



SOLO AND  
SMALL FIRM

CALIFORNIA  
LAWYERS  
ASSOCIATION

**SOLO & SMALL  
FIRM SECTION**

2020 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.



# 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.

## 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.





# Awards Reception

# 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: \_\_\_\_\_

## 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!

Contact John Buelter @ [john.buelter@calawyers.org](mailto:john.buelter@calawyers.org)



# Contact Us to Customize Your Experience

Sabrina Green: [sgreen@sglawcorp.com](mailto:sgreen@sglawcorp.com)

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