

Lawyers Club Sponsorship Tips!

To help you navigate your committee and event logistics, we offer these tips regarding sponsors:

1. We have a board-approved sponsorship opportunities program for FY2017 which we expect to launch in early September with the distribution of our new brochure. It will be similar to FY2016 which can be found on the website at http://c.ymcdn.com/sites/www.lawyersclubsandiego.com/resource/resmgr/Sponsor_info/LCSD-Sponsorships2016-web.FI.pdf.
2. The purpose of the sponsor program is to build support for and awareness of our mission to advance the status of women in the law and society.
3. If your employer is not already a sponsor let us know if you think they would be interested in learning more about sponsorship opportunities.
4. We seek sponsors generally for LC events, not for committee meetings and committee-only social events.
5. Requests should be made to the VP and sponsor committee 6-8 weeks in advance of an event, at a minimum, if it is not already scheduled in the sponsorship brochure for that year.
6. If you need a venue for your event, work with your VP. They will liaise with the Sponsorship Committee as needed.
7. For committees seeking space for meetings, here are a few suggestions:
 - a. Ask among your committee members whether their firms would be willing to share their conference room for your meetings. It's good to move it around in order to give the firms equal exposure and make it geographically convenient for as many committee members as possible.
 - b. Some firms will offer to provide lunch; otherwise, most meetings are "brown bag"
 - c. If meeting at a firm: try to engage more of the firm's attorneys as Lawyers Club members and committee members.
 - d. A simple happy hour event for your committee could be provided at a committee member's home or office; have a few people contribute a bottle of wine or some cheese and crackers. If you wish to gather at a happy hour venue, try to make it affordable for everyone. The point is to be together and to network!
 - e. Let us know if you need assistance to find meeting space – we are here to help!
8. Use your committee meetings as a way to expand your committee membership. Provide a welcoming atmosphere – start with introductions around the table, start and end on time, spend time brainstorming new ways to expand the committee membership