SAN DIEGO COUNTY BAR ASSOCIATION

2021 SPONSORSHIP OPPORTUNITIES
# TABLE OF CONTENTS

To Our Sponsors ................................................................. 3

Sponsorship Levels Overview .............................................. 4

SDCBA Signature Events (in chronological order) ..................... 5
  Legal Community Open House & Law Student Welcome Reception ........ 5
  Law + Tech Summit .......................................................... 5
  Judicial Reception ............................................................ 5
  Spring Mixer .................................................................... 6
  MEMBO Member Benefits Expo .......................................... 6
  Annual Awards Luncheon & Celebration of Community Service ........ 6
  Summer Social MEGA! ....................................................... 7
  New Lawyer Division Annual Event ..................................... 7
  Patron, Friend, & 100% Club Appreciation Event .................... 7
  Holidays Around the World .............................................. 8
  Stepping Up to the Bar ...................................................... 8

SDCBA Signature Series ....................................................... 9
  Dialogue on Diversity Series ............................................ 9
  Bench-Bar Luncheons Series ............................................ 9
  Lawyers as Leaders: Leadership Speaker Series ................... 9
  Lawyers as Leaders: Leadership Academy .......................... 10
  Truly Madly Solo ............................................................. 10
  Wellness Series ............................................................... 10
  Law-Related Organization Community Building Luncheon (Spring & Fall) ... 10
  Exchange on Equity Roundtable Series ................................ 10

SDCBA CLE Programs, Events, & Conferences ........................ 11
  CLE/Educational Sponsorships & Programs .......................... 11
  Tech Tuesdays ................................................................. 11
  CLE Catalogue/SDCBA CLE Center ..................................... 11

Sponsorship Levels & Recognition Packages .......................... 12
TO OUR SPONSORS

About the San Diego County Bar Association (SDCBA)

Founded in 1899, the SDCBA is the largest and most established regional bar association in the county. The SDCBA remains true to its rich history and mission to connect lawyers and support their success and fulfillment, and is nationally recognized as one of the most progressive legal professional associations in the country.

Your sponsorship supports the SDCBA Legal Community

We offer a variety of sponsorship opportunities designed to help you connect with nearly 10,000 members in the San Diego County legal community, including small and solo practitioners, large firms, corporate counsel, government attorneys, judicial officers, local and state elected officials, law school faculty and students, and other legal professionals in San Diego and beyond. Our sponsor levels provide options designed to suit a variety of marketing budgets and strategies, allowing you to cost-effectively invest your marketing dollars while gaining broad visibility and connection to key decision makers — and supporting a vital organization that has been serving the cause of justice for over a century.

Coming in 2022: MEMBO!

This member appreciation and vendor expo kicks off with a keynote address from a renowned speaker and continues with a week of engaging webinars, general sessions, panel discussions, and vendor demos. There are early-evening networking events and games, photo booths, contests and more — providing an action-packed opportunity for SDCBA members to learn about essential practice management tools and best practices for operating a law firm — small or large. All sessions and webinars will be recorded for inclusion in the SDCBA law practice management library to remain an ongoing resource to members. More details coming soon.

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
SPONSORSHIP OPTIONS OVERVIEW

The SDCBA is proud to provide some of the most prominent events, educational opportunities, and resources in the legal community. Options are available based upon the type of program or event, and for those wishing to streamline and simplify their sponsorship packages, we have designed convenient and bulk-discounted opportunities:

### Individual Signature Events

1. **Premier Sponsor: $5,000 per event**
2. **Producing Sponsor: $2,500 per event**
3. **Title Sponsor: $1,000 per event**
4. **Friend Sponsor: $100 per event**  
   (Limited to firms with 5 or fewer attorneys)

### Signature Event Series

1. **Series Sponsor: $3,500 per Series**  
   (Title sponsor benefits for each event in the series)
2. **Title Sponsor: $1,000 per Event**
3. **Friend Sponsor: $100 per Event**  
   (Limited to firms with 5 or fewer attorneys)

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
SDCBA SIGNATURE EVENTS

The SDCBA hosts annual bar-wide “signature” events that are targeted and marketed to the full membership and include a variety of distinguished educational, social, and celebratory events.

Due to COVID-19 and public health concerns, the SDCBA will begin 2021 by hosting Signature Events on a virtual social networking platform (REMO), then introducing a hybrid form of events (a blend of in-person and virtual) when it is safe to gather in person.

Premier, Producing, Title, & Friend Sponsor opportunities available. See page 12 for details.

LEGAL COMMUNITY OPEN HOUSE & LAW STUDENT WELCOME RECEPTION

The largest welcome reception for law students from University of San Diego, California Western School of Law, and Thomas Jefferson School of Law, this reception brings together all of the region’s bar associations and law-related organizations to celebrate the diversity and depth of our legal community as a resource to those entering the profession.

Sponsorships available:
1 2

Law + Tech Summit (2 Day Conference)

This annual two-day event combines programming in the areas of law practice management, technology, marketing, and more, featuring panel discussions with field experts, CLE classes, and product demos from leading-edge legal technology providers.

Sponsorships available:
1 2

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
Spring Mixer
A yearly reception kicking off the Spring, this annual event celebrates the rich diversity of our legal community and brings together our local diversity bars and law-related organizations.

Judicial Reception
This annual event honors and celebrates San Diego’s judges who have been appointed or elected to judicial office in the past year. This must-attend event brings together members of the bench with the legal community to mingle and mix, providing a unique and informal way to connect judges, lawyers and legal professionals.

Annual Awards Luncheon & Celebration of Community Service
Held the first week of May in celebration of Law Week, this Signature event celebrates community service and recognizes SDCBA Service Award Winners as well as student winners of our annual Law Week Poster and Video Contest, the theme for 2021 is “Advancing the Rule of Law Now.”

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
Summer Social

It might seem like years since it's been here, but the SDCBA Summer Social is BACK!

Join us outside at the beautiful downtown Waterfront Park for our first live blowout event in 17 months! Enjoy festive food, lovely libations, turned-up tunes, great giveaways, and of course, sensational socializing with hundreds of your friends and colleagues from the local legal community, all while basking in the glorious late afternoon sunshine.

It’s time to reunite. Here Comes the Sun!

Sponsorships available:

1 2 3 4
Holidays Around the World
One of the most popular events of the year, numerous local diversity bar associations and law-related organizations from across the region join to celebrate our holiday season with shared food and drink from different cultures and backgrounds. Our 2020 event introduced the first-ever SDCBA Holidays Around the World Cookbook, which was a big hit. Let’s see what 2021 brings.

Sponsorships available:
1 2

Stepping Up to the Bar
This annual holiday reception celebrates the season and the installation of the incoming President and Board of Directors. Known to attract the largest and most diverse crowd of legal community members in the region, this event is not to be missed!

Sponsorships available:
1 2 3 4

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
Dialogue on Diversity Series

- February 18 – Political Diversity
- June 9 – LGBTQ Diversity (during Pride month)
- September 22 – Latinx Diversity (during Hispanic Heritage month)
- November 3 – Intersectionality & Shared Experiences

Highlighting the SDCBA’s commitment to diversity and inclusion, this annual program has been expanded to a quarterly series in 2021. In collaboration with other San Diego diversity bar associations, these events foster a dialogue about a variety of equity issues in our community and beyond.

Sponsorships available:

Bench-Bar Luncheons Series

- September 1 – Juvenile Court
- September 15 – Criminal Court
- October 6 – Family & Probate Court
- October 13 – Civil Court

Featuring our local judicial officers, this very popular series of luncheons brings together judges and attorneys to discuss issues of mutual interest. These luncheons are held to better address the specialty needs of our judges and practitioners.

Sponsorships available:

Lawyers as Leaders: Leadership Speaker Series

- March 26
- July 15
- November 10

This 3-part series is dedicated to helping lawyers develop broad leadership skills in various areas.

Sponsorships available:

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
Lawyers as Leaders: Leadership Academy

New in 2021, the SDCBA’s Leadership Academy will consist of a 15-20 hours of programming and events to equip and train attorney members with the essential skills and relationships to be effective leaders within the legal profession and the community as a whole.

Sponsorships available:

1 2 $

Truly Madly Solo (Oct.19, Oct. 26, Nov 2, Nov. 9)

Targeting solo and small firms, this 4-part series features technology, products, and services ideally suited for smaller and newly established firms. Led by our Technology and Practice Management Advisor Adriana Linares, this popular event brings together a comprehensive package of knowledge and best practices for those growing their solo and small practices.

Sponsorships available:

2

Wellness Series

The SDCBA produces quarterly programs, activities, and events focused on well-being, mindfulness, and work-life balance for legal professionals.

Sponsorships available:

$ 1

Law-Related Organization Community Building Luncheon (May, 27 & Sept. 10)

Each year the SDCBA hosts two receptions, Spring and Fall, to gather the leaders of our local law-related organizations to discuss collaboration strategies and tactics to best serve the legal community.

Sponsorships available:

1 2 $

Exchange on Equity Roundtabe Series

Open to the entire legal community, these monthly roundtables provide a unique opportunity for dialogue on the intersection of race and justice in order to better promote anti-racism within our community and beyond.

Sponsorships available:

2

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
SDCBA CLE PROGRAMS, EVENTS, & CONFERENCES

Title (Level 2) Sponsorship opportunities available See page 12 for details

CLE/Educational Sponsorships & Programs
Sponsorship opportunities are available for over 150 individual CLEs and other educational programming throughout the year. Please contact Sarah Harris (sharris@sdcba.org), Director of Programs & Events, for details by program.

Sponsorships available:

Tech Tuesdays
Weekly programming focused on the art of technology and law practice management.

Sponsorships available:

SDCBA CLE Center™
Newly branded for 2021, the SDCBA CLE Center™ offers a comprehensive catalog of custom-crafted live and on-demand CLE programs fulfilling state bar requirements and covering all kinds of legal topics. With the introduction of our new CLE Annual Pass, which offers unlimited access to all CLE content at a low flat fee, the SDCBA CLE Center will enjoy heightened traffic all year round.

Sponsorships available:
Contact Keith Fisher for available opportunities.

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.
# Sponsorship Levels & Recognition Packages

Bundled packages are available. Contact Keith Fisher for details.

<table>
<thead>
<tr>
<th>Packages</th>
<th>Premier Sponsor</th>
<th>Producing Sponsor</th>
<th>Title Sponsor</th>
<th>Friend Sponsor*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$100</td>
</tr>
</tbody>
</table>

## Your Brand Exposure:

*Note: Friend Sponsorships are limited to firms with 5 or fewer attorneys*

- Sponsor recognition for one activity or item of the sponsor’s choice – reception, special game, photo booth, takeaway gift, etc.

### Marketing/Advertising:

- ✓ Inclusion in the event description in the two issues of “This Week At The Bar” email leading up to the event, sent to approximately 8,000 SDCBA members each week
- ✓ Inclusion in an event recap and sponsor thank you advertisement in San Diego Lawyer Magazine (online & print)
- ✓ Mention as a sponsor in any SDCBA press announcements promoting the event

### Social Media:

- ✓ Feature in social media posts leading up to and following the event

### Feature in Event Promotional Emails:

- ✓ Feature in event promotional emails sent to approximately 8,000 SDCBA members each week
- ✓ Includes: sponsor level, your logo or text link depending on available space, web link

### Presence on Event Registration Page:

- ✓ Includes: sponsor level, your logo, web link

### Presence on Event Registration Page:

- ✓ Includes: “Friend Sponsor:” name, and/or firm name

### Visibility Throughout the Live Program:

- ✓ On event signage at live events
- ✓ On multiple presentation slides at live or virtual events

### Live “On-Air” Read During the Event:

- ✓ “This year’s event is sponsored by (your firm name), providing (your firm’s) services to the San Diego Legal Community. Learn more at yourfirm.com.”

### Presence in Show Program, if Applicable

- ✓

### Display on the SDCBA Website:

- ✓

Events, sponsorship opportunities, and pricing subject to change.

*Friend Sponsorships are limited to firms with 5 or fewer attorneys*

Contact Keith Fisher at kfisher@sdcba.org or (619) 321-4107 for the latest sponsorship information.

---

$ Series Sponsorship: Get all Title Sponsor (Level 2) benefits for all events in the series at a special rate. Contact Keith Fisher for individual series pricing.