



THOMSON REUTERS™

Thomson Reuters Institute

# MARKETING PARTNER FORUM

## SPONSORSHIP PROSPECTUS

The 28th Annual Marketing Partner Forum  
August 18-20, 2021  
The Ritz-Carlton Laguna Niguel  
Dana Point, CA





**August 18 - 20, 2021**  
**TARGET LAW FIRM MARKETING LEADERS**  
**WITH DECISION MAKING AUTHORITY**

Attract clients, drive revenue and deliver results. The 28th Annual Marketing Partner Forum is the industry's leading conference created by and for leaders driving the strategic marketing and business development decisions at their law firms.

Attendees are comprised of the top decision makers at law firms including Marketing Partners, Chief Marketing Officers, Chief Business Development Officers and others. Sessions will offer a diverse mix of roundtables, breakouts and general sessions for an individualized experience. Networking opportunities include two receptions, two lunches, two breakfasts and various breaks throughout the three days to maximize your company's sponsorship and visibility.

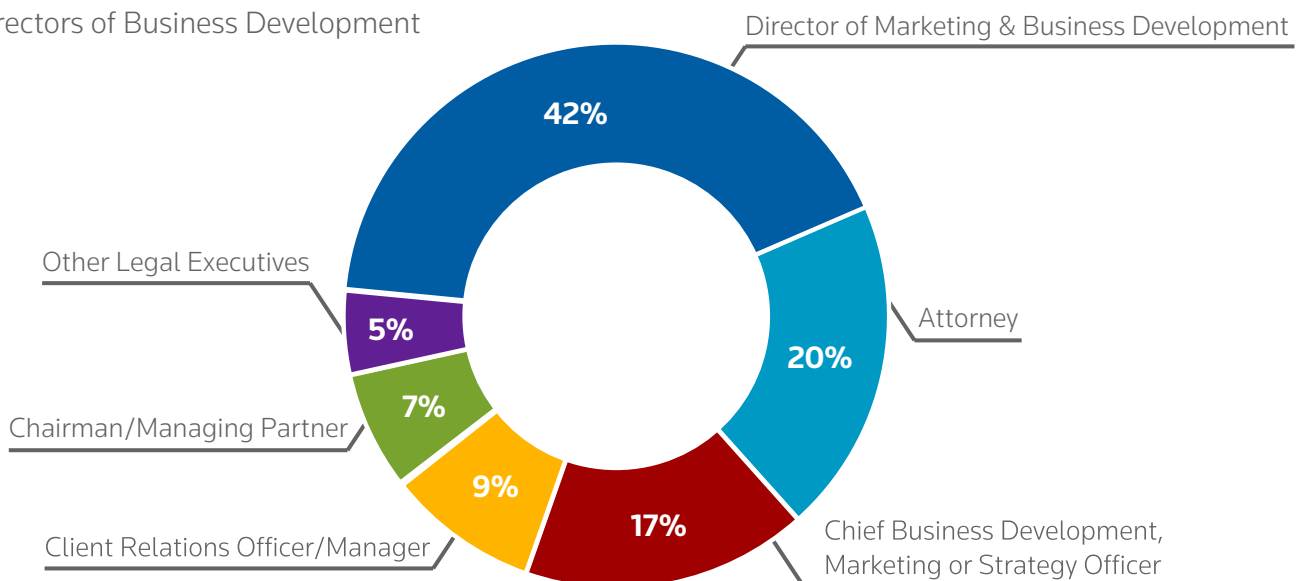
Join us for thought leadership and networking with the top marketing and business development law firm representatives in the country. Make real connections with true decision makers and watch your discussions advance to profitable partnerships!

**YOUR MESSAGE WILL REACH AN**  
**ESTIMATED 300 ATTENDEES INCLUDING:**

- Marketing Partners
- Chief Marketing Officers
- Chief Business Development Officers
- Managing Partners
- Executive Directors
- Principals
- Directors of Marketing
- Directors of Business Development

**For More Information**  
**Please Contact**

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# 28TH ANNUAL MARKETING PARTNER FORUM SPONSORSHIP LEVELS

## PLATINUM \$30,000

### Event Site Exposure

- Custom-branded counter in the best location
- 1 premier event: lunch or reception
- Sponsor bingo participation ('21 socially distant edition)

### Event Passes

- 6 complimentary sponsor registrations
- 4 complimentary client registrations for use with unregistered clients

### Marketing

- 100-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral
- Email invite and discount code as an offer to your non-registered clients
- Registration contact details based on attendee opt-in
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 5 pages)
  - Eligible for 2 push notifications throughout the Forum

## GOLD \$20,000

### Event Site Exposure

- Custom-branded counter in the best location
- 1 premier exposure: event app, champagne roundtable, event email, wireless Internet
- Sponsor Bingo participation ('21 socially distant edition)

### Event Passes

- 4 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered clients

### Marketing

- 50-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients
- Registration contact details based on attendee opt-in
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 3 pages)
  - Eligible for 1 push notification throughout the Forum

## SILVER \$12,000

### Event Site Exposure

- Custom-branded counter
- 1 event: continental breakfast, AM or PM networking breaks
- Sponsor Bingo participation ('21 socially distant edition)

### Event Passes

- 2 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered clients

### Marketing

- 25-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients
- Registration contact details based on attendee opt-in
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)
  - Downloadable sponsor whitepaper (up to 2 pages)

## EXHIBITOR \$7,000

### Event Site Exposure

- High round cocktail table exhibit in the event space
- Sponsor bingo participation (2021 socially distant edition)

### Event Passes

- 1 complimentary sponsor registration
- 1 complimentary client registrations for use with unregistered client

### Marketing

- 25-word company description and logo on event program page with link to your company's website
- Logo placement in all event marketing and on-site collateral.
- Email invite and discount code as an offer to your non-registered clients
- Registration contact details based on attendee opt-in
- Event app sponsor exposure includes:
  - Sponsor contact information (name, phone, email)

## VIRTUAL \$5,000

### Virtual Benefits Include:

- Logo placement in all event marketing and on-site collateral.
- Virtual Sponsor Table features computer screen with rotating sponsor's logos and link to sponsor's website.
- 25-word company description and logo on event program page with link to your company's website
- Registration contact details based on attendee opt-in
- 1 Complimentary Event Registration



# Customizable Opportunities

**Health & Wellness** - Opportunity to brand event related activity including run/walk, yoga or spin class etc. \$2500 (subject to approval in 2021)

**Thursday Evening Reception** - Thursday night sponsorship featuring marquee branding during Grand Reception in accordance with reception theme. \$7500 (SOLD)

**Wednesday Evening Reception** - Branded reception entertainment such as music, photo booth, etc. \$3000

**Sponsored Floor Decal** - directing attendees to sessions, receptions, breakouts with your logo. \$1500/day

**Event App Banner Ad** - on navigation menu (other logos will continuously rotate). \$1500

**Bloody Mary Brunch** - Branded brunch at the conclusion of the Forum. \$1500

**Sponsor Video** - 15-second video to be played during conference and/or on the official event app. Sponsor is responsible for all cost associated with the video production: submit 1 month prior to event for approval. \$1500

**Sponsored Introduction** - Opportunity to deliver a 90-second or less introduction to a panel discussion including why your organization chose to support MPF, why the session topic is relevant and a brief overview of your organization. Verbiage needs to be submitted two weeks prior to program for approval: intro implies neither formal panel sponsorship nor faculty membership. \$1500

**Meeting Suite** - Semi-private area with electrical, wi-fi, table and seating for four. \$3000/day.

**Logo Key Card & Sleeve** - Up to four colors. \$2000

**Logo Item** - Sponsor can produce one of the following: face mask refresher, mask holder, hand lotion, water bottle, Thursday night bandana, notebook, stylus pen, hand sanitizer. Items must be submitted by end of May. \$2000

**Room Drop** - Deliver materials and/or gift to attendee rooms on Wednesday or Thursday (see logo items). \$4000

**Coffee Sponsor** - Branded coffee sleeves (sponsor to provide) \$1500

**Lanyards** - For all attendees name badges throughout the conference \$5000 (SOLD)

**Reception Bar Sponsorship** - Thursday night sponsored bar, branded sign and branded signature drink. \$2000

**Sponsored Activity** - examples include bean bag toss, putting green, scavenger hunt, etc. preferably with a sponsored prize (e.g. spa certificate, gift card). The sponsored activity will be promoted on the event app but does not guarantee attendee participation: activity needs to be within venue safety & social distancing compliance. \$2000