

2021 PACDL White Collar Practice Sponsor Prospectus

Reasons to Sponsor

Cultivate Credibility. Interested in building rapport and trust with existing and potential customers? Sponsoring a PACDL CLE can accelerate the process and help spark interest. Our members and attendees can begin to identify your brand for its presence, generosity, and dependability.

Build Brand Awareness. You can also gain greater visibility and develop a competitive edge in the marketplace without an expensive advertising campaign.

Increase Your Reach. When you sponsor a PACDL event you reach more than just those who attend. You can maximize your return by promoting your sponsoring of the event to your networks. Pull together an email invitation and encourage them to attend or write a blog about why you believe it is an important event and therefore sponsored it.

Engage with Your Audience. Traditional forms of advertising are one-sided and a quantitative medium, but sponsorship is a qualitative medium which gives a sponsor the opportunity to cultivate new and existing clients face-to-face, develop lasting relationships, educate prospects, and support the defense bar.

Differentiate from Competitors. The mere act of sponsoring an event, especially an exclusive sponsorship, is a significant way to create competitor differentiation.

Support Criminal Justice Reform. PACDL works to create a fairer and effective criminal justice system through legislative advocacy and amicus support. Your support helps PACDL engage more deeply and broadly to eliminate inequities based on policy or law and enhance the practice of criminal defense so that everyone has their fair day in court.

About PACDL

The Pennsylvania Association of Criminal Defense Lawyers (PACDL) is an association of legal professionals dedicated to delivering insightful continuing legal education training, peer-to-peer networking opportunities, and community-sourced information that advances the Pennsylvania criminal defense bar. Since 1988, PACDL has set itself apart as the premier criminal defense association that represents private and public criminal defense lawyers admitted to the Pennsylvania Supreme Court.

Our members are located across Pennsylvania and are comprised of private practitioners, conflict counsel, and public defenders. This broad spectrum of individuals brings a unique perspective and value. If you are interested in being a sponsor, return the completed application and contract to PACDL.

PACDL offers its sponsors optimal marketing exposure. These opportunities are about creating experiences that will resonate long after your brand strikes its activation at PACDL trainings. Each sponsorship opportunity has been carefully constructed to optimize your reach and ensure maximum return on investment. Sponsorship is not only a strong marketing strategy, but also an incredibly powerful tool for promoting a business, especially within the legal community.

If you are interested in being a sponsor, please return the completed application and contract to PACDL. The various levels of sponsorship encourage business and individual support.



PACDL
PENNSYLVANIA ASSOCIATION OF
CRIMINAL DEFENSE LAWYERS

2021 White Collar Practice Sponsorship Opportunities (November 11-12, 2021)

Platinum Sponsorship \$5,000 (only 7 available)

Pre-Event

- Logo inserted as Platinum Sponsor in the conference brochure.**
- Logo included in promotional seminar email campaigns.
- One full page advertisement inserted in a single 2021 issue of PACDL's *For The Defense* or a sponsored legal article of 8 or fewer pages with an audio link approved by PACDL.
- Logo included on PACDL website (www.pacdl.org) for 45 days.
- First right of sponsorship renewal.

On-Site

- Three CLE registration vouchers for both session days.
- Logo placed on seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Platinum Sponsor in the December 2021 issue of PACDL's *For The Defense*.

Gold Sponsorship \$3,500

Pre-Event

- Logo inserted as a Gold Sponsor on the seminar brochure.**
- Logo included on seminar promotional email campaigns.
- Full page advertisement inserted in a single 2021 issue of PACDL's *For The Defense* or a sponsored legal article of 4 or fewer pages with an audio link approved by PACDL.*
- Logo included on PACDL website (www.pacdl.org) for 30 days.
- First right of sponsorship renewal.

On-Site

- Two CLE registration vouchers for both session days.
- Logo placed on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Gold Sponsor in the December 2021 issue of PACDL's *For The Defense*.

WiFi Sponsor \$1,000 (Two Available)

- 50% off one-day seminar registration for one individual, additional day pricing at the regular one day registration rate.
- Logo inserted into the seminar course materials and incorporated into the scrolling Welcome PowerPoint.

Silver Sponsorship \$2,500

Pre-Event

- Logo inserted as a Silver Sponsor on the seminar brochure.**
- One half-page advertisement in a single 2021 issue of PACDL's digital magazine, *For The Defense* or a sponsored legal article of 3 or less pages approved by PACDL.*
- Logo placed on PACDL website (www.pacdl.org) as a Silver Sponsor for 15 days.

On-Site

- One CLE registration voucher for both session days.
- Logo placed on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Silver Sponsor in the December 2021 issue of PACDL's *For The Defense*.

Thursday Cocktail Reception \$1,750 (Two Available)

- Logo included as the Cocktail Reception Sponsor on seminar promotional email campaigns.
- Tickets for four company representatives to the Thursday Cocktail Reception.
- Logo placed on seminar signage at the Thursday Cocktail Reception.
- Recognition as a Sponsor in the December 2021 issue of PACDL's *For the Defense*.
- First right of sponsorship renewal.

Patron Sponsorship \$1,250

Pre-Event

- One-Quarter page advertisement in a single 2021 issue of PACDL's digital magazine, *For The Defense*.*

On-Site

- Logo placed as a Patron Sponsor on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint.
- Logo inserted in the seminar course materials.
- One CLE registration for one day, additional day cost is at regular one day registration rate.

Post-Event

- Recognition as a Patron Sponsor in the December 2021 issue of PACDL's *For the Defense*.

* Advertising artwork provided by sponsor no later than six weeks in advance of magazine issue date, check with PACDL staff for 2021 deadlines.

** Please double-check deadline for insertion into brochure.

2021 PACDL White Collar Practice Sponsorship Application

Representative's Name _____ Date _____
Firm or Company Name _____
Address _____
City _____ State _____ Zip _____
Representative's Telephone No. _____ Fax No. _____
Email _____

Submit to: Pennsylvania Association of Criminal Defense Lawyers, 115 State Street, Harrisburg, PA 17101
fax: 717.234.7462; or email: pacdl@pacdl.org.

Please indicate your sponsorship level below:

- ___ Platinum Sponsor \$5,000 ___ Patron Sponsor \$1,250
___ Gold Sponsor \$3,500 ___ Wifi Sponsor \$1,000
___ Silver Sponsor \$2,500
___ Cocktail Reception Sponsor \$1,750

PAYMENT

All sponsorships must be paid in full 30 days prior to the CLE seminar.

Choose your payment method: Check* or Credit Card *Check enclosed made payable to PACDL

Name on Credit Card _____

Type of Card _____

Credit Card Number _____ Expiration Date _____ CVV Code _____

Card Billing Address _____

City _____ State _____ Zip _____

Sponsor Contract: Terms and Conditions

1. Application and Contract. Sponsor agrees to abide by all rules and regulations outlined in this contract. The signing of this contract indicates agreement by the Sponsor to comply with conditions of the contract. The application for sponsorship is subject to approval by the Pennsylvania Association of Criminal Defense Lawyers (PACDL) which reserves the right, at its sole discretion, to accept, reject or limit the sponsorship opportunities requested by any company or organization. Applications for sponsorship will be reviewed in order of receipt and insofar as possible, opportunities will be assigned on a first-come, first served basis.

2. Payment and Cancellation. PACDL will process this application once full payment is received. PACDL does not invoice for sponsorship. Once an application and payment have been received, a sponsor will receive a confirmation with additional information. Any cancellation must be made in writing. Sponsor who cancels 20 days or less prior to a contracted event shall not receive a refund. For written cancellations communicated more than 20 days in advance of the event, PACDL shall refund the Sponsor fee received less \$250.

3. Site and Time. PACDL reserves the right to make changes in the event or times and hours and dates; however, any such changes will be made known as far in advance as possible. PACDL has the right to approve Sponsors, and approve all demonstrations, videos or promotions to be presented.

4. Force Majeure. PACDL shall not be liable in damages for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to acts of God, government restrictions, wars, insurrections and/or any other cause beyond the reasonable control of PACDL. Sponsors shall be released and discharged from any obligation or liability under this contract, including their obligation to pay a Sponsor fee to PACDL for an event that is cancelled due to force majeure and PACDL shall promptly issue to Sponsor a full refund in the total amount of payment already received less any related expenses incurred by PACDL through the date of cancellation.

5. Insurance and Liability. Sponsor shall, at its own expense, secure and maintain insurance to protect it from any losses it may suffer during a PACDL seminar. Sponsor shall indemnify and hold harmless PACDL and its members, employees, directors, and agents from all liability which might ensue from any liabilities, damages, actions, losses, claims and expenses (inclusive of attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of a law or ordinance by the Sponsor or its employees, agents, contractors, patrons and invitees. The Sponsor hereby waives each and every claim that arises or may arise in its favor against any one or more of the indemnities for any and all losses of damage. Such waiver precludes the Sponsor's assignment of any claim by subrogation or otherwise.

6. Trademarks. Sponsors hereby grant PACDL a non-exclusive limited license to use, display, and reproduce its logo, trademarks and service marks, and trade names only in connection with the promotion and advertisement of the contracted event and any listing of the Sponsors of the event. Sponsors represent and warrant to PACDL and unconditionally guarantee that all of their trademarks are owned by them or that they have permission from the rightful owner to use each of these elements.

7. Nature of Relationship. The parties agree that nothing in this Contract shall be construed as creating a joint venture, partnership, endorsement, franchise, agency, employer/employee, or similar relationship between parties.

Sponsor Name _____

Sponsor Representative _____

Date _____

PACDL Representative _____

Date _____