

Hampshire Law Society

Sponsorship opportunities

2020



**Position your brand in front of Hampshire's Legal
Profession**

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More about us

Hampshire Law Society was incorporated in 1897 and has sought to assist solicitors in Hampshire in a variety of ways including the provision of educational and social events, providing a means of reflecting the views of its members on both national and local issues to the Law Society, local and national government. It promotes the standards of solicitors and assists in the regulation of the solicitors' profession locally. More generally it seeks to promote a better understanding in Hampshire of the work and function of the profession.

These ideals have stood the test of time over the years and the Society remains an active organisation with over 900 members. We have regular access to all solicitors in Hampshire – approx 2500 in total who are included in our email communication.

Why sponsor Hampshire Law Society?

As a membership organisation reliant on subscription income and trading activities to provide resource to meet its objectives, Hampshire Law Society is open minded and flexible in its approach towards any source of support and involvement from organisations interested in the legal sector.

A variety of packages are available and the Society is happy to tailor opportunities within these to suit your particular needs or priorities.

- We pride ourselves on forward thinking and strongly support the legal community.
- We are totally clear about what sponsorship we can offer.
- We are as professional in our approach and proposals as you are in your business.
- We will tailor sponsorship opportunities on what is on offer and its value to the sponsor.
- We know our target audience and proactively seeks sponsors that "best fit"

What's available?

Opportunities to sponsor Hampshire Law Society are varied and affordable and can be tailored to help you meet your specific needs. Sponsors can choose from the following options

- CPD training partner
- Individual event sponsors
- Website partner
- Overall corporate sponsor

How much does it cost?

Our approach to sponsorship is straightforward. We want to ensure that sponsors receive a return commensurate to their level of investment. This is achieved by providing the sponsor with a number of benefits appropriate to the sponsorship offering. Individual consultations will be held with potential sponsors ensuring that packages are tailored to meet the needs and objectives of all parties.

Sponsorship opportunities 2020

CPD events

Date: Various, 12 approx during the year

Venue: Holiday Inn, Eastleigh

- Space for stands/leaflets
- 5 minute speaking slot during event
- Branding on our website with a link to your website from now until after the event
- Branding on our regular enews

Ideal for the more personal touch, smaller numbers allowing the chance to network individually £500.00 per event. Programme attached

CPD Partner

Align yourself with Hampshire Law Society as our CPD partner. Hampshire Law Society provides a number of CPD courses during the year. A programme of 3 hour afternoon seminars, one day conferences and evening update seminars

Included in the sponsorship

- Prominent branding on the CPD brochure with one page dedicated to your organisation, brochure sent to 2000 solicitors in Hampshire
- Opportunity to attend all CPD sessions and make a short 4-5 minute address
- Logo on all emails (approx weekly) that are sent out promoting the events plus logo and link on website for 12 month period
- Logo in quarterly magazine on CPD page
- Please note that other sponsors may be present at the individual events

£2500.00

Summer event – Royal Victoria Country Park, BBQ and activities

Annual event attracting up to 80 local solicitors and their families to include barbecue lunch

- Recognition at event
- 2 free tickets
- 5 minute familiarisation and introduction talk
- Option to include banners if required
- Logo on all promotional material, magazine and website for 6 months

Ideal to chat to attendees in a relaxed environment

£750.00

Website

- Logo on home page of website for 12 months from start of agreement
- Hyperlink to sponsors website
- Information about the sponsor on the sponsors page
- Inclusion of news articles on “What’s hot” if appropriate
- Promotion of your seminars with logo on training and events section

Ideal for a more hands off but no less effective method of reaching your target market.
£500

AGM 2020

End November 2020

Our annual general meeting and Christmas dinner attracting between 40 – 60 local solicitors

Venue TBA

- Recognition at event
- 2 free tickets
- Option to include banners if required
- Logo on all promotional material, magazine and website
- 10 minute speaking slot on approved topic

Ideal for the more formal opportunity to speak to members and enjoy a social occasion

£500.00

Quiz

Annual event attracting up to 80 local solicitors to include quiz and supper. Date 28 April 2020 at the Dancing Man in Southampton. This has become an increasingly popular event over the past few years.

- Option to act as quizmaster
- Dedicated sponsor round with individual prize
- Recognition at event
- 2 free tickets
- Option to include banners if required
- Logo on all promotional material, magazine and website

Ideal to showcase your business by hosting this popular event with plenty of space for banners, leaflets etc.

£500.00

Annual Dinner and Awards

Date: 4 June 2020
Venue: Hilton Ageas Bowl

The awards will be presented after dinner and the entertainment. This year there will be the opportunity to nominate for 4 awards as follows:

- Solicitor of the year
- Junior solicitor of the year
- Firm of the year (large)
- Firm of the year (small)

Mark "Billy" Billingham has been booked as after dinner speaker. Mark is best known for his work on SAS who dares wins on Channel 4

The venue will comfortably seat 400 guests. After record breaking attendance in 2019 we are confident this will again be a very popular event amongst Solicitors and their professional guests. A prestigious top table will also be in attendance with representatives from business and local government.

Benefits include:

- Name/branding on all invitations and promotional material, magazine (readership 1400) prior to and after the dinner
- Name/ branding on the Hampshire Law Society website, with link to sponsor's own website for a period of 12 months
- Event exposure through AV facilities
- Thank you to sponsors during evening from Hampshire Law Society President
- Invitation for one Executive to attend the VIP reception
- Invitation to dine at the top table with the compliments of the President
- Opportunity to meet with the President of the Law Society formally
- 2 free tickets with priority option to buy a full table
- Option to erect banners/stand if required
- Option to run a (low key) competition
- Option to contribute a raffle prize for additional exposure
- Option to include items in "goody bag"
- Exposure via social media
- Mention in press release in local press including photograph with award winners
- Assist in judging of legal awards and option to present an award
- Potential to work together for future events, seminars etc

Ideal for organisations wishing to expose their brand for a longer period of time and liaise with the officers and senior members of the Law Society at the event

£1000

Corporate sponsorship

As a corporate sponsor you would benefit from the following

Website

- Logo on home page of website for 12 months from start of agreement
- Hyperlink to sponsors website
- Information about the sponsor on the sponsors page
- Inclusion of news articles on “What’s hot” if appropriate
- Promotion of seminars with logo on training and events section
- Inclusion on newly developing member benefit section

Seminars

- Promotion of your seminars to our membership database via email, website and newsletter
- Opportunity to select 2 HLS seminars from existing programme to be badged as “your company” sponsored which entitles representative to attend

Annual Dinner

- Recognition at annual dinner
- 4 free tickets for annual dinner
- Invitation to VIP reception for 2 guests
- Option to include banners if required
- Option to include items in “goody bag” if used

Other events

- Recognition at all other social events as outlined above

Communication

- Hampshire Law Society will promote relevant products via emails to our membership database at an appropriate time

Magazine

- Discount on advertising rates in Hampshire Legal and opportunity to include editorial
- Half page advertorial in each issue

Ideal for the no worry maximum sponsorship opportunity

Cost £3000 pa

And finally...

So what advantages can you enjoy from a partnership with Hampshire Law Society?

- Association with the leading Law firms in Hampshire
- Relationship with dedicated member of staff who’s role it is to ensure complete satisfaction
- Your product message can be integrated into the activities of Hampshire Law Society.
- Sponsorship is targeted and cost effective.

Corporate sponsors have included

- Landmark
- IFS (Independent Financial Solutions)
- Wilkins Kennedy
- Property Information Exchange
- JLT insurance

Other current sponsors include

- Quantuma
- No 18 Chambers
- Barclays
- Index property searches
- Smith & Williamson

All sponsors benefit from reduced advertising rates in our quarterly magazine

Hampshire Legal

For further information and to discuss your requirements please contact

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