

# **SLA 2023 Annual Conference May 11-13**

**TECHNOLOGY**

**HEALTH & SAFETY**

**NIL**

## **THE ATHLETE IN SPORTS**

**UNIONS**



**YOUTH SPORTS**

**JW MARRIOTT LOS ANGELES L.A. LIVE  
LOS ANGELES, CA**

**Opportunities Guide & Prospectus**

**Join us!**





Welcome! We invite you to join us for the 49th Annual Sports Lawyers Association (SLA) Annual Conference in one of America's most dynamic cities, Los Angeles, CA, May 13-15 at the JW Marriott L.A. Live.

With practicing lawyers, law educators, law students, and other professionals with an interest in law relating to professional and amateur sports, the 2023 SLA Annual Conference is the ideal platform to showcase your brand, gather quality business leads, build networks and align your business with the reputation of trust, credibility and authority SLA is known for.

Sponsorship packages are available to suit every budget. We expect opportunities to fill up fast, so act quickly to avoid disappointment. Sponsorship opportunities listed in this prospectus are not exhaustive. We are more than happy to discuss unique sponsorship opportunities beyond the scope of this prospectus.

Naima Stevenson Starks  
Layth Gafoor  
2023 Annual Conference Sponsorship Chairs





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

- Opportunity to have one (1) six-foot tabletop near the registration area to distribute literature and promotional items and to meet and network with attendees!
- 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)

- **Friday 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.
- **Interactive Digital Touch Screen Kiosk** - Display your company's logo and branded video at this high traffic networking hub where attendees can view the event agenda, speakers, floor maps and more!





## Exclusive Branded Sponsorship Items *(continued)*

**Digital Photo Booth** - Say cheese! Get recognized as our official digital photo booth sponsor. Attendees will have the opportunity to take photos with your branded photo frame to be shared through their social media platforms or email for extended post-event recognition.

## Exclude Platinum Branding Opportunities

### Hotel registration desk

- Gain some publicity welcoming attendees by displaying your company's message on (1) 192" x 96" (W x L) banner – displayed at the registration desk in lobby of the JW Marriott L.A. Live. This is a double sided banner with the other side facing into the hotel bar. \$10,000

### Lobby Escalator/Stair Package

- Leading from the lobby to the meeting room level, this escalator/stair package offers huge visibility. \$5,000

### Entry from the Skybridge to the Conference Level Meeting Space

- Your message gets huge visibility (268" w X 184" h) anytime attendees are networking with our industry sponsors in the pre-function space. \$10,000



## 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 Friday Night After Hours** – Karaoke is wildly popular among convention attendees. Your brand will be the life of the party as the sponsor of the karaoke DJ, including the option to deliver a stage announcement during the reception.
- **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.



## Exclusive Branded Sponsorship Items (*continued*)

- **Conference Badges** - Have your company logo displayed on every meeting attendee badge with this sponsorship!
- **Branded Hotel Key Cards** - Place your advertisement on the hotel key cards and make sure your message is the very first thing attendees see when they arrive. This is a great way to draw traffic to your booth and promote your participation in the event.

## Exclusive Gold Branding Opportunities

### Meeting Room Elevators

- Three elevators taking guests to meeting rooms from the lobby level. Branding available on the outside only. \$10,000

### Column Wraps

- Be the first to welcome SLA attendees to the meeting with three dramatic meeting space column wraps. \$3,000 each





## 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 refreshment breaks in the Sponsor Showcase area, allowing for one-on-one networking opportunities with industry colleagues and prospects, offering prominent brand recognition. As a sponsor of one of these functions, your company logo will be featured on the conference coffee cups.
- **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.
- **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.
- **Welcome Reception** - Kick off the conference with an exclusive sponsorship of the opening reception. This includes the opportunity to address the audience and host a specialty tasting station, plus logo recognition in the meeting guide and on-site signage.
- **The Athlete Outside the Playing Field Friday Lunch** - Capture attendee's attention when you sponsor the Friday interactive Friday lunch. This sponsorship includes logo recognition in the meeting guide and onsite signage, plus reserved seating. Sponsor will have the opportunity to address the audience prior to the start of the session.



## Bronze Sponsor \$6,500

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

## Additional Advertising Opportunities

**Sport Shorts** - a conversation every other Tuesday, streaming live on LinkedIn, YouTube and Facebook 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.*

### 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.



## Additional Year-Round Advertising Opportunities (*continued*)

### 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

### NEW 2023 Fall Hybrid Symposium

Join us November 2, 2023 for our 2nd Annual Hybrid Fall Symposium. In 2023 our Symposium will focus on diversity & inclusion in sports and discuss, evaluate and create tangible solutions that drive great diversity and inclusion in today's sport culture. Sponsorship of this exclusive symposium includes branding on all digital advertising.

- \$6,500 (receive a 10% discount on the Symposium sponsorship if you sign up now with a 2023 Annual Conference Sponsorship)
- Sponsor logo on introduction slide projected at the beginning of each sessions.
- One (1) social media post on all SLA's platforms leading into the Symposium, and post-event.
- Verbal recognition to all attendees during the opening 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 included in all promotional emails distributed by the Sports Lawyers Association.
- Three (3) complimentary registrations





**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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