

# Sponsorship

Raise your profile with influential members of the legal profession.

## Our reach

The Law Society provides the only dependable avenue to directly contact Canberra's lawyers and their clients. Our extensive database of members is continuously updated, reaching more than 2,800 solicitors, barristers, and others in the legal community.

Guests at Law Society functions cover the full breadth of our members, from private firms and government departments, barristers, legal academics, law students, and associated companies such as insurance providers and accountants.

We reach our members through social media, and through regular email updates, including the fortnightly e-newsletters *Hearsay* and *Events Update*, and monthly emails targeted to specific interest groups like family law, property law, or early career lawyers. We also produce a quarterly magazine, *Ethos*.

## Sponsor benefits

Sponsoring a Law Society event raises your profile with influential members of the legal profession in informal surroundings, while they are in a receptive mood. It also enables you to develop or maintain business contacts in the profession.

Sponsorship puts your company logo, name, and website in front of our full membership by way of weekly emails that go out to more than 2,800 lawyers, barristers, legal academics, and members of the judiciary.

Law Society events include sporting afternoons, social lunches, formal dinners, cocktail events, and lectures.

## Details

Events can have a maximum of two sponsors. Your event sponsorship is exclusive of competitors, and we will check with you for any potential conflicts. The sponsorship package includes:

- On our website, your company name and URL will be included in the event description, your logo will form part of the event graphic, and you may include a brief message to our members on the event sponsor tab.
- In our weekly emails to all members, your company name and URL will be included in the

event description, and your logo will appear on the event graphic.

- In our social posts about the event, your logo will form part of the event graphic, and we will link to your company website or social media page as appropriate.
- At the event, you may erect your banner at the venue, and provide marketing materials to be distributed to guests. Your logo will be included on any materials (such as menus or slides). Your sponsorship will be acknowledged during the welcome, and we will allow space in the program for a brief sponsor's address. You will receive two free tickets to the event, and in the case of seated events, be placed at one of the head tables. We will also provide you with a list of attendee names.
- Following the event, we will include your logo and URL in a social photo spread in our quarterly magazine, *Ethos*. You may also provide a quarter-page full-colour ad (115x115mm) for inclusion in that edition.

## Contact

If you have any questions about sponsorship or events, please contact Nicole Karman on 02 6274 0300 or email [nicole.karman@actlawsociety.asn.au](mailto:nicole.karman@actlawsociety.asn.au).