



Sports as a Platform to **ELEVATE** **INCLUSION**

48th Annual Conference May 12–14, 2022

Atlanta Marriott Marquis | Atlanta, Georgia

Sports Lawyers Association
2022 Annual Conference
Opportunities Guide & Prospectus

Join us!



Welcome! We're back **LIVE AND IN PERSON** with our annual conference in one of America's most dynamic cities, Atlanta GA, May 12-14! Conference sponsors will get unprecedented value this year, with all the excitement and energy around a return to form. And for the 2022 conference, we're holding down sponsorship pricing to give opportunities to our incumbent sponsors and new friends in this transition-to-normal year.

We're launching a new, coordinated sponsorship platform with all-year-long sponsorship opportunities for sponsors, who want to connect strongly with sport and sport law leaders. Like everyone, we learned a lot during the difficult pandemic times, including about the importance and value of connecting people where they are, when they can, and in ways they like. Starting with 2022, we will be building a platform with an ever-increasing number of specific program sponsor opportunities – sponsors will be able to reach more people in a more consistent way. During this first year, we will make these opportunities available at reasonable rates and as part of higher-tier sponsorships.

Starting with 2023, we expect to adjust our conference and all-year programming and pricing to better reflect the value we will have shown in 2022 – so 2022 is a special opportunity for our long-time sponsors and for new friends to reconnect!

Chris McCleary
Layth Gafoor
2022 Annual Conference Sponsorship Chairs



All Platinum, Gold, Silver, and Bronze Sponsors Receive:

- Opportunity to distribute literature and promotional items and meet attendees at the conference registration area.
- Sponsor logo on introduction slide projected at the beginning of all plenary sessions.
- One (1) social media post on all SLA's platforms leading into the conference, during the conference, and post-event.
- Verbal recognition to all attendees during the morning announcements.
- Attendee list supplied in Excel format (containing first/last name, organization, state/country, and email) two weeks before and one week after the conference.
- Pre-event exposure on the event website with your company logo and 100-word description linked directly to your website.
- Sponsor logo on rotating banner shown between sessions and breaks.
- Sponsor logo included in all promotional emails distributed by the Sports Lawyers Association.
- On-Site signage in the registration area and/or at your sponsored activity.



Platinum Sponsor \$20,000

Included with sponsorship:

Four (4) complimentary conference registrations.

Presentation Opportunities

- One (1) 20-30-second commercial to be played before a designated plenary session.

Marketing and Branding

- Sponsor logo and message included in conference email sent to all registered attendees three weeks before the conference.
- Opportunity to address attendees at the start of the sponsored event or provide a short pre-recorded video message that will be viewable on the sponsor monitor near the registration desk and at the entrance to the main session room.
- Opportunity to introduce your firm to the Association's board of directors either at its semi-annual meeting or November meeting.
- One (1) black and white half-page ad in the Sports Law Journal.

Exclusive Branded Sponsorship Items (select one)

- **Thursday Night President's Reception** – brand-building exposure that includes signage as attendees network with your logo displayed at the bar, on the drink tickets, food stations, and tables. Also includes logo placement on the conference agenda.
- **Social Wall Screen** – A real-time gathering of tweets and Instagram posts from our attendees, along with two (2) additional custom posts and shout-outs each day of the conference promoting your brand.
- **WiFi** – Be on the minds of all the attendees by providing Wi-Fi in the conference area. The code that each attendee with use for access will feature your company name.



Gold Sponsor \$15,000

Included with sponsorship:

Three (3) complimentary conference registrations.

Presentation Opportunities

- One (1) 20-30-second commercial to be played before a designated plenary session.

Marketing and Branding

- Sponsor logo and message included in conference email sent to all registered attendees three weeks before the conference.
- Opportunity to address attendees at the start of the sponsored event or provide a short pre-recorded video message that will be viewable on the sponsor monitor near the registration desk and at the entrance to the main session room.
- Opportunity to introduce your firm to the Association's board of directors either at its semi-annual meeting or November meeting.

Exclusive Branded Sponsorship Items (select one)

- **Sip and Savor** – Set the first impression for the conference to extend your reach and brand awareness by sponsoring a \$5.00 Starbucks gift card.
- **SLA After Hours: Cocktails and Conversation** – Sponsor one of three (3) evening events on Thursday night. As a sponsor, you will have the opportunity to serve as a co-host of the discussion of current hot issues, and the opportunity to address the audience and distribute a small brochure and/or giveaway on each seat.
- **Women in the SLA Breakfast** – Maximize your organization's participation and visibility at the Women in the SLA breakfast. This ever-popular breakfast allows women and men to facilitate conversations that help build professional relationships. This sponsorship includes the opportunity to address the audience and distribute a small brochure and/or giveaway on each seat.



Silver Sponsor \$10,000

Included with sponsorship:

Two (2) complimentary conference registrations.

Marketing and Branding

- Sponsor logo and message included in conference email sent to all registered attendees three weeks before the conference.
- Opportunity to address attendees at the start of the sponsored event or provide a short pre-recorded video message that will be viewable on the sponsor monitor near the registration desk and entrance to the main session room.

Exclusive Branded Sponsorship Items (select one)

- **Food and Beverage Functions** - Sponsorship recognition for one of 4 conference food and beverage functions. As a sponsor of one of these functions, your company logo will be featured on the conference coffee cup sleeves.
- **Mobile Charging Device** - Display your company's logo and branded video at this networking hub as attendees power up their mobile device, which is centrally located in a high-traffic area.
- **Pre-conference Webinars** - Interested? Contact us for more information.
- **New Member Breakfast** - Help attendees get their morning off to a great start by sponsoring our New Member Breakfast. This sponsorship includes the opportunity to address the audience and distribute a small brochure and/or giveaway on each seat.
- **Conference Badges** - Have your company logo displayed on every meeting attendee badge with this sponsorship!



Bronze Sponsor \$6,000

Included with sponsorship:

One (1) complimentary conference registration.

Marketing and Branding

- Sponsor logo and message included in conference email sent to all registered attendees three weeks before the conference

NEW!

Additional Year-Round Advertising Opportunities

Sport Shorts – a conversation every other Tuesday on Facebook Live and moving soon to YouTube with industry experts covering real-time events happening in sports.

- Six episodes (6) \$5,000
- Three episodes (3) \$3,000
- One episode (1) \$1,500

Sponsors will be acknowledged in all marketing, as well as during the introduction and conclusion of each episode.

Chat Series – Sponsor an Edition of the Chat Series, which is an informal, interactive, limited capacity, virtual happy hour. Each Edition of the Chat Series is open to SLA members only and is targeted toward a specific membership demographic such as a geographic region. Each Edition is “hosted” by two (but maybe one or three) prominent SLA members from the region or other relevant demographic (e.g., SLA women).

- \$1,500 per chat series

Sponsors will be acknowledged in all marketing as well as during the introduction and conclusion of each event.



Additional Year-Round Advertising Opportunities

SLA Podcast Series (first-come/first-served preference on topic selection)

- Six (6) \$5,000
- Three (3) \$3,000
- One (1) \$1,500

Sponsors will be acknowledged in all advance and post podcast marketing and during the introduction and conclusion of the podcast.

TIME FOR IX

The Sports Lawyers Association proudly presents TIME FOR IX, a celebration of Title IX's 50th anniversary. The commemoration of this landmark federal law prohibiting discrimination on the basis of sex will continue through the law's June 23, 2022, anniversary date. Each month we are featuring interactive webinars, panels, discussions, and social events to explore the social, legal, and political history of Title IX, hot topics and emerging issues related to Title IX, and opportunities for lawyers, non-lawyers, and law students to help eliminate sex discrimination in sports. In May, we will feature two panels at the annual conference, including a designated plenary session.

- \$12,000 all-inclusive or \$2,000 per event

Sponsors will be acknowledged in all marketing, as well as during the introduction and conclusion of each event.

DEI Affinity Groups

Our affinity groups are active networks that complement our diverse and inclusive culture, giving members additional connection points and the ability to more intimately discuss sensitive and impactful issues.

- \$8,000 per group



Since the Sports Lawyers Association is a non-profit organization, sponsorships are a critical part of both the conference and the continuity of the organization itself.

Conference sponsorships allow us to provide the conference at affordable rates and support the administrative costs associated with running the organization – like this website, for example.

Sponsorships also gain your organization great visibility.

Your support is very important and much appreciated!

For more information contact:

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