



50

2025 Annual Conference
May 15 – 17, 2025
JW Marriott Nashville

50 Years Impacting the Future of Sports

PROSPECTUS



Join Us!

We are absolutely thrilled to announce the launch of our 2025 sponsorship program, designed uniquely for industry leaders like you. This program aims to connect sponsors with key thought leaders throughout the year, ensuring that your brand receives maximum exposure and engagement within the sports industry.

Our mission is to provide you with unparalleled opportunities to establish strong connections. We understand how crucial it is to connect people where they are, when they can, and in ways they prefer. With this in mind, we've developed a comprehensive sponsorship package that offers year-long opportunities for meaningful engagement with your target audience.

As part of our exclusive network, you will gain access to influential leaders in the sports sector. Our program offers numerous touchpoints and interactions to help you effectively showcase your brand's values, products, and services. It's specifically tailored to meet your needs as a sponsor looking to make a significant impact.

We invite you to join us on this incredible journey of connecting people through sports. Together, we can build meaningful relationships and enhance brand recognition across the industry.

Naima Stevenson Starks

Brandon Leopoldus

2025 Annual Conference Sponsorship Chairs



All Platinum, Gold, Silver, and Bronze Sponsors receive the following benefits at both the 2025 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 2025 **Annual Conference in Nashville, Tennessee**, and the **Fall Symposium in London, England!**
- 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 at both the Annual Conference and Fall Symposium.
- 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 2025 Annual Conference in Nashville, Tennessee, and 2025 Fall Symposium in London, England.*

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 (select one) **Available during the 2025 Annual Conference*

- **Thursday Night Opening 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 cocktail, plus logo recognition in the meeting guide and onsite signage.
- **#SLAC2025 Mobile App** – Includes sponsor logo on the splash screen and banner ad within the Mobile App. Moreover, our Know Before You Go email campaign will feature and promote your company's sponsorship, enhancing pre-event engagement and positioning your brand as a critical partner for attendees. Additionally, onsite signage will constantly remind attendees to download the app to navigate their week efficiently while reinforcing your sponsorship presence at every step.
- **Wi-Fi** – 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.
- **Leadership Series** – sponsor of one of two available sessions prominent thought leaders who are driving the future of sports. This series represents a unique chance for you to sponsor one of these **NEW** sessions that aligns your brand with influential voices, and demonstrate your commitment to advancing our field. By securing a sponsorship spot, you'll not only showcase your dedication to innovation but also take a leading role in shaping tomorrow's conversation and direction within our industry.



Exclusive Platinum Year-Round Opportunities means maximum exposure throughout 2025 to the entire SLA community and industry.

- Opportunity for speaking engagement at events including our Fall Symposium in London, England in November 2025.
- 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.
- 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.
- Four (4) 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.



Gold Sponsor \$18,500

Included with sponsorship: *Three (3) complimentary conference registrations at both the 2025 Annual Conference in Nashville, Tennessee, and 2025 Fall Symposium in London, England.*

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** - 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** - 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.
- **Fostering DEI in the Sports Industry; Moving from Complacency to Action; The Next 50 Years** - Join Nona Lee, SLA Past President and Founder & CEO of TruthDEI, for an enlightening session on how sports organizations can tap into new opportunities by fostering DEI. During this session, Nona will explore how embracing diverse perspectives can help sports organizations attract a broader fan base, engage more effectively with under represented communities, and fuel innovation. This was a **standing room** only session in May 2024 in Baltimore, Maryland. Make sure you don't miss this sponsorship opportunity to drive real change and shape the future of sports.



Exclusive Gold Year-Round Opportunities means maximum exposure throughout 2025 to entire SLA community and industry.

- Opportunity for speaking engagement at events including our Fall Symposium in London, England in November, 2025.
- 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 luncheon.
- 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.
- 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.
- Three (3) 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.
- 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.



Silver Sponsor \$12,500

Included with sponsorship: *Two (2) complimentary conference registrations at both the 2025 Annual Conference in Nashville, Tennessee, and 2025 Fall Symposium in London, England.*

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 four 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.
- **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.
- **Friday Lunch** - Capture attendee's attention when you sponsor the interactive Friday lunch. This sponsorship includes logo recognition at the start of the lunch and onsite signage. Sponsor will have the opportunity to address the audience prior to the start of the session.
- **Anniversary Pin** - By sponsoring this 2025 commemorative conference pin, you'll be playing a significant role in our philanthropic initiative. Each year, SLA makes a substantial contribution to a deserving non-profit organization from the host city and proceeds from the 2025 pin sales will directly benefit the chosen organization. Moreover, as a sponsor, your logo will be displayed on both the pin card and event signage throughout the conference. This is an excellent chance to show your commitment to social responsibility while gaining significant exposure among industry leaders and peers.



Exclusive Silver Year-Round Opportunities means maximum exposure throughout 2025 to entire SLA community and industry.

- 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 2025 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.
- 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.



Bronze Sponsor \$8,500

Included with sponsorship: *One (1) complimentary conference registration at both the 2025 Annual Conference in Nashville, Tennessee, and 2025 Fall Symposium in London, England.*

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 2025 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.

Additional Year-Round Advertising Opportunities

DEI Affinity Groups - \$8,000 per group

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 that aligns with the commitment SLA has to fostering a diverse and inclusive environment within our organization, the profession and the sports industry.



Thanks to Our 2024 Sponsors

Presenting Sponsor

Morgan Stanley

GLOBAL SPORTS & ENTERTAINMENT

Platinum Sponsors

Cooley

 NEW ERA ADR

Gold Sponsors

 AMERICAN ARBITRATION ASSOCIATION

INTERNATIONAL CENTRE FOR DISPUTE RESOLUTION*




REAL
RESPONSE*

Silver Sponsors

Akin®

B · A · L
BERRY APPLEMAN & LEIDEN LLP

BCLP.
Bryan Cave Leighton Paisner

Fisher
Phillips

GIBSON DUNN

 WOMBLE
BOND
DICKINSON
JOINS FORCES WITH
LEWIS ROCA
EFFECTIVE 1.1.25

Weil

ROPES & GRAY

 Summize

Bronze Sponsors

Hackney
Publications

 Ironclad

 JAMS

LAWVU

LEOPOLDUS
LAW

STINSON

 LOEB &
LOEB
LLP

 POLSINELLI
SPORTS+ENTERTAINMENT

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
(703) 234-4085

