

*The California Lawyers Association & the  
California Judges Association present the*

**PRESIDENTS**

# **Gala**

**AN EVENING WHERE  
LAW MEETS GLAMOUR**

**SATURDAY, SEPTEMBER 23**

*Hilton San Diego  
Bayfront Hotel*

## **SPONSORSHIP PROSPECTUS**

CALIFORNIA  
LAWYERS  
ASSOCIATION

The Bar Association for All California Attorneys

CALAWYERS.ORG

# Let's Talk Impact



**On September 23, 2023, you are invited to celebrate the best in law!**

Featuring the most recognizable influencers of the California Lawyers Association (CLA) and the California Judges Association (CJA), the Presidents Gala will elevate our unified commitment as stewards of the highest ethics and representatives of the law, promoting excellence, diversity, and inclusion in the legal profession, and an equitable administration of justice.



During our black tie, red carpet affair, over 500 individuals will experience what it means to be part of California's legal community, and celebrate organizations and individuals that work tirelessly to support our collective endeavors.



As one of California's most prominent influencers, your support of the Presidents Gala will afford countless opportunities to network amongst the best in law, while showcasing your firms' mission, for an all-access VIP kind of night.



While you connect with the 'who's who' of California's legal community, we'll ensure that your hard work is on full display, including your organization's logos and mission to highlight your brand. We commit to elevating your hard work as a legal influencer on a night where celebration is the only item on the docket.

Your experience for a night where law meets glamour awaits! Join us on Saturday, September 23, 2023 at the most talked about celebration of law at the Bayfront Hilton Hotel in San Diego.

# Sponsorship Options & Inclusions

	DIAMOND \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
Visual use of company logo woven throughout the Presidents Gala	X			
Share the stage with CLA & CJA influencers as the headlining sponsor and receive multiple shoutouts throughout the event	X			
Individual promotion item (vendor provided) placed at tables	X			
VIP table for 10 guests (Includes preferred placement)	2 tables	1 table		
Standard table for 10 guests			X	X
Color advertisement in the Presidents Gala program	Full-page back cover	Full-page inside cover	Full-page	Quarter-page
Sponsor recognition in pre-event marketing	X	X	X	X
Sponsor recognition in onsite signage and the Presidents Gala program	X	X	X	X
Shoutouts during the Presidents Gala and acknowledgment of sponsorship level	X	X	X	

## Additional Opportunities

- Presidents Gala Wine Sponsor \$10,000
- Reception Bar Sponsor \$7,500
- Red Carpet 360 Video Camera \$5,000
- Social Media Wall \$5,000 (3 opportunities available)
- Presidents Gala Program Print Ads starting at \$750

# Sponsorship Levels



## Diamond Sponsor \$50,000

As the exclusive Diamond Sponsor, your company will be featured as the headliner for the Presidents Gala, earning you premium positioning in all pre-event marketing, signage, and promotion, as well as signage and graphics displayed during the event. This black-tie affair would not be complete without the sparkle of a diamond—a fitting and clear-cut opportunity for your company.

### EXCLUSIVE DIAMOND SPONSOR FEATURES:

- 2 VIP tables with preferred seating for a total of twenty (20) guests
- A premium full-page back cover advertisement in the Presidents Gala program
- Recognition as the headlining sponsor in pre-event marketing and signage
- Recognition as the headlining sponsor in event signage and the Presidents Gala program
- Visual use of company logo woven throughout the event
- Share the stage with CLA and CJA leadership and receive verbal recognition and introduction as the headlining event sponsor during the Presidents Gala
- Individual promotion item (vendor provided) placed at tables



# Sponsorship Levels



## Gold Sponsor

**\$25,000**

As a Gold Sponsor, your company will be featured as a premier level partner for the Presidents Gala—an elegant affair that recognizes its supporters and leaves a lasting impression on its acclaimed guests.

### EXCLUSIVE GOLD SPONSOR FEATURES:

- VIP table for ten (10) guests
- Recognition as a Gold sponsor in pre-event marketing and signage
- A premium full-page inside cover advertisement in the Presidents Gala program
- Gold sponsor recognition in event signage and the Presidents Gala program
- Verbal recognition during the Presidents Gala and acknowledgment of sponsorship level



## Silver Sponsor

**\$10,000**

- Standard table for ten (10) guests
- Recognition as a Silver sponsor in pre-event marketing and signage
- One full-page advertisement in the Presidents Gala program
- Silver level sponsor recognition in event signage and the program
- Verbal recognition during the Presidents Gala and acknowledgment of sponsorship level



## Bronze Sponsor

**\$5,000**

- Standard table for ten (10) guests
- Recognition as a Bronze sponsor in pre-event marketing and signage
- One quarter-page advertisement in the Presidents Gala program
- Bronze level sponsor recognition in event signage and the program

# Additional Opportunities

## Presidents Gala Wine Sponsor \$10,000

The Presidents Gala wouldn't be the same without a toast, and you can make that happen! This opportunity includes four (4) bottles of wine per table, as well as branded signage on the tables and bars.

- Half page ad included in the Presidents Gala program
- Vertical banners with your firm/company logo located at each bar
- Logo and ad signage on each table
- Bar Sponsor recognition in event signage and the program

## Reception Bar Sponsor \$7,500

Cheers to you! Guests will be reminded of your generosity and support with exclusive branded napkins and signage at all bar areas during the reception.

- Cocktail napkins imprinted with your firm/company logo (one-color) for distribution at the Presidents Gala
- Vertical banners with your firm/company logo located at each bar
- Two bottles of champagne at reserved table
- Bar Sponsor recognition in event signage and the program



# Additional Opportunities



## Red Carpet 360 Video Camera \$5,000

Roll out the red carpet! The Presidents Gala wouldn't be complete without it! This year, we will also feature an amazing 360 video experience that social media feeds were made for. The 360 camera captures amazing videos that are instantly shared through AirDrop, text, or email.

- Cocktail napkins imprinted with your firm/company logo (one-color) for distribution at the Presidents Gala
- Vertical banners with your firm/company logo located at the photo opp area
- Photo Opp Sponsor recognition in event signage and the program



## Social Media Wall \$5,000

(3 opportunities available)

For the first time in Presidents Gala history, experience the social media wall! All posts shared throughout the gala will be displayed throughout the evening! As a sponsor, your logo and branded ads will consistently rotate on the wall during the event.

- Logo/Branded ads that rotate on the social media wall during the Presidents Gala
- Social Media Wall Sponsor recognition in event signage and the program



## Presidents Gala Program Print Ads starting at \$750

If you are looking to enhance your advertising opportunities, look no further! Place an ad in the Presidents Gala's print program.

- Back cover ad, 6"x9" - \$7,500 value (reserved for Diamond Sponsor)
- Front or back inside cover ad, 6"x9" - \$5,000 (only 2; 1 reserved for Gold Sponsor)
- Full-page ad, 6"x9" - \$2,500
- Half-page ad, 6" x 4.5" - \$1,000
- Quarter-page ad, 3" x 4.5" - \$750

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## Get Started

For all sponsor-related inquiries, please contact **Matt Overton, Sponsorship & Development Manager** at [matt.overton@calawyers.org](mailto:matt.overton@calawyers.org)

Or visit:  
[calawyers.org/sponsorship/gala](https://calawyers.org/sponsorship/gala)



Interested in attending only? Sign up at [calawyers.org/gala](https://calawyers.org/gala). To sponsor the CLA Annual Meeting and for other opportunities, visit [calawyers.org/sponsorship](https://calawyers.org/sponsorship).

## Deliverables

### LOGOS

Please send high-resolution logo files (color, black, and white versions), vector-files preferred, to [matt.overton@calawyers.org](mailto:matt.overton@calawyers.org). The deadline is Friday, September 1, 2023. The sooner you submit your logos, the sooner you will be highlighted on our website and digital marketing.

### PROGRAM AD SIZES AND SPECIFICATIONS

Please send all print-ready ad artwork directly to [jennifer.ho+gala@calawyers.org](mailto:jennifer.ho+gala@calawyers.org).

- 6"x9": cover (back, front inside & back inside) and full-page ads
- 6"x4.5": half-page ads
- 3" x 4.5": quarter-page ads

Files must be high resolution (300 dpi), CMYK, and include a 1/8" bleed and bleed marks. Accepted file formats include PDF (flattened art), JPG, and PNG.

The deadline for artwork is Friday, September 1, 2023.



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