

SPONSORSHIP PROSPECTUS



The 30th Annual Marketing Partner Forum

Songs of Empire: Transformative Journeys & the Quest for Sustainable Growth

January 23-25, 2023
(Monday-Wednesday)
Terranea Resort
100 Terranea Way
Rancho Palos Verdes, CA 90275

The 30th Annual Marketing Partner Forum

SPONSORSHIP PROSPECTUS

Attract clients, drive revenue and deliver results. The 30th 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 law firm executives, including Business Development Committee Chairs, Managing Partners, Chief Marketing Officers, Chief Business Development Officers, Client Services Partners, Practice Group Leaders, and more. 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.

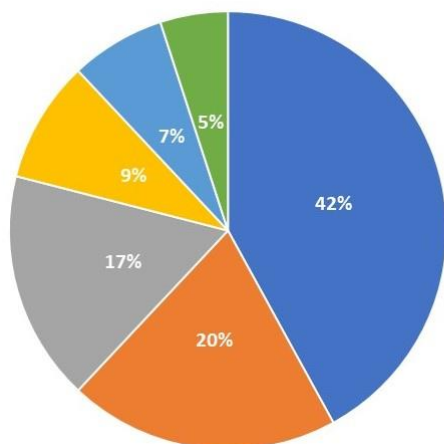
Join us to forge **real** connections with **true**, global decision-makers and watch your discussions take flight.

YOUR MESSAGE WILL REACH AN ESTIMATED 250 ATTENDEES INCLUDING:

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

For More Information Please Contact:

Thomson Reuters Institute
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- Director Marketing/Business Development
- Attorney
- Chief Business Development, Marketing Officer
- Client Relations Officer/Manager
- Chairman/Managing Partner
- Other Legal Executives

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SPONSORSHIP LEVELS

PLATINUM \$30,000

Event Site Exposure

- Custom-branded counter in the best location
- 1 premier event (Lunch, Reception)

Event Passes

- 6 complimentary sponsor registrations
- 4 complimentary client registrations for use with unregistered law firm 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 lists include pre- (firms & titles) and post- (all contact information) conference lists for your use. Opt-in registrants only.
- Event app 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, WiFi)

Event Passes

- 4 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered law firm 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 lists include pre- (firms & titles) and post- (all contact information) conference lists for your use. Opt-in registrants only.
- Event app 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 exposure (Continental Breakfast, AM or PM Networking Breaks, tote item)

Event Passes

- 2 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered law firm 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 lists include pre- (firms & titles) and post- (all contact information) conference lists for your use. Opt-in registrants only.
- Event app 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

Event Passes

- 1 complimentary sponsor registration
- 1 complimentary client registration for use with unregistered law firm 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 lists include pre- (firms & titles) and post- (all contact information) conference lists for your use. Opt-in registrants only.
- Event app exposure includes:
 - Sponsor contact information (name, phone, email)

VIRTUAL \$5,000

- Logo placement in all event marketing and onsite collateral.
- Virtual Sponsor table features computer screen with rotating sponsor's logo and link to sponsor's website.
- 25-word company description and logo on event program page with link to your company's website.
- Registration lists include pre- (firms & titles) and post- (all contact information) conference lists for your use. Opt-in registrants only.
- 1 complimentary event registration

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CUSTOMIZABLE BRANDING OPPORTUNITIES

Monday Evening Reception – Branded reception entertainment such as music, photo booth, etc. **\$2000**

Monday Signature Drink – Monday night sponsored bar, branded sign and signature drink **\$2500**

Tuesday Mixology Round Table Signature Cocktails (2 available) **\$2500**

Tuesday Grand Reception – Tuesday night sponsorship featuring marquee branding during Grand Reception in accordance with reception theme **\$7500**

Wednesday Bloody Mary Brunch – Branded brunch at the conclusion of the Forum **\$2000**

Partner Talks – Present 15-minute segment on approved theme. This TED-talk style format requires approval from Thomson Reuters. Ask sponsor rep. for speaking opportunity, detail and availability. **\$5000**

Lanyards – For all attendees throughout the conference **\$5000 – SOLD**

Room Drop – Hotel will deliver branded materials and/or gifts to attendees' rooms. Price is market rate, request quote from your TR rep. **\$4000**

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

Health & Wellness – Opportunity to brand event related activity including run/walk, yoga or spin class, etc. **\$2500**

Philanthropic Gift Item – Support a local charity with attendee gift item. **\$2500**

NEW - Sunday Exclusive Golf Sponsor (4 opportunities) – 9 holes of golf prior to the Forum with groups of 4 attendees. Tee time between 12-5 based on availability at the resort. Two representatives per sponsor; add-on opportunities listed below. **\$4000**

- **Golf Beverage Cart Service (2 opportunities)** – Includes soft drinks, beers, canned cocktails, seltzers, assorted chips and other snacks. **\$1000**
- **Golf Branded Items** – Golf balls, markers, tees, towels or other merchandise. Sponsor is responsible for production and shipping costs. **\$500**
- **Golf Gift Card (3 opportunities)** – Provide gift card for best play (ex: closest to the pin, longest drive). **\$100**

Logo Key Card/Sleeve – Up to four colors **\$2000**

Official Notebook Sponsor – To be placed on tables during session for attendees. Sponsor responsible for production and shipping costs. **\$2000**

Event App Banner Ad – On navigation menu (other logos will rotate continuously) **\$1500**

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

Sponsored Floor Decal – Branded decals. **\$1500/per day**

Logo Item – Sponsored item for inclusion in conference tote bag. **\$1000/item**

Custom opportunities are available as add-ons to your sponsorship package. Additional options may be considered upon request. All are subject to availability.