



SOLO & SMALL FIRM SECTION

2019 Sponsorship and
Advertising Opportunities





Representing the Interests of the Largest Demographic of Lawyers in California

The **Solo & Small Firm Section (SSF)** of the California Lawyers Association's Mission is to foster a supportive community for solo and small firm practitioners across all areas of practice, to guide our members on their path to becoming strong, competent and ethical solo and small firm business owners, and to recognize the accomplishments of solos and small firm professionals across the state.

The California Lawyers Association (CLA) is a member-driven, mission-focused organization dedicated to the professional advancement of attorneys practicing in the state of California.

We accomplish our work through our standing committees which include: Education (Programming & Webinars), Awards, Publications (the Practitioner & the e-Practitioner), Diversity Outreach, Social Media, Community Service, and Recruitment & Engagement. SSF is an invaluable resource to Solo and Small Firm practitioners in California.

The Solo & Small Firm Section of California Lawyers Association is a tax-exempt 501(c)(6) organization. For income tax purposes membership, sponsorship or event payments are not deductible as a charitable contribution but may be tax deductible as a business expense. Please consult your tax advisor should you have any questions.



Past Sponsors Include

Thank you to SSF's generous sponsors who make our events possible and support us in our mission.

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CEB[®]

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Annual Statewide Sponsorships

Title (one available)

\$7,500

The SSF Title Sponsor receives 1) logo on the SSF Section webpage; 2) recognition as Title Sponsor and logo on the SSF Section Facebook page (pinned to top of page); 3) sole recognition and name on the SSF Section Twitter profile; 4) 10 tickets to all SSF in-person programming; 5) recognition on all electronic and print signage for SSF in-person programming; 6) recognition from the podium at all SSF in-person programming; 7) recognition on all electronic and print signage at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 8) recognition from the podium at the SSF Award Reception at the Annual Solo & Small Firm Summit; 9) Full page advertisement in a full year of the Practitioner, the Section's quarterly magazine; 10) Recognition as Statewide sponsor in the Practitioner; 11) Logo with back link and recognition on e-Practitioner and 12) the Title Sponsor will have the sole ability to place logo'd materials at all SSF programs and events.

Platinum (two available)

\$5,000

The SSF Platinum Sponsor receives 1) logo on the SSF Section webpage; 2) recognition as Platinum Sponsor and logo on the SSF Section Facebook page (pinned to top of page); 3) 7 tickets to all SSF in-person programming; 4) recognition on signage at all SSF in-person programming; 5) recognition from the podium at all SSF in-person programming; 6) recognition on signage at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 7) recognition from the podium at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 8) half (1/2) page advertisement in a full year of the Practitioner, the Section's quarterly magazine; 9) Recognition as Statewide sponsor in the Practitioner; 10) Logo with back link and recognition on e-Practitioner.

Annual Statewide Sponsorships

Gold

\$3,000

The SSF Gold Sponsor receives 1) logo on the SSF Section webpage; 2) recognition as Gold Sponsor and logo on the SSF Section Facebook page (pinned to top of page); 3) 5 tickets to all SSF in-person programming; 4) recognition on signage at all SSF in-person programming; 5) recognition from the podium at all SSF in-person programming; 6) recognition on signage at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 7) recognition from the podium at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 8) quarter (1/4) page advertisement in a full year of the Practitioner, the Section's quarterly magazine; 9) Recognition as Statewide sponsor in the Practitioner; 10) Logo with back link and recognition on e-Practitioner.

SSF (only available to Solo & Small Firm* practitioners)

\$1,500

The SSF Sponsor receives 1) logo on the SSF Section webpage; 2) recognition as an SSF Sponsor and logo on the SSF Section Facebook page (pinned to top of page); 3) 3 tickets to all SSF in-person programming; 4) recognition on signage at all SSF in-person programming; 5) recognition from the podium at all SSF in-person programming; 6) Recognition on signage at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 7) Recognition from the podium at the SSF Awards Reception at the Annual Solo & Small Firm Summit; 8) Recognition as Statewide sponsor in the Practitioner; 9) Logo with back link and recognition on e-Practitioner.

*Small Firm is defined as a firm with five (5) or less attorneys.



Individual Sponsorships

Education Programs

SSF hosts four (4) live programs each year across the State. Two of these MCLE programs are focused on issues specific to Solo and Small Firm practitioners and two will be held in conjunction with one or more practice-area based Sections of California Lawyers Association.

Each price below reflects per program pricing. Purchase sponsorship for three programs and receive the fourth free!

Education Champions

\$750

You are a Champion! Recognition on all electronic and print signage related to the program; recognition from the podium; recognition on social media. 2 tickets to the program.

SSF Supporters

\$250

Thank you for your support! Recognition on all electronic and print signage related to the program; recognition from the podium; recognition on social media. 1 ticket to the program.





Individual Sponsorships

Awards Reception

Held annually at the Solo & Small Firm Summit, SSF will present awards to outstanding recipients including an Attorney of the Year and Community Service Award.

Title Sponsor (one available)

\$2,000

Be our Honorary Host! Recognition as the Title Sponsor on all electronic and print signage related to the program; recognition from the podium; one minute welcome statement by company representative; recognition on social media.

Wine Sponsor (one available)

\$1,000

This drink is on you! Recognition as the Wine Sponsor on all electronic and print signage related to the program; recognition from the podium; recognition on social media.

Award Sponsor (one available)

\$1,000

Presentation is everything! Recognition as the Award Sponsor on all electronic and print signage related to the program; recognition from the podium; recognition on social media.

Friend Sponsors (multiple available)

\$100

Let the honorees know that you're a big fan of their contributions! Recognition as Friend Sponsor on all electronic and print signage related to the program; recognition from the podium; recognition on social media.

Advertising with SSF

Annual Magazine Sponsor \$2,000

Be the driving force that brings substantive and relevant articles to the SSF membership as the sponsor of the Section's magazine. The Practitioner sponsor will be included in recognition with the Section's Annual Sponsors in each issue, receive recognition on the SSF Section Facebook page, quarter (1/4) page advertisement in a full year of the Practitioner and 3 tickets to each SSF in-person program.



Advertise in the PRACTITIONER, SSF's quarterly print magazine with a distribution of 1,600+.

Ad Size Issue Rate

1/4 Page (3.4 x 4.5 in) \$200.00

1/2 Page (4.5 x 5.75 in) \$350.00

FULL Page (8.375 x 10.75 in) \$500.00

Buy 3 issues print rate (per issue) get one free ad- same size.

SSF Sponsorship Form

Sponsor Information

Organization: _____

Contact Name: _____

Mailing Address: _____

Email: _____

Phone: _____ Fax: _____

Annual Sponsorship

___ Title \$7,500 ___ Platinum \$5,000 ___ Gold \$3,000

___ SSF \$1,500 (*reserved for SSF law firms of 5 attorneys or less)

Individual Event Sponsorship

Education Programs

Education Champions ___ \$750 (per event)

SSF Supporters ___ \$250 (per event)

Sponsor three programs and get the 4th free!

Awards Reception

Title Sponsor ___ \$2,000

Wine Sponsor ___ \$1,000 Award Sponsor ___ \$1,000

Friend Sponsor ___ \$100

the Practitioner

Full page ___ \$500 Half page ___ \$350 Quarter page ___ \$200

Buy 3 issues and get one free ad- same size!

Payment Information

Total Due: \$ _____

Check # _____ or CC# _____

Name on card: _____

Expiration date: _____ CVV: _____

Billing Address: _____

Authorized Signature: _____



Contact Us to Customize Your Experience

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