journal that year. |
| CLE Package | \$8,000.00 | Includes the Spring Conference and 4 events of your choice at the highest level offered. Includes a 1/4-page ad in each 2019 RPLS Journal. |
| SoCal Social Package | \$5,000.00 | All funds go to all of the socials including post-CLE social and you will be entitled to a table at each event (including Los Angeles, Orange, and San Diego Counties.) Includes a 1/4-page ad in each 2019 RPLS Journal. |
| NorCal Social Package | \$5,000.00 | All funds go to all of the socials, including post-CLE socials and you will be entitled to a table at each event (incl. San Francisco, and Sacramento). Includes a 1/4-page ad in each 2019 RPLS Journal. |

Event Specific Contributions

| Date & Event | Description | Levels of Contribution |
|--|---|--|
| <p>May 2-5, 2019</p> <p>38th Annual Spring Conference: Newport Beach, CA</p> | <p>Our Annual Spring Conference (formerly the Real Property Law Section Retreat) is the leading educational conference for California real estate lawyers. The 2019 Spring Conference will consist of 44 legal education seminars featuring outstanding CLE programming on a variety of real estate topics, as well as ethics, elimination of bias, and competence. This event is regularly attended by 250 to 300 attorneys from all over California who range from established real estate attorneys in their respective fields, to new lawyers just starting their careers, and other real estate industry professionals. This event also features renowned key-note speakers, networking cocktail receptions, and other mixer activities.</p> | <p>Event Diamond: \$6,500 – 4 complimentary registrations; an exhibitor booth prominently located in our exhibitor area; signage; recognition on all Retreat promotional materials.</p> <p>Event Platinum: \$4,000 – 3 complimentary registrations, an exhibitor booth prominently located in our exhibitor area; signage; recognition on all Retreat promotional materials.</p> <p>Event Gold: \$2,500 – 2 complimentary registrations, signage; recognition on all Retreat promotional materials.</p> <p>Event Silver: \$1,500 – 1 complimentary registration, signage; recognition on all Retreat promotional materials.</p> <p>Exhibitor Booth: \$2,500 includes one registration to the Retreat.</p> |
| <p>Various</p> <p>Any Other CLE Event</p> | <p>RPLS' CLE events are normally attended by anywhere from 40 to 150 attorneys and other real estate professionals</p> | <p>Event Gold: \$2,500 – 4 complimentary registrations; an exhibitor booth; signage; recognition on all promotional materials.</p> <p>Event Silver: \$1,500 – 3 complimentary registrations, an exhibitor booth; signage; recognition on all promotional materials.</p> <p>Event Bronze: \$750 – 2 complimentary registration, signage; recognition on all promotional materials.</p> <p>Event Copper: \$500 – 1 complimentary registrations, signage; recognition on all promotional materials.</p> |
| <p>Various</p> <p>Any Social Event</p> | <p>RPLS' social events include but are not limited to holiday parties in San Francisco, Sacramento, San Diego, West Los Angeles, Downtown Los Angeles. We also have social events at the Spring Conference and the CLA Convention.</p> | <p>Event Silver: \$1,500 – 4 complimentary registrations; an exhibitor booth; signage; recognition on all promotional materials.</p> <p>Event Bronze: \$750 – 3 complimentary registrations, an exhibitor booth; signage; recognition on all promotional materials.</p> <p>Event Copper: \$500 – 2 complimentary registrations, signage; recognition on all promotional materials.</p> <p>Event Iron: \$250 – 1 complimentary registration, signage; recognition on all promotional materials.</p> |

If you are interested in becoming a sponsor please contact Tara R. Burd (tburd@taraburd.com) or J.R. Richards (jrichards@richards-legal.com) Phone: (925) 231-8104.

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SPONSORSHIP APPLICATION

Sponsorship Package or Event of Choice: _____

Sponsorship Level: _____

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Business Specialization: _____

Please submit to

Nikki Smith
California Lawyers Association
nikki.smith@calawyers.org

cc: Tara Burd
Sponsorship Committee Chair
tburd@taraburd.com