

CALIFORNIA
LAWYERS
ASSOCIATION

ANNUAL MEETING

SPONSORSHIP PROSPECTUS

Hilton San Diego Bayfront
September 21 - 23, 2023
San Diego, California





California Lawyers Association is a community of attorneys working together to forge new paths, to elevate the communities we serve, to use our influence as representatives of the law to enhance the quality of life in the law for all. Our mission is to serve.



JEREMY M. EVANS
President, California Lawyers Association

WELCOME

Why Sponsors choose CLA

Established in 2018, California Lawyers Association (CLA) is the statewide voluntary bar association for all California attorneys. CLA's mission is to promote excellence, diversity, and inclusion in the legal profession and fairness in the administration of justice and the rule of law for the tens of thousands of members we represent.

Annually each fall, CLA convenes the most highly celebrated legal minds to celebrate, innovate, and collaborate on the future of the legal profession.

Joined by leading business partners supporting the work of law, Annual Meeting is a partnership of those that believe in the power of the law.

Taking place over three days, Annual Meeting is packed with inspiring keynotes and briefs discussing trending topics in formal and networking settings.

If elevating your reach and expanding connections is on your agenda for the year, then Annual Meeting is the right place for your company. CLA members representing large and small firms, practicing in a variety of specialty law, are ready to meet you!

Connect with Matt Overton for more details!

Past Sponsors Include



UNIQUE EXPERIENCE

Experience Annual Meeting

There's a little bit of everything for sponsors and attendees alike.



San Diego



Hotel



Celebrations



Networking



Food/Beverage



Experience last year's Annual Meeting

<http://bit.ly/3lr9mjB>

THE SPONSORSHIP EXPERIENCE

“CLA is very open to creating dynamic partnership opportunities for us as partners that ultimately lead to incredible events and opportunities for your members.



RIO PETERSON
Senior Affinity Partnerships Manager, Clio
2022 Annual Meeting Exhibitor

“The biggest benefit in working with CLA is the exposure we’ve been given to California lawyers and to broaden our reach to connect with those individuals.



MARC DEVEREUX
Account Executive, MyCase
2022 Annual Meeting Exhibitor

“CLA genuinely seems to care that we have a good experience coming here and sponsoring, and we’re having a great time. We’re really appreciating that.



LLOYD BLAINE
Account Manager, LawPay
2022 Annual Meeting Exhibitor

2023 Annual Meeting Sponsorship Levels

CLA offers a wide range of sponsorship and engagement opportunities to help companies help generate leads with qualified decision makers that move forward to make sales opportunities a reality.

	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
Dedicated Email Promoting Sponsor Level Prior to Annual Meeting	●				
Acknowledgement Prior to Opening Keynote Address	●				
Premium Exhibit Table Included	●	●			
Acknowledgement During President's Reception	●	●	●		
Directional Floor Signs With Exhibit Table Number	●	●	●	●	
Marketing Flyer in Registration Bag	●	●	●	●	
Sponsor Logo in Legal Perspectives Prior to Annual Meeting	●	●	●	●	●
Sponsor Logo on Annual Meeting Event Signage	●	●	●	●	●
Sponsor Logo Included in All Annual Meeting Marketing Materials & Website	●	●	●	●	●
Email List of All Attendees (Those Who Opt In For Marketing Emails)	●	●	●	●	●
Advertisement in Legal Perspectives Prior to Annual Meeting	Sponsored Content	Video Ad	Video Ad		
Full Conference Registrations	3	2	2	1	1

SPONSORSHIP OPPORTUNITIES

Event & Educational Sponsorships

Opening Keynote, General Session, Closing Keynote

\$10,000 (Each)

Don't miss this grand opportunity to help be a bigger part of the Annual Meeting. This opportunity is a great way to plant your company's name in the attendees' minds during the most popular sessions of the conference. Each session sponsor is recognized with signage and mention prior to the session.

New Lawyers Section Reception **SOLD OUT**

\$10,000

Support the New Lawyers Section of CLA, who represent all California lawyers within their first 3 years of practice. Sponsorship includes signage at the Friday night event and mention in the online program.

Lunch in the Exhibit Hall

\$5,000 (Available Friday & Saturday only)

A great opportunity to prominently brand your company with conference attendees and instantly qualify as a gold sponsor. Lunch sessions are very well attended and generate a high level of exposure. Large signs will remind attendees of whom to thank for their meal.

CE Sessions

\$500 (Per Session)

The CLA Annual Meeting will offer dozens of sessions with high quality, applicable topics for today's lawyer. Sponsorship includes signage at the event and mention in the online program.

Cont'd

Connect with Matt Overton for more details!



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Party at Petco! **SOLD OUT**

\$12,500

On Friday night, host the biggest party of Annual Meeting at Petco Park and watch the Padres battle the St. Louis Cardinals in the Picnic Terrace right behind the bullpens in Center Field.

Located just beyond the left field wall and directly above the Padres and Visitors bullpens, this open-air space is private, secure and an ideal place to bring current and potential clients.

Pricing includes admission, food, sodas, and beer for up to 40 people.

SPONSORSHIP OPPORTUNITIES

Event & Educational Sponsorships (cont'd)

Awards Reception

\$7,500

The CLA Awards Reception is presented each year at Annual Meeting and is dedicated to honoring individual Lawyers who have dedicated their lives to the profession of law in the State of California. Sponsorship includes recognition in all pre-event publicity and mailings, listing in program guide and recognition during the ceremony.

President's Private CLA/CJA/Japanese Delegation Board Reception

\$2,500

This reception provides the opportunity for Board members from CLA/CJA to network with one another and get updates on current programs. The reception will be held in the CLA President's Suite.

Pay it Forward

\$200 (Per Student, 50 Sponsorships Available)

Offer a law student an opportunity to be where the action is! By sponsoring one, or more students to attend Annual Meeting, you'll ensure that they are set up for success as they continue on their pathway to lawyer.

Connect with Matt Overton for more details!



Barko Lounge **NEW**

\$7,500

Host a 2-hour party featuring Puppy Love!; Connect with attendees while they cuddle puppies in a secure pen with handlers. The photo opps and buzz factor around a Puppy Love™ experience are unparalleled. Smiles will abound as photos are shared and the afterglow continues all through the day!



Head Shot Booth **SOLD OUT**

\$5,000

Everyone needs a professional photo for online profiles and CV- why not sponsor the photo booth? Get lots of face time with attendees and provide a valuable service.



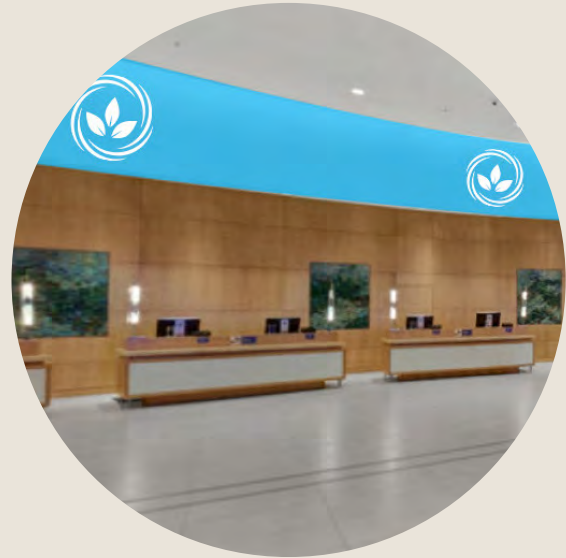
Caricature Artist **NEW**

\$1,500

Bring a caricature artist to your booth for fun interactions! Attendees will enjoy the experience and take home a finished portrait as a memory of the conference!

Branding @ Hilton Bayfront Hotel (Hotel)

Place your brand in front of every Annual Meeting attendee, as well as every guest visiting and staying in the 1,190-room hotel.



**Front Desk,
Overhead Wrap**
\$7,500



**Check-in Area,
Column Wrap**
\$4,000



**Elevator Door Wrap,
Lobby / Floors 3-5**
\$3,500 / \$4,500



**Escalator Wrap,
Exterior Side**
\$5,000



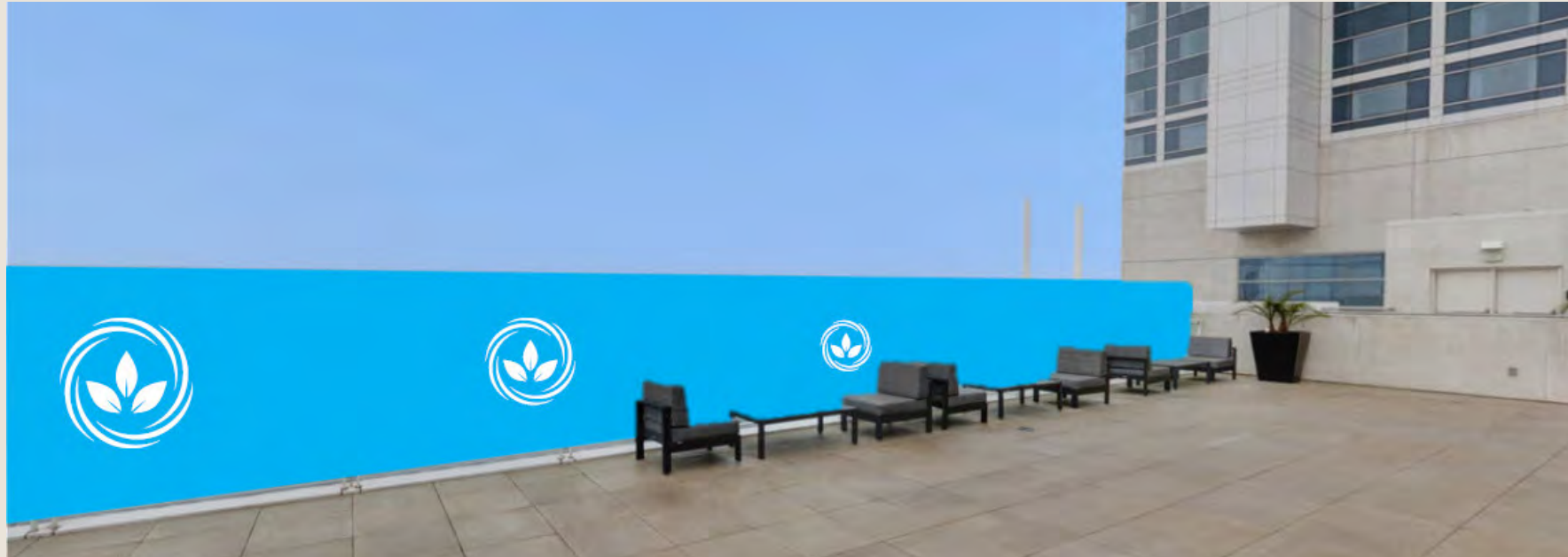
**Escalator Wrap,
Interior Side**
\$3,500



**Keycards,
Conference Guests**
\$4,000

Branding @ Hilton Bayfront Hotel (Sapphire Level)

Annual Meeting moves to the Sapphire Level this fall, meaning high visibility branding opportunities everywhere you look.



Sapphire Terrace, Glass Wall (Bay Side)

\$7,500

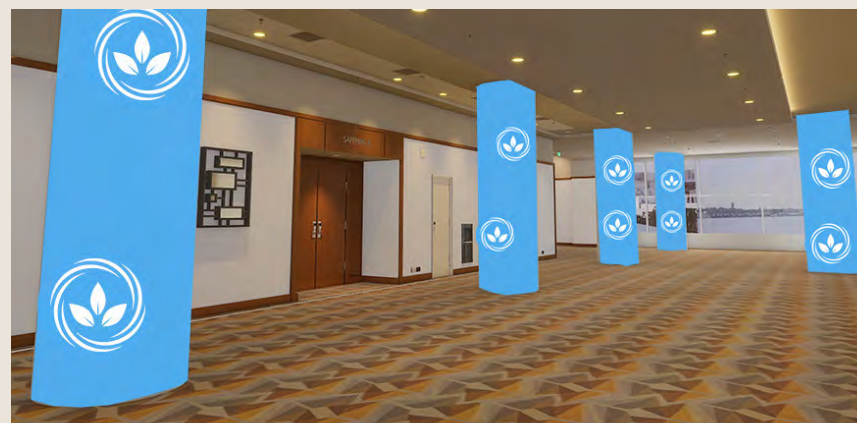
The Sapphire Terrace will be used throughout the conference for high profile events and is perfect for branding and exposure.



Sapphire Terrace, Outdoor Foyer Entrance

\$4,500

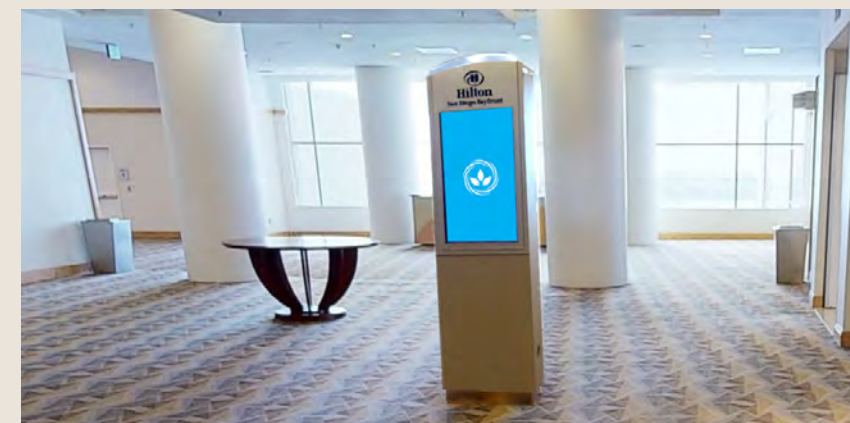
Branding your logo to the outdoor foyer entrance ensures exposure for both indoor and outdoor activities.



Column Wrap, Sapphire Level

\$4,000 (Each)

The Sapphire floor has plenty of column wrap opportunities- 13 of them! Use this location to promote your brand at the conference.



Reader Board, Sapphire Level

\$2,000

Catch attendees' attention as they arrive with the Sapphire level reading board. The board is located at the top of the escalator near the elevator banks.

Opportunities for any price point

Chillaxation Station
\$10,000

Sponsor the coolest place at the conference! The Chillaxation Station will be placed at the center of the exhibit area, and includes swank furnishings, massage chairs, and of course, snacks and cold drinks! Attendees will be buzzing about this opportunity, so don't miss out!

Conference Tote Bags
\$7,500

Place your company logo on the always popular, conference tote bags! All registered attendees receive a conference bag at the registration desk. Your company logo will be visible throughout the entire conference and beyond. It's a great way to make a first impression!

Lanyards
\$5,000

Acquire incredible branding power with your company name on each attendee & exhibitor lanyard. Lanyards featuring your logo are distributed to hundreds of attendees at registration. Sponsorship assumes cost of production. Sponsor can create their own design, CLA to approve design. Estimated 800 lawyers and legal professionals expected to attend; each attendee receives a lanyard and souvenir badge holder.

Coffee Break Stations
\$1,500 (Each)

An economical way to showcase your company, coffee breaks provide sponsors an opportunity to display your company's brand in high traffic area.

Conference Pens
\$2,000

Each attendee will receive a writing pen with the conference logo and your company's logo. This useful amenity is sure to be used during the conference and carried home for continued use throughout the year, making it the perfect way to promote your organization.

Conference Bag Inserts
\$1,000

This is a great visibility sponsorship if you want to make sure you can get that one item in each attendee's hands!


Connect with Future Customers

If your goals for the year include client expansion, then you'll want to be at the Annual Meeting Exhibit Hall, where hundreds of attorneys will be!

The Annual Meeting has a non-compete clause in its agenda, meaning, exhibit halls perusing will have no competing sessions. That means optimal networking time for exhibitors.

Exhibitor Details:

- Hours of exclusive exhibit time over two days
- Listing in the exhibitor's directory within the Annual Meeting website and materials
- Two complimentary exhibitor registration name badges per table
- A pre-conference and post-conference attendee mailing list
- Two tickets to the President's Reception
- One standard table identification sign showing your company name & table number
- Daily clean-up of booth space

Exhibitor Table: \$2,500 **SOLD OUT** 



Sponsor the Gala of the year

The Gala will be the concluding event for the Annual Meeting, filled with elegant dining, engaging conversation, entertainment, music, dancing, and much more.

This event brings together lawyers and judges across California to celebrate the accomplishments of both the California Lawyers Foundation and California Judges Foundation. We will recognize incoming and outgoing leaders, member contributions, and donate to their respective foundations.

Sponsoring this prestigious black-tie event offers an unprecedented opportunity to express your commitment to the efforts of the California Lawyers Foundation and California Judges Foundation. These efforts focus on DEI projects, access to justice, civics engagement, and scholarship funding.

This amazing event sold out in 2022 with over 500 attendees.



REJUVENATE

Take time to enjoy San Diego

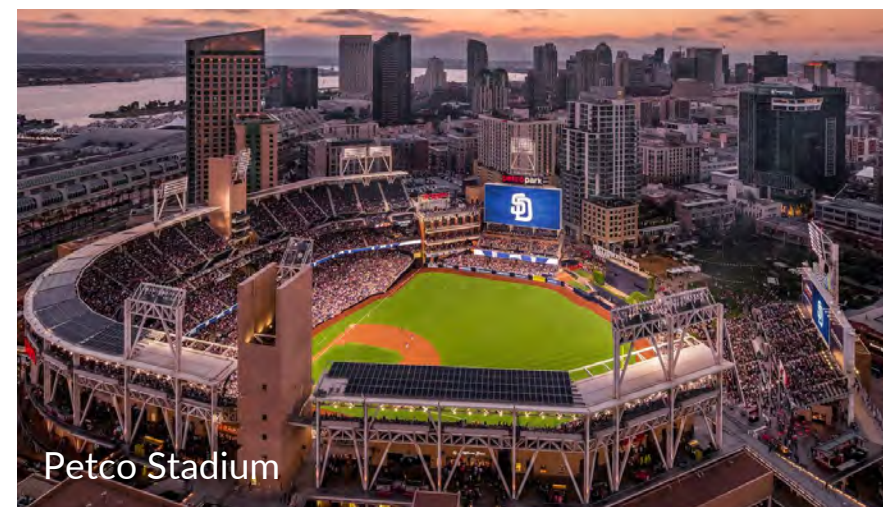
Wind-down after a busy week networking and stay the weekend in beautiful San Diego to enjoy the sites, attractions and make some incredible memories.

- Padres Baseball Game - They'll be in town playing!
- San Diego Zoo: One of the largest zoos in the world.
- Balboa Park: A 1,200-acre park with museums and gardens.
- Old Town San Diego: Experience early Spanish heritage.
- USS Midway Museum: A floating aircraft carriers.
- Gaslamp Quarter: Neighborhood for nightlife and dining.
- Legoland: Enjoy 60 rides, shows and attractions.
- Beaches: Enjoy crystal-clear waters and natural beauty.

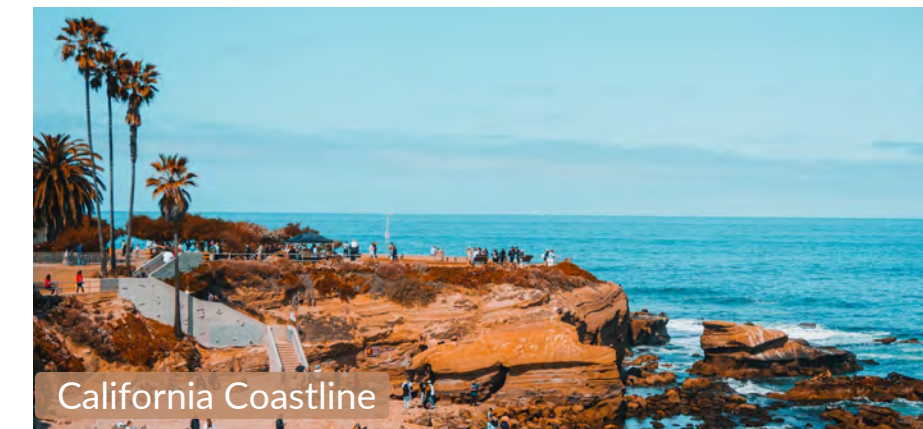
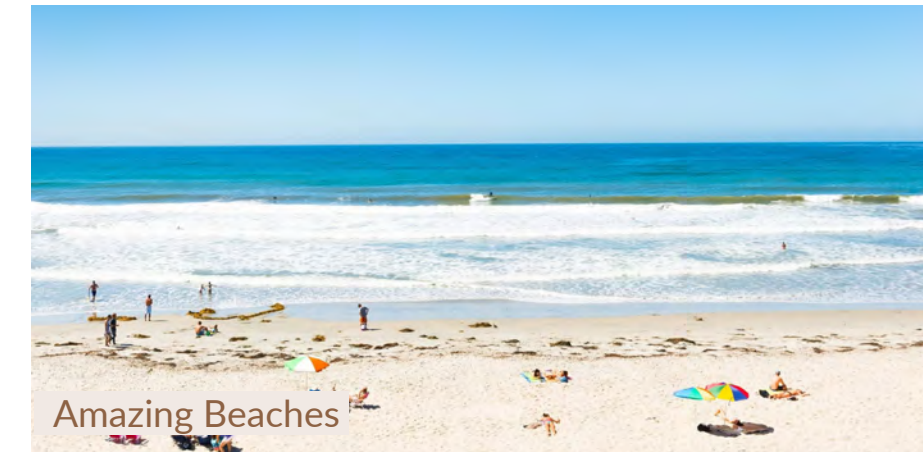


Scan the QR code to find San Diego's best attractions, events, neighborhoods, and places to dine.

Or visit: <http://bit.ly/3KzcXyQ>



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GET INVOLVED

You should be here!

If you're ready to take the next step or would like to discuss additional sponsorship opportunities, please contact:

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916.220.6936 (direct)

Connect with Matt Overton for more details!



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