



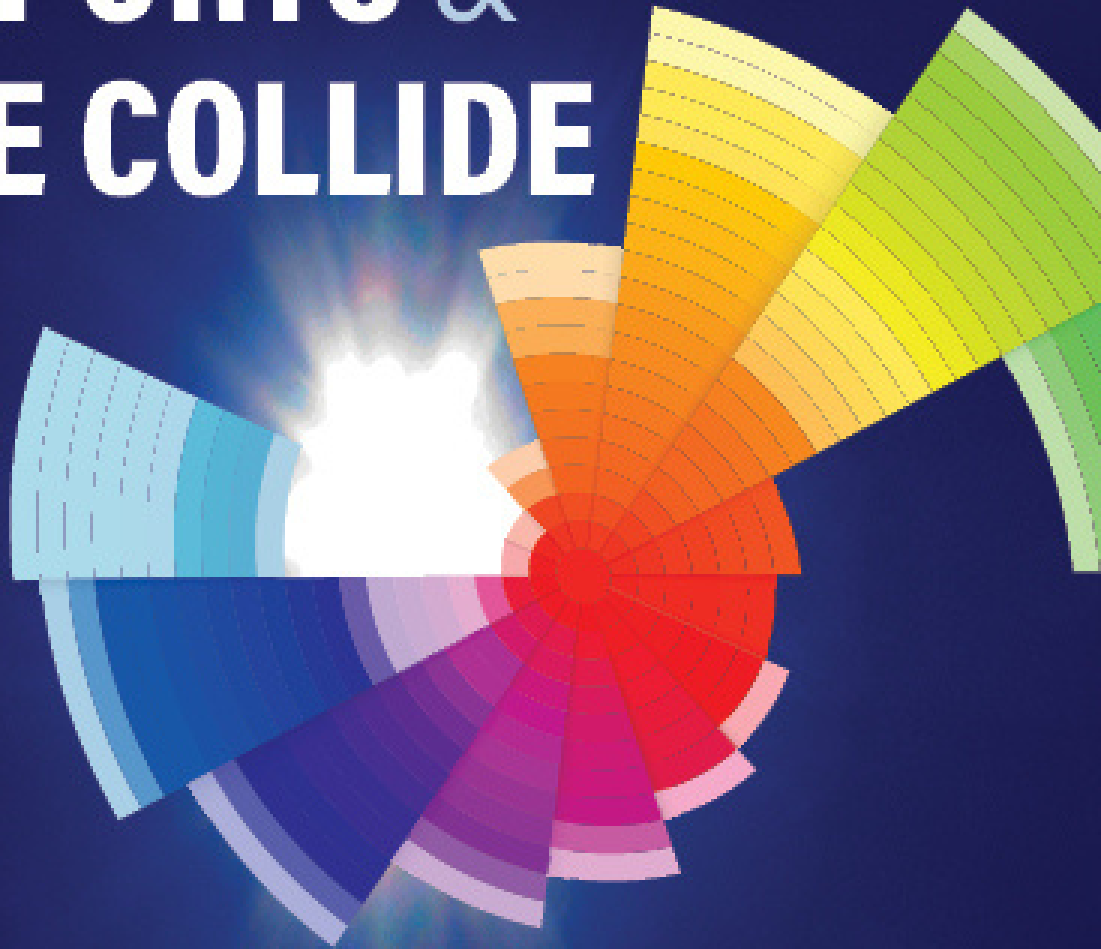
**2024**

**ANNUAL CONFERENCE**

Where **SPORTS &  
CULTURE COLLIDE**

**MAY 9-11**

Baltimore  
Marriott Waterfront  
Baltimore, Maryland



**PROSPECTUS**

**Join us!**





We are absolutely thrilled to announce the launch of our new, coordinated sponsorship program that is designed to connect sponsors like yourself with key thought leaders throughout the year. Our goal is to provide you with unparalleled opportunities to establish strong connections within the sports industry, all while ensuring maximum exposure for your brand.

Understanding the importance of connecting people where they are, when they can, and in ways they prefer, we have developed a comprehensive sponsorship program that offers all-year-long opportunities. This means that you can engage with your target audience consistently, building meaningful relationships and enhancing brand recognition throughout the year.

Our program is specifically tailored to cater to your needs as a sponsor in the sports industry. By partnering with us, you will gain access to a network of influential leaders. Through our program, you will have numerous touchpoints and interactions, allowing you to showcase your brand's values, products, and services effectively.

We look forward to partnering with you on this incredible journey of connecting people through sports!

Naima Stevenson Starks

Chris McCleary

2024 Annual Conference Sponsorship Chairs





## All Platinum, Gold, Silver, and Bronze Sponsors Receive the following benefits at both the 2024 Annual Conference and Fall Symposium:

- 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 at both the **Annual Conference in Baltimore, Maryland** and the **Fall Symposium in New Orleans, Louisiana!**
- 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 \$22,500

Included with sponsorship:

*Four (4) complimentary conference registrations at both the 2024 Annual Conference and Fall Symposium*

### 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 all conference emails sent to all registered attendees.
- 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.

### Exclusive Branded Sponsorship Items available during the 2024 Annual Conference (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 will 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!
- **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.



## Exclusive Platinum Year-Round Opportunities

- Opportunity for speaking engagement at events including our Fall Symposium in November, 2024.
- Opportunity to introduce your firm to the Association's board of directors meeting either at its semi-annual meeting in May or November board meeting.
- One (1) black and white full-page ad in the Sports Law Journal.
- Listed as Platinum Sponsor at all SLA hosted events (including non-sponsored webinars)
- Listed as a sponsor on all promotional materials. One-time commitment means less "work" throughout the year for your team.
- Maximum exposure throughout 2024 to entire SLA community and industry.
- Two (2) branded emails (approved by SLA Board of Directors) sent to SLA community during the calendar year.
- Opportunities for ad placement on both the Annual Conference website as well as the Fall Symposium.
- Listed on Sportslaw.org as a Platinum Sponsor year-round.
- Four (4) dedicated sponsored webinars. Sponsoring an SLA webinar associates your company's brand with our mission to provide valuable professional education and information. Your brand will be visible throughout the life of the webinar telling members who you are and showcasing your company. Your topic must be educational in scope.
- Twelve (12) branded episodes of SLA's Sport Shorts, a conversation every other Tuesday, streaming live on LinkedIn, YouTube and Facebook with industry experts covering real-time events happening in sports. Sponsors will be acknowledged in all marketing, as well as during the introduction and conclusion of each episode.
- Quarterly SLA Courtside Counsel Sportcasts. Audio interview capturing expertise and thought leadership. Sponsors will be acknowledged in all advance and post Sportcasts marketing and during the introduction and conclusion of the podcast.





## Gold Sponsor \$18,500

Included with sponsorship:

*Three (3) complimentary conference registrations at both the 2024 Annual Conference and Fall Symposium*

### Presentation Opportunities

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

### Marketing and Branding

- Sponsor logo included in all conference emails sent to all registered attendees.
- 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.

### 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.
- **Women in the SLA Breakfast Sold** – 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.
- **Conference Badges** – Have your company logo displayed on every meeting attendee badge with this sponsorship!
- **Branded Hotel Key Cards Sold** – 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 Year-Round Opportunities

- Opportunity for speaking engagement at events including our Fall Symposium in November, 2024.
- Opportunity to introduce your firm to the Association's board of directors meeting either at its semi-annual meeting in May or November board meeting.
- One (1) black and white half-page ad in the Sports Law Journal.
- Listed as a sponsor on all promotional materials. One-time commitment means less "work" throughout the year for your team.
- Maximum exposure throughout 2024 to entire SLA community and industry.
- Listed as Gold Sponsor at all SLA hosted events (including non-sponsored webinars)
- One (1) branded email (approved by SLA Board of Directors) sent to SLA community during the calendar year.
- Opportunities for ad placement on both the Annual Conference website as well as the Fall Symposium.
- Listed on SportsLaw.org as a Gold Sponsor year-round.
- Two (2) dedicated branded webinars. Sponsoring an SLA webinar associates your company's brand with our mission to provide valuable professional education and information. Your brand will be visible throughout the life of the webinar telling members who you are and showcasing your company. Your topic must be educational in scope.
- Six (6) branded episodes of SLA's Sport Shorts, a conversation every other Tuesday, streaming live on LinkedIn, YouTube and Facebook with industry experts covering real-time events happening in sports. Sponsors will be acknowledged in all marketing, as well as during the introduction and conclusion of each episode.
- Two (2) Quarterly SLA Courtside Counsel Sportcasts. Audio interview capturing expertise and thought leadership. Sponsors will be acknowledged in all advance and post Sportcasts marketing and during the introduction and conclusion of the podcast.





## Silver Sponsor \$12,500

Included with sponsorship:

*Two (2) complimentary conference registrations at both the 2024 Annual Conference and Fall Symposium*

### Marketing and Branding

- Sponsor logo included in all conference emails sent to all registered attendees.
- 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.
- **Thursday Night Opening Reception Sold** - 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 onsite signage.
- **Friday Lunch Sold** - Capture attendee's attention when you sponsor the 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.



## Exclusive Silver Year-Round Opportunities

- Listed as Silver Sponsor at all SLA hosted events (including non-sponsored webinars).
- Listed as a sponsor on all promotional materials. One-time commitment means less "work" throughout the year for your team.
- Maximum exposure throughout 2024 to entire SLA community and industry.
- One (1) branded email (approved by the SLA Board of Directors) sent to SLA community during the calendar year.
- Opportunities for ad placement on both the Annual Conference website as well as the Fall Symposium.
- Listed on SportsLaw.org as a Silver Sponsor year-round.
- One (1) dedicated branded webinar. Sponsoring an SLA webinar associates your company's brand with our mission to provide valuable professional education and information. Your brand will be visible throughout the life of the webinar telling members who you are and showcasing your company. Your topic must be educational in scope.
- Three (3) branded episodes of SLA's Sport Shorts, a conversation every other Tuesday, streaming live on LinkedIn, YouTube and Facebook with industry experts covering real-time events happening in sports. Sponsors will be acknowledged in all marketing, as well as during the introduction and conclusion of each episode.





## Bronze Sponsor \$8,000

Included with sponsorship:

*One (1) complimentary conference registration at both the 2024 Annual Conference and Fall Symposium*

### Marketing and Branding

- Sponsor logo included in conference email sent to all registered attendees.

### Exclusive Bronze Year-Round Opportunities

- Listed as Bronze Sponsor at all SLA hosted events (including non-sponsored webinars).
- Listed as a sponsor on all promotional materials. One-time commitment means less "work" throughout the year for your team.
- Maximum exposure throughout 2024 to entire SLA community and industry.
- Listed on Sportslaw.org as a Bronze Sponsor year-round.
- One (1) branded episode of SLA's Sport Shorts, a conversation every other Tuesday, streaming live on LinkedIn, YouTube and Facebook with industry experts covering real-time events happening in sports. Sponsors will be acknowledged in all marketing, as well as during the introduction and conclusion of each episode.

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## Additional Year-Round Advertising Opportunities

### DEI Affinity Groups - **Women's Affinity Group Sold**

SLA has cultivated affinity groups which are active networks that complement our diverse and inclusive culture. Our affinity groups provide members additional connection points and the ability to more intimately discuss sensitive and impactful issues. Serving as a DEI Affinity Group Champion will afford you an amazing opportunity to support DEI while supporting SLA. We are thrilled to provide this sponsorship opportunity which aligns with the commitment SLA has to fostering a diverse and inclusive environment within our organization, the profession and the sports industry.

\$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:**

**Melissa Pomerene**

**Executive Director**

**[mpomerene@virtualinc.com](mailto:mpomerene@virtualinc.com)**

**(703) 234-4085**

