



Regional Captain Responsibility Outline

Congratulations! You have been selected to serve as a Regional Captain for the Sports Lawyers Association (SLA) in 2023.

The SLA is incredibly grateful for your desire to volunteer and serve as a Regional Captain for SLA Outreach Events. SLA Outreach Events are an integral part of the SLA, and they help connect SLA members to the organization at the local level.

As you know, the SLA is a non-profit, international, professional organization whose goal is the understanding, advancement and ethical practice of sports law. There are over 1,000 current members: practicing lawyers, law educators, law students, and other professionals with an interest in law relating to professional and amateur sports. SLA's mission is to connect established and aspiring leaders in the sports law field and to elevate the expertise, diversity, equity, inclusivity and reach of the profession. The SLA's Annual Conference, takes place in May, is full of interesting and exciting, cutting-edge topics in sports law, and provides amazing networking opportunities for sports law professionals. The SLA further supports its membership (and others who are interested) throughout the year by providing educational and networking opportunities at the local level. These outreach events further develop the connectivity to the organization, hence the role of the Regional Captain.

Regional Captains are selected to aid the organization in its efforts to host SLA Outreach Events throughout the country. SLA seeks to hold at least 1-2 SLA Outreach Events within each region throughout a given year. It is important that these SLA Outreach Events continue to promote the SLA and its member benefits, especially the SLA Annual Conference in May.

As a Regional Captain, your role is to help facilitate and organize these SLA Outreach Events within your given region. You are the glue that ties these local SLA Outreach Events back to the organization. There are lots of individuals who volunteer their time to help organize SLA Outreach Events. For example, in most instances, law firms (or other local entities) are happy for the opportunity to sponsor/host these events, and law students can generally assist with administrative and other logistical efforts, but someone still needs to monitor the event from an organizational perspective and keep the organization informed of the event to ensure proper monitoring and branding – and that is where you come in.

Regional Captain General Responsibilities:

- Read the SLA Outreach Event Handbook (see attached);
- Participate in any SLA Outreach Committee calls organized throughout the year;
- Organize at least 1-2 SLA Outreach Events within your region per year;
- Liaise with your appointed SLA Board member regarding these SLA Outreach Events;
- Ensure your SLA Outreach Events properly promote the SLA and its Annual Conference in May.

SLA Outreach Event Checklist:

- Complete the outreach intake form at: <https://form.jotform.com/221028685370051> so that SLA can properly track the event;



- Ensure copy of invitation and promotional materials sent out for your SLA Outreach Event (Melissa should be notified at least thirty (30) days in advance of the event so that SLA can also send out materials promoting the event to its email list including SLA members and ensure proper SLA logo being utilized);
- Ensure logistics are set for the SLA Outreach Event and maintain routine communication with Melissa regarding the Event;
- Coordinate with the SLA for the receipt and use of any SLA signage (if applicable);
- Ensure sign-up of attendees at SLA Outreach Event and copy of SLA Outreach Event sign-up sheet is sent to SLA;
- Extend invitations to any SLA Board members in the area for attendance at the SLA Outreach Event;
- Provide Melissa with an SLA Event recap email (see sample form below);

Melissa – I am happy to report that we had a tremendously successful outreach event here in Sesame Street today. Please see the attached pictures we took of this event. We had 70 people in attendance (packed room – event sold out). Elmo did an amazing job moderating the event, and the feedback has been incredibly positive. Big Bird and Cookie Monster were amazing speakers. We had lawyers from several law firms, Sports Entity 1, Sports Entity 2, Sports Entity 3, Sports Entity 4, etc in attendance, as well as our local law school students and a few faculty members.

Elmo will be sending you the sign-in sheet and the signage (prominently displayed). Elmo's efforts, and the support of our other sponsors, cannot be understated. Thanks to the SLA for their support.

To the extent you have any other questions or concerns, please feel free to let us know.

- Provide multiple photos of the presenters and attendees at the SLA Outreach Event (including photo showing presence of SLA signage – if any - at the event);

SLA Outreach Event Helpful Hints:

- Successful SLA Outreach Events typically involve an appealing venue (e.g. reduced tickets to a sporting event, VIP tour of a facility, high profile panelists);
- Law firms typically like to sponsor these events at some level (e.g. they may provide some catering for the event, subsidize ticket costs, host the event at their offices, etc);
- Law schools typically like to promote these events (e.g. some involvement from the school's sports & entertainment committee in the planning phase likely leads to higher law student attendance at the event);
- Regional Captains need to be proactive in marketing and promoting the event (e.g. reaching out to your network, ensuring sports team in-house lawyers attend, etc.);
- Notify your local SLA Board members early about the event – they tend to be extremely helpful with the provision of high-profile speakers, access to sports facilities, etc.;



- There are some benefits to potentially partnering with other local organizations within your area (sharing of sponsors, logistics, etc.), but it is important the SLA Outreach Event requirements (stated herein – promotion, branding, sign-in sheet, etc.) be followed;
- SLA (Melissa) can certainly help with generation of topics, types of event(s), etc. – the organization is full of bright and creative minds, and if the interest in hosting the event is strong, there will be no shortage of ideas to help execute (you can even borrow from events that were successful in other regions).

SLA Outreach Event Ideas:

- Attend Game In A Suite - Sports team lawyers get enthused about the idea of selling a mid-week suite for use by the SLA for these outreach events. We encourage them to help add an extra “SLA perk” to the evening (e.g. Team President or GM stops by to briefly chat, attendees able to get certain VIP access/tour, etc.);
- Social Networking/Cocktail Hours – This is a low maintenance option to get people together for networking. Cost is low, logistics are relatively easy to navigate, etc.;
- Traditional Panel Lunch – This event remains pretty popular. Firms are generally eager to sponsor and moderate an enticing panel (that may/not include a lunch) to discuss a timely legal issue and earn some CLE’s. The more high-profile the panelists, the more successful the event tends to be;
- Other Entity Events “In Collaboration With The SLA” – There are lots of other entities out there doing similar events, so why not partner. Note: SLA does not “sponsor” these events. SLA has a successful track record partnering with other entities (e.g. local bar associations, etc.) to collaborate on events. From an SLA perspective, if we have our logo on the marketing materials, get a copy of the attendee list, and have a panelist or moderator who can promote the SLA during the event, then the event is prime for collaborating.

Thanks again for your willingness to help. We look forward to working with you throughout the year.